WAPOR 59th Annual Conference AAPOR 61st

May 16-18, 2006

Confronting Core Values and Cultural Conflict

May 18-21, 2006

Montréal, Québec, Canada

Final Program

A joint conference of the American Association for Public Opinion Research and World Association for Public Opinion Research

CONFRONTING CORE VALUES and Cultural Conflict

WELCOME to the ...

American Association for Public Opinion Research
61st Annual Conference, May 18-21, 2006

World Association for Public Opinion Research
59th Annual Conference, May 16-18, 2006

Hilton Montréal Bonaventure • 900 rue de la Gauchetière West • Montréal, Québec H5A 1E4
Phone: 514-878-2332 • Fax: 514-878-3881

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Registration Information Desk

The AAPOR registration and information desk is located in the Montreal Ballroom Foyer. All meeting attendees must check in at the registration desk to pick up their Final Program, name badge, conference tote bag, and other meeting materials prior to attending sessions or social events. Tickets will be included in your registration packet for admittance to all the meals.

Registration hours are as follows:

WAPOR (AT THE MARRIOTT)

Tuesday, May 16	3:00 p.m. – 6:00 p.m.
Wednesday, May 17	8:00 a.m. – 5:00 p.m.
Thursday, May 18	8:00 a.m. – Noon

AAPOR (AT THE HILTON)

Wednesday, May 17	4:00 p.m. – 8:00 p.m.
Thursday, May 18	7:00 a.m. – 6:30 p.m.
Friday, May 19	7:00 a.m. – 3:00 p.m.
Saturday, May 20	7:00 a.m. – 3:00 p.m.
Sunday, May 21	7:00 a.m. – 11:00 a.m.

Badges/Tickets

Name badges are provided for all registered meeting attendees, exhibitors, speakers and staff. Badges are required to gain admittance to all sessions and the exhibit hall, and are required for all social events as well. <u>Tickets will be collected at each core meal function. Be sure to bring your ticket with you to the door for admittance.</u>

SPECIAL THANKS FROM THE CONFERENCE CHAIR, DAVID MOORE

I'm grateful foremost to AAPOR members for the opportunity this year to be Conference Chair and have a major role in shaping the conference program. It's been fun and challenging, an experience that I shall treasure. Thank you.

The contribution of **Patricia Moy**, the Associate Conference Chair, has been invaluable. She has been fully involved in all aspects of the planning and organizing of the sessions this year, and I have been helped immensely by her good judgment and hard work. She was also our liaison with WAPOR and was instrumental in organizing the joint AAPOR/WAPOR panels.

The myriad logistical details of the conference, and the numerous social activities that have been organized, all fall under the domain of **Nancy Whelchel** and the **Conference Operations Committee**, who deserve our deepest gratitude. Nancy's enthusiastic and tireless efforts have been key to this hugely successful effort.

The staff at **AMP** (Applied Measurement Professionals) has revolutionized the way the Executive Council operates, no more so than with planning for the conference. Their logistical support, as well as their professional advice and friendly responsiveness, have made an enormous improvement in our ability to organize the conference. Many thanks to **Monica Evans-Lombe, Missy Johnson,** and **Mike Flanagan** at AMP. Also, a special note of gratitude to **Tara Houston,** for an innovative cover design that beautifully incorporates the concepts of core values and culture.

Other people who have contributed to the conference program who deserve special mention include:

> **Geraldine Mooney** and the **Education Committee** for their extensive efforts to organize the several short courses offered during the conference.
>
> **Nancy Mathiowetz,** for conceiving of and organizing the special panel on polling for the courts.
>
> **Devon Johnson, Maria Krysan,** and **Leonie Huddy** for their efforts in organizing the Author-Meets-Critic panel.
>
> Several past conference chairs who provided advice at different times during the year, to include **Tom Smith, Jon Krosnick, Mark Schulman, Murray Edelman, Peter Miller** and **Rob Daves.**
>
> **Vincent Price** for his helpful ideas and advice.
>
> **Cliff Zukin** and the rest of the **Executive Council** members for their suggestions, encouragement, and support.
>
> The **63 paper reviewers,** listed as part of the Conference Committee, whose evaluations of the proposals were essential for organizing the panels.

Finally, special thanks to the many people who organized panels and submitted the panel proposals for inclusion in the program, along with the hundreds of people who submitted paper proposals. Obviously, the success of the program depends on the high quality of the work that AAPOR members are willing to share with their colleagues.

David W. Moore

SPECIAL THANKS FROM THE CONFERENCE OPERATIONS CHAIR, NANCY WHELCHEL

Organizing the logistics of the AAPOR conference requires an enormous amount of effort from many different people. I owe profound thanks to the members of the Conference Operations Committee, the staff at AMP, and the AAPOR Executive Council, who all played a vital role in putting together the countless pieces of the puzzle that is a successful conference. Without you, my job would be impossible. Thank you.

Specifically, to recognize just a few of the many contributions they made, I would like to thank the Operations team:

> **Linda Dimitropoulos**, Associate Chair, a great partner who provided invaluable input on virtually all aspects of the conference operations, and kept me laughing and reasonably sane along the way.
>
> **Kat Draughon**, Assistant Chair, who brought continuity to the team with her deep institutional knowledge, and used her insights to take the lead on the new Conference Volunteers Program.
>
> **Ken Steve**, Social Activities, for all the information he's gathered and the organizing he's done, and for the late nights and early mornings he'll have during the conference to make sure our attendees enjoy the AAPOR social activities and our host city.
>
> **Karl Feld**, Development/Sponsorship & Exhibits, for his amazing work bringing in sponsorship money, allowing us to offer otherwise impossible activities to our attendees, like the cyber café and afternoon ice cream breaks.
>
> **Steve Everett**, Photographer/Banquet Visuals, for spending the conference looking through the lens of his camera and putting the photos on the web for all to enjoy, and for taking our banquet to a whole new level with his fabulous slide show.
>
> **Mike Xenos**, Book Exhibits, for his dogged pursuit of publishers and for working with our members to get their books on display for all to see.

I am also forever grateful to the talented and hardworking staff at AMP: **Missy Johnson**, **Monica Evans-Lombe**, and **Mike Flanagan**. Each of them has gone above and beyond the call of duty, and has demonstrated unfailing patience with the endless barrage of questions and requests from me and the Operations team. It is quite literally impossible to imagine how Operations survived before AMP.

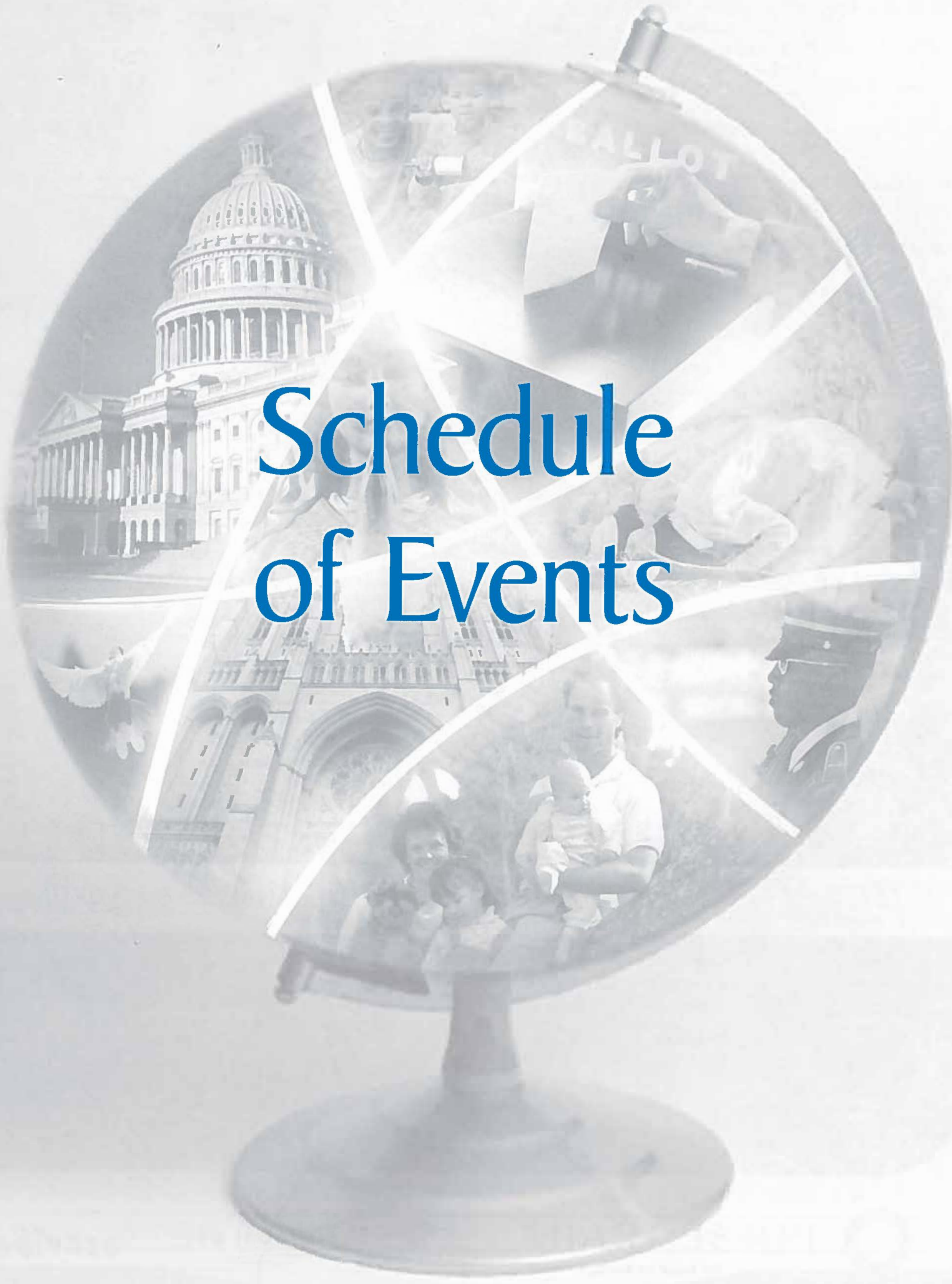
Of course, without the conference program itself Operations would be out of business! Working with Conference Chair **David Moore** and Associate Conference Chair **Patricia Moy** has been a complete delight. David and Patricia have been ever mindful of operational needs and constraints while organizing what is undeniably one of the most outstanding conference programs AAPOR has ever had. I sincerely appreciate their welcoming me with open arms into every part of the process.

A key factor in the success of the conference has been President **Cliff Zukin** and the **Executive Council** allowing me a place at their table. The dialogues we have had over the past year have proved invaluable in ensuring that everyone was making – and continues to make – well-informed decisions. My job was infinitely easier because of these conversations.

Finally, it is not possible to fully express the gratitude I have for my supporters back home: my boss at NC State University, Karen Helm, not only looked the other way when I spent 25% of my time on the job doing Conference Operations work, but further, fully supported these activities. My Research Associate, Melissa Godwin, picked up the balls I dropped in attempting to juggle work, Ops, and life. It would have been literally impossible to devote as much time as I have to AAPOR over this past year without Melissa and my Graduate RA Jennifer Marks taking over so many of my responsibilities at the office. And, last but not least, a huge thanks to my family, who had to go it alone while I was off traveling to all those meetings and fabulous site visits.

Nancy Whelchel

CONFRONTING CORE VALUES and Cultural Conflict



Schedule of Events

SCHEDULE OF EVENTS

TUESDAY, MAY 16, 2006

10:00 a.m. – 3:00 p.m.
WAPOR EXECUTIVE COUNCIL MEETING
(Marriott) – Maisonneuve F

3:00 p.m. – 6:00 p.m.
WAPOR REGISTRATION DESK OPEN
(Marriott) – Grand Hall

6:30 p.m. – 8:30 p.m.
WAPOR WELCOME COCKTAIL RECEPTION
(Marriott) – Maisonneuve D

WEDNESDAY, MAY 17, 2006

8:00 a.m. – 5:00 p.m.
WAPOR REGISTRATION DESK OPEN
(Marriott) – Grand Hall

9:00 a.m. – 10:00 a.m.
WAPOR PLENARY SESSION (Marriott) – Maisonneuve C
Opening Remarks
Nik Nanos, Marketing Research and Intelligence Association of Canada (Canada)
North America: Mosaic, Community, or Fortress
Frank Graves, Ekos Research Associates (Canada)

10:00 a.m. – 10:15 a.m.
WAPOR REFRESHMENT BREAK (Marriott)

WAPOR CONCURRENT SESSION A

Ⓣ 10:15 a.m. – 11:45 a.m. – Wednesday

Ⓢ ***Democracy and Public Opinion in Africa***

Ⓛ Marriott – Maisonneuve C

Ⓒ Orlando J. Pérez, Central Michigan University (USA)

Ⓓ Nat Stone, Public Works and Government Services Canada (Canada)

Democracy Emerging? Comparative Analysis of Attitudes to Governance in Africa and the West
Simon Jimenez, GlobeScan Incorporated (Canada)
Eugene Kritski, GlobeScan Incorporated (Canada)

Trust in Institutions in Sub-Saharan Africa's Emerging Democracies: Evidence from the Afrobarometer Public Opinion Surveys
Annie Barbara Chikwanha, Afrobarometer (South Africa)

Trust in State Institutions: A Socio-Demographic Approach. The Case of Sénégal, West Africa
Mohamadou Sall, Cheikh Anta Diop University (Sénégal)
Babaly Sall, Université Gaston Berger de Saint Louis (Sénégal)

Hutus and Tutsis: A Comparison of International Radio Listening Habits and Perceptions of the Outside World
Mark W. Andrews, ORC Macro (USA)
Allen Cooper, InterMedia Survey Institute (USA)

Ⓣ 10:15 a.m. – 11:45 a.m. – Wednesday

Ⓢ ***Issues in Comparative Public Opinion Research***

Ⓛ Marriott – Maisonneuve E

Ⓒ Richard Wike, Pew Research Center (USA)

Ⓓ Kevin Chappell, Department of Foreign Affairs (Canada)

How to Measure Education in Cross-National Comparative Surveys
Juergen H. P. Hoffmeyer-Zlotnik, ZUMA (Germany)
Uwe Warner, CEPS/INSTEAD (Luxembourg)

Measurement Equivalence in the Analysis of Cross-National Surveys
Allan L. McCutcheon, University of Nebraska-Lincoln (USA)

Methodological Discussion of the Income Measure in the European Social Survey
Uwe Warner, CEPS/INSTEAD (Luxembourg)
Juergen H. P. Hoffmeyer-Zlotnik, ZUMA (Germany)

Survey Cooperation Tendencies in Brazil and México in Light of U.S. Survey Reality
Fabián Echegaray, Market Analysis Brasil (Brazil)
Leonardo Athias, Market Analysis Brasil (Brazil)

Ⓣ 10:15 a.m. – 11:45 a.m. – Wednesday

Ⓢ ***Public Opinion About Science and Technology***

Ⓛ Marriott – Maisonneuve F

Ⓒ Randall K. Thomas, Harris Interactive (USA)

Ⓓ Eulàlia Puig Abril, University of Wisconsin-Madison (USA)

Public Attitudes Toward Science: A Cross-National Analysis from the World Values Study
Jon D. Miller, Northwestern University (USA)
Ronald Inglehart, University of Michigan (USA)

Agenda Building Processes and Genetically Modified Organisms in Brazilian Newspapers
Dominique Brossard, University of Wisconsin-Madison (USA)
Luisa Massarani, Museum of Life/Oswaldo Cruz House (Brazil)
Bruno Buys, Museum of Life/Oswaldo Cruz House (Brazil)
Isabel Magalhaes, Museum of Life/Oswaldo Cruz House (Brazil)

Public Opinion, Religiosity and Nanotech: Examining Processes of Opinion Formation on Emerging Technologies
Dietram A. Scheufele, University of Wisconsin-Madison (USA)
Eunkyung Kim, University of Wisconsin-Madison (USA)

Mass Media Impact on New Health Worries: An Agenda-Setting Study in Spain
Marina Beléndez Vázquez, University of Alicante (Spain)
Marta Martin Laguno, University of Alicante (Spain)
Carolina Lopis, University of Alicante (Spain)

Civic Scientific Literacy in 34 Countries
Jon D. Miller, Northwestern University (USA)
Linda Kimmel, Northwestern University (USA)

12:00 p.m. – 1:30 p.m.
WAPOR LUNCH (Marriott) – Maisonneuve A

1:30 p.m. – 5:30 p.m.
AAPOR EXECUTIVE COUNCIL MEETING
(Marriott) – Maisonneuve D

WAPOR CONCURRENT SESSION B

Ⓣ 1:45 p.m. – 3:15 p.m. – Wednesday

Ⓢ ***Mexican Polls and Pols: Measuring Candidate Support in the 2006 Presidential Race***

Ⓛ Marriott – Maisonneuve C

Ⓒ Miguel Basáñez, Global QR (USA)

Ⓟ Chappell Lawson, Massachusetts Institute of Technology (USA)
Jorge Buendía, IPSOS-BIMSA (Mexico)
Rafael Giménez, ARCOP (Mexico)
Ricardo de la Peña, GEA-ISA and the Public Opinion Research Council (Mexico)
Alejandro Moreno, ITAM and Reforma (Mexico)

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 1:45 p.m. – 3:15 p.m. – Wednesday

Ⓢ *Polls and the Media*

Ⓛ Marriott – Maisonneuve E

Ⓒ Wolfgang Donsbach, Dresden University (Germany)

Ⓓ Hernando Rojas, University of Wisconsin-Madison

Polling the Horse Race: Media Compliance with Canadian Electoral Law
Alisa Henderson, Wilfrid Laurier University (Canada)
Steven Brown, Wilfrid Laurier University (Canada)
Berry Kay, Wilfrid Laurier University (Canada)
Kimberly Ellis-Hale, Wilfrid Laurier University (Canada)

Electoral Laws and Public Access to Polls' Methodology: The Cases of France and Canada
Claire Durand, Université de Montréal (Canada)
François Yale, Université de Montréal (Canada)
Mylène Larochelle, Université de Montréal (Canada)

Print Media Poll Reporting in a Comparative Perspective
Sibylle Hardmeier, Berlin Social Science Research Center (Germany)
Lisa Muller, Berlin Social Science Research Center (Germany)

Ⓣ 1:45 p.m. – 3:15 p.m. – Wednesday

Ⓢ *Support for Democratic Institutions*

Ⓛ Marriott – Maisonneuve F

Ⓒ Mary McIntosh, Princeton Survey Research Associates International (USA)

Ⓓ Matthew Warshaw, Afghan Center for Socio-economic and Opinion Research (Afghanistan)

The Different Paths to Authoritarianism: Rationality and Irrationality in Regime Preferences
Rodolfo Sarsfield, Instituto Mora (Mexico)
Julio F. Carrión, University of Delaware (USA)

The Aftermath of 1993: Canadians and their Relationship with Government
André Turcotte, Carleton University (Canada)

Citizens, Government, and Initiatives: The California Special Election in 2005
Mark Baldassare, Public Policy Institute of California (USA)

Emotional Appeal, Competence, and the Reputations of Political Parties: A Cross-National Study
Chris Levy, TNS Social (UK)

Does Casework Build Democracy? A Study of Service Responsiveness among Algerian Members of Parliament and its Effect on Public Confidence in the Government
Lindsay Benstead, University of Michigan (USA)

3:15 p.m. – 3:30 p.m.
WAPOR REFRESHMENT BREAK (Marriott)

WAPOR CONCURRENT SESSION C

Ⓣ 3:30 p.m. – 5:00 p.m. – Wednesday

Ⓢ *Issues in Surveying Aboriginal People*

Ⓛ Marriott – Maisonneuve C

Ⓒ Martin Lagacé, Department of Canadian Heritage (Canada)

Ⓟ Sue Galley, Ekos Research (Canada)
Amanda Parriag, Department of Indian and Northern Affairs (Government of Canada)
Sean Dunnigan, Department of Indian and Northern Affairs (Government of Canada)
Nat Stone, GPC Research (Canada)

Ⓣ 3:30 p.m. – 5:00 p.m. – Wednesday

Ⓢ *Media Analysis*

Ⓛ Marriott – Maisonneuve E

Ⓒ Thomas Petersen, Institut für Demoskopie Allensbach (Germany)

Ⓓ Ruben Mohedano-Brethes, European Commission (Belgium)

Mass Communication Behaviors and Perceptions as Indicators of Globalization in 20 Countries
Lindsay H. Hoffman, Ohio State University (USA)

The Boundaries of Scandal: Framing in the Leak of a CIA Operative
Andrea Hickerson, University of Washington (USA)

Demonizing China or Stigmatizing US? A Comparison of News Coverage of China's Bid for American Oil Company Unocal in Both Countries
Zuoming Wang, Cornell University (USA)
Tracy Loh, Cornell University (USA)

The Public and the Media: A Study of Two Political Leaders
Esteban López-Escobar, Universidad de Navarra (Spain)
Pedro Lozano, Universidad de Navarra (Spain)
Teresa Sádaba, Universidad de Navarra (Spain)
Antonio Tolsá, Universidad de Navarra (Spain)

Ⓣ 3:30 p.m. – 5:00 p.m. – Wednesday

Ⓢ *Survey Methodology*

Ⓛ Marriott – Maisonneuve F

Ⓒ Allan L. McCutcheon, University of Nebraska-Lincoln (USA)

Ⓓ Dietram A. Scheufele, University of Wisconsin-Madison (USA)

Polar Opposites? Effects of Scale Polarity and Anchoring on the Measurement of Affect
Randall K. Thomas, Harris Interactive (USA)
Susan Behnke, Harris Interactive (USA)
Alyssa Johnson, Harris Interactive (USA)
Jonathan D. Klein, University of Rochester (USA)

Income Poverty and Nonresponse in the Panel Study of Belgian Households
Femke De Keulenaer, University of Antwerp (Belgium)

Comparing Manual Event Reporting and Automatic Identification of Major Events
Cornelia Zuell, ZUMA (Germany)
Juliane Landmann, ZUMA (Germany)

Behavior Self-Report Measures: International Extensions
Jonathan D. Klein, University of Rochester (USA)
Randall K. Thomas, Harris Interactive (USA)

4:00 p.m. – 6:00 p.m.
WAPOR ISSC EXIT POLL COMMITTEE MEETING (Room 401, Marriott)

4:00 p.m. – 8:00 p.m.
AAPOR REGISTRATION DESK OPEN (Hilton) – Montréal Ballroom Foyer

6:00 p.m. – 7:00 p.m.
WAPOR COCKTAIL RECEPTION (Cash Bar) (Marriott) – Maisonneuve A

7:00 p.m. – 9:00 p.m.
WAPOR AWARDS BANQUET (ticket purchased separately) (Marriott) – Maisonneuve D

THURSDAY, MAY 18, 2006

7:00 a.m. – 6:30 p.m.
AAPOR REGISTRATION DESK OPEN (Hilton) – Montréal Ballroom Foyer

7:00 a.m.
AAPOR GOLF AT LE CHALLENGER

8:00 a.m. – Noon
WAPOR REGISTRATION DESK OPEN (Marriott) – Grand Hall

8:00 a.m. – 1:30 p.m.
AAPOR EXECUTIVE COUNCIL MEETING / LUNCH (Marriott) – Maisonneuve D

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

8:30 a.m. – Noon
AAPOR SHORT COURSES
(pre-registration required)

What They See is What You Get: Nuts and Bolts of Web Surveys (Marriott) – Cartier A
Reg Baker

Weighting Survey Data (Marriott) – Cartier B
Karol Krotki

WAPOR CONCURRENT SESSION A

Ⓣ 8:45 a.m. – 10:15 a.m. – Thursday
Ⓢ *Public Opinion Around the Globe*
Ⓛ Marriott – Maisonneuve C
Ⓒ Robert M. Worcester, MORI (UK)
Ⓓ Claire Durand, Université de Montréal (Canada)

Public Opinion Changes in the Netherlands
Harm't Hart, Utrecht University (Netherlands)

Support for Free Expression in Our Largest and Most Pluralistic Democracy: A Pre-Test of the Feasibility of Studying Media and Speech Rights in India
Anantha S. Babbili, Middle Tennessee State University (USA)
Robert O. Wyatt, Middle Tennessee State University (USA)
V. Murali, Intelligensia Research (India)

Balancing the News Coverage of the Iraq War: The Interaction of Public Support with Mass Media and Government Agendas
Thomas B. Christie, University of Texas at Arlington (USA)

Ⓣ 8:45 a.m. – 10:15 a.m. – Thursday
Ⓢ *Public Opinion About Political and Social Issues*
Ⓛ Marriott – Maisonneuve E
Ⓒ Kathleen A. Frankovic, CBS News (USA)
Ⓓ Nick Moon, GfK NOP (UK)

Terrorism or Gay Marriage? Media, Priming, and Voting in the 2004 Election
Tsung-Jen Shih, University of Wisconsin-Madison (USA)
Dietram Scheufele, University of Wisconsin-Madison (USA)

Perception and Assessment of Left-and Right-Wing Extremism by Public Opinion: An Experimental Study
Thomas Roessing, University of Mainz (Germany)
Sandra Siebert, University of Mainz (Germany)

Safe Sex Communication Research
Jude Varcoe, TNS (New Zealand)

Influence of a Question's Wording on Public Opinion Polls Results: The Example of Euthanasia
Isabelle Marcoux, University of Québec at Montréal (Canada)

A Cultural Critique of the "White Male Effect"
Dan Kahan, Yale University
Don Braman, Yale University
John Gastil, University of Washington
Paul Slovic, University of Oregon

10:15 a.m. – 10:30 a.m.
WAPOR REFRESHMENT BREAK (Marriott)

WAPOR CONCURRENT SESSION B

Ⓣ 10:45 a.m. – 12:00 p.m. – Thursday
Ⓢ *Methodological Issues I*
Ⓛ Marriott – Maisonneuve C
Ⓒ Ipek Bilgen, University of Nebraska-Lincoln (USA)
Ⓓ Peter Ph. Mohler, ZUMA (Germany)

Open-Ended Questions in Web and Telephone Surveys
Jolene D. Smyth, Washington State University
Don A. Dillman, Washington State University
Leah M. Christian, Washington State University
Mallory McBride, Washington State University

Overcoming Structure and Order Effects in Cognitive Interviewing
Justin T. Bailey, Nielsen Media Research
Kenneth W. Steve, Nielsen Media Research
Anh Thu Burks, Nielsen Media Research
Kimberly D. Brown, Nielsen Media Research
Paul J. Lavrakas, Nielsen Media Research

Planned Missingness Designs in CATI Surveys
David R. Johnson, Pennsylvania State University
Julia McQuillan, University of Nebraska-Lincoln
Karina Shreffler, Pennsylvania State University
Katie Johnson, Pennsylvania State University

Ⓣ 10:45 a.m. – 12:00 p.m. – Thursday
Ⓢ *Methodological Issues II*
Ⓛ Marriott – Maisonneuve E
Ⓒ Anna Y. Chan, U.S. Census Bureau (USA)
Ⓓ Edward M. English, National Opinion Research Center (USA)

Good Item or Bad: Can Latent Class Analysis Tell?
Ting Yan, University of Michigan
Roger Tourangeau, University of Maryland
Frauke Kreuter, University of Maryland

Internet-based Essay Surveys: A One-question Instrument for Assessing Thoughts about Cigarette Smoking
David P. Fan, University of Minnesota
Eileen M. Harwood, University of Minnesota
Harry A. Lando, University of Minnesota
Thomas J. Ernste, University of Minnesota

Race and Sex Interviewer and Respondent Interactions in RDD Telephone Surveys
Nat Ehrlich, Michigan State University
Larry Hembroff, Michigan State University

Mail vs. Internet Surveys Among Older Persons
Xenia Montenegro, AARP

12:00 p.m. – 1:30 p.m.
WAPOR LUNCH (Marriott) – Maisonneuve A

1:30 p.m. – 3:00 p.m.
WAPOR BUSINESS MEETING (Marriott) – Maisonneuve C

JOINT AAPOR/WAPOR CONCURRENT SESSIONS A

Ⓣ 1:30 p.m. – 3:00 p.m. – Thursday
Ⓢ *Impact of Non-Response*
Ⓛ Hilton – Portage
Ⓒ Polly Phipps, U.S. Bureau of Labor Statistics
Ⓓ Roeland Beerten, UK Office for National Statistics

The Impact of Nonresponse Rates on Nonresponse Error: A Meta-Analysis
Robert M. Groves, University of Michigan
Emilia Peytcheva, University of Michigan

Correcting for Survey Non-response
Michael Peress, Carnegie Mellon University

Do Late Responders Change Survey Results?
Robin Gentry, Arbitron

Attitudes towards Surveys, Panel Non-response and Political Attitudes
Claire Durand, Université de Montréal
François Yale, Université de Montréal

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 1:30 p.m. – 3:00 p.m. – Thursday
Ⓢ *Increasing Response Rates with Incentives*
Ⓛ Hilton – Mont-Royal/Hampstead
Ⓒ Jane Traub, Scarborough Research
Ⓓ Timothy Beebe, Mayo Clinic

Non-Monetary Incentive Strategies in Online Panels
Tracy Tuten, Virginia Commonwealth Univ.
Pamela Kiecker, Virginia Commonwealth Univ.

Incentive Check Content Experimentation
Brian K. Hempton, Survey Sciences Group
Jennifer Sinibaldi, Survey Sciences Group
Robert Saltz, Pacific Institute for Research & Evaluation

Topic Interest, Cell Quotas and Incentives
Lisa K. Schwartz, Mathematica Policy Research
Lisbeth Goble, National Opinion Research Center
Edward M. English, National Opinion Research Center

Effect of Progressive Incentives on Response Rates
Heidi L. Upchurch, National Opinion Research Center
Stephanie J. Battles, U.S. Department of Energy

Effect of Incentives on Mail Survey Response Rates
Mike Brennan, Massey University
Jan Charbonneau, Massey University

Ⓣ 1:30 p.m. – 3:00 p.m. – Thursday
Ⓢ *Diffusion of Innovations*
Ⓛ Hilton – Verriere
Ⓒ Ashley Landreth, U.S. Census Bureau
Ⓓ Thomas Petersen, Institut für Demoskopie Allensbach

Nanotechnology: The Development of Attitude
Jon D. Miller, Northwestern University

Minimal Effects of Targeted Persuasion: Insights from the Bass and Rogers Models for the Diffusion of Innovations
David P. Fan, University of Minnesota
Haoyu Yu, University of Minnesota

Internet Use as an Antecedent of Expressive Political Participation Among Early Internet Adopters in Colombia
Eulàlia Puig Abril, Univ. of Wisconsin–Madison
Hernando Rojas, Univ. of Wisconsin–Madison

Providing Insight at Light Speed
Mark Cameron, Techneos Systems

Ⓣ 1:30 p.m. – 3:00 p.m. – Thursday
Ⓢ *Methodology Around the Globe*
Ⓛ Hilton – Verdun/Lachine
Ⓒ Allan L. McCutcheon, University of Nebraska-Lincoln
Ⓓ Charles D. Shuttles, Nielsen Media Research

Cross-Cultural Research Design
Beth-Ellen Pennell, University of Michigan
Zeina Mneimneh, University of Michigan

Race, Region and the Use of Extreme Response Sets
Mosi A. Ifatunji, University of Illinois at Chicago

Response Rate of Listed and Unlisted Numbers
Wolfgang Donsbach, University of Dresden
Olaf Jandura, University of Dresden

Does Reducing Burden Pay Off?
Wolfgang Neubarth, ZUMA
Lars Kaczmirek, ZUMA
Michael Bosnjak, University of Mannheim
Wolfgang Bandilla, ZUMA
Mick P. Couper, University of Michigan

Ⓣ 1:30 p.m. – 3:00 p.m. – Thursday
Ⓢ *Public Opinion and the Environment*
Ⓛ Hilton – Fundy
Ⓒ Molly Longstreth, University of Arkansas
Ⓓ Ann Bostrom, Georgia Institute of Technology

Pathways to Environmental Activism
Sandra Marquart-Pyatt, Utah State University

Attitudes toward Climate Change: The Role of Trust
Kristy Michaud, University of California, Santa Barbara

Support for Environmental Justice in a Politically Progressive City
Holley Shafer, San Francisco State University
Sheldon Gen, San Francisco State University

How U.S. Newspapers Framed Coverage of the Bush Administration's Proposal to Drill for Oil and Natural Gas in Alaska's Arctic National Wildlife Refuge
Anthony D. Dudo, University of Wisconsin-Madison

Ⓣ 1:30 p.m. – 3:00 p.m. – Thursday
Ⓢ *Opinion and Behavior*
Ⓛ Hilton – St. Pierre
Ⓒ Jaana Myllyluoma, Battelle Centers for Public Health Research and Evaluation
Ⓓ G. Donald Ferree, University of Wisconsin-Madison

Understanding the Influence of Facts, Beliefs and Myths on Organ Donation Decisions
Kimberly Downing, University of Cincinnati

Doing What They Say: Do Surveys Predict Behavior?
Murrey G. Olmsted, RTI International
Michael J. Schwerin, RTI International
Tracy L. Kline, RTI International
Gerry L. Wilcove, Navy Personnel Research, Studies & Technology

Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior
Kumar Rao, Knowledge Networks
Dwayne Ball, University of Nebraska-Lincoln
Ronald Hampton, University of Nebraska-Lincoln

2:00 p.m. – 5:30 p.m.
AAPOR SHORT COURSES
(pre-registration required)

An Introduction to Conducting Surveys of Organizations (Marriott) – Cartier A
David Cantor

Focus Group Interviewing (Marriott) – Cartier B
Richard Krueger

JOINT AAPOR/WAPOR CONCURRENT SESSIONS B

Ⓣ 3:15 p.m. – 4:45 p.m. – Thursday
Ⓢ *Designing Questions I*
Ⓛ Hilton – Portage
Ⓒ Charles D. Shuttles, Nielsen Media Research
Ⓓ Eric Rademacher, University of Cincinnati

Decomposition and Behavioral Frequency Questions
Jennifer Dykema, University of Wisconsin-Madison
Nora Cate Schaeffer, University of Wisconsin-Madison

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Effect of Sample Size on Cognitive Pretest Results
Johnny Blair, Abt Associates
Frederick Conrad, University of Michigan
Greg Claxton, University of Michigan
Allison C. Ackermann, Abt Associates

Measuring Health Insurance in the U.S.
Joanne Pascale, U.S. Census Bureau
Paul C. Beatty, National Center for Health Statistics

The Influence of Question Wording on the Reporting of Contraceptive Method Use
Hyunjoo Park, University of Michigan
** DC-AAPOR student paper award winner*

Ⓣ 3:15 p.m. – 4:45 p.m. – Thursday
Ⓢ ***Improving Cross-Cultural and Cross-National Questionnaires***
Ⓛ Hilton – Mont-Royal/Hampstead
Ⓒ John Colias, Decision Analyst
Ⓓ Michael Schwerin, RTI International

Why Respondents Understand What They Understand
Janet A. Harkness, University of Nebraska-Lincoln and ZUMA

Multi-National Cognitive Testing
Kristen Miller, National Center for Health Statistics

Eliciting Education Level in Spanish Interviews
Alisú Schoua-Glusberg, Research Support Services

Response Errors in Cross-Cultural Surveys
Gordon B. Willis, National Cancer Institute
Elaine Zahnd, Public Health Institute

Ⓣ 3:15 p.m. – 4:45 p.m. – Thursday
Ⓢ ***Cultural Considerations in Survey Research***
Ⓛ Hilton – Verdun/Lachine
Ⓒ Beth-Ellen Pennell, University of Michigan
Ⓓ Siobhan Carey, UK Department for International Development

Applying AIDS Survey Methodology Across Cultures
Linda Piccinino, Abt Associates
Johnny Blair, Abt Associates

Reporting Hispanics Based on Language
Melissa J. Herrmann, ICR/International Communications Research
Jennifer Schmidt, ICR/International Communications Research
Lori Robbins, ICR/International Communications Research

Culture and Survey Question Answering: A Behavior Coding Approach
Timothy P. Johnson, University of Illinois at Chicago
Allyson L. Holbrook, University of Illinois at Chicago
Young Ik Cho, University of Illinois at Chicago
Anne Fuller, University of Illinois at Chicago
Thom File, University of Illinois at Chicago

Ⓣ 3:15 p.m. – 4:45 p.m. – Thursday
Ⓢ ***Real or Illusory Opinion?***
Ⓛ Hilton – Verriere
Ⓒ Zachary Arens, The Gallup Organization
Ⓓ Michael Traugott, University of Michigan

Do You Have a Disaster Supply Kit? A Look at How Question Wording and Social Desirability Impacts Preparedness Surveys
Larry Luskin, ORC Macro
Mark Andrews, ORC Macro
Carol Freeman, ORC Macro
Corey Mull, ORC Macro

Pseudo-Opinions and 'Fictitious Issues' Revisited
Nick Allum, University of Surrey
Patrick Sturgis, University of Surrey
Patten Smith, BMRB International

Public Opinion: An Ambiguous Reality?
Esteban López-Escobar, University of Navarra

Ⓣ 3:15 p.m. – 4:45 p.m. – Thursday
Ⓢ ***Polling and Social Issues***
Ⓛ Hilton – Fundy
Ⓒ Kenneth A. Rasinski, National Opinion Research Center
Ⓓ Claudia Deane, The Washington Post

Images of Aging 2005
Robert H. Prisuta, AARP
Albert R. Hollenbeck, AARP
Xenia P. Montenegro, AARP
Alexis Abramson, University of Southern California

Strength of Opinion in Death Penalty Decisions
Robert Ross, California State University, Chico
Edward Bronson, California State University, Chico

Researching Refugees Arriving in the UK
Mark McConaghy, UK Home Office
Liz Pendry, UK Home Office

Ⓣ 3:15 p.m. – 4:45 p.m. – Thursday
Ⓢ ***Author Meets Critics***
Ⓛ Hilton – St. Pierre
Ⓒ Leonie Huddy, SUNY Stony Brook

Author:
Lawrence D. Bobo, Stanford University
Prejudice in Politics (with Mia Tuan)

Respondents:
Stanley Feldman, SUNY Stony Brook
Taeku Lee, University of California at Berkeley
Marylee Taylor, Pennsylvania State University

5:00 p.m. – 6:15 p.m.
NEW MEMBER / ALL-CHAPTER RECEPTION (Hilton) – Fontaine A/B
First-time AAPOR conference attendees are invited to meet long-time AAPOR members and all AAPOR members are encouraged to learn more about AAPOR's regional chapters.

6:30 p.m. – 8:00 p.m.
AAPOR DINNER (Core Meal) (Hilton) – Montréal Ballroom

8:00 p.m. – 9:30 p.m.
PLENARY SESSION (Hilton) – Montréal Ballroom
American Backlash: The Untold Story of Social Change in the United States
Michael Adams, Environics Research Group
Respondents:
Kathleen A. Frankovic, CBS News
Andrew Kohut, Pew Research Center
Vincent Price, University of Pennsylvania

9:30 p.m. – 10:30 p.m.
DESSERT RECEPTION (Hilton) – Fontaine A/B

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

FRIDAY, MAY 19, 2006

7:00 a.m. – 3:00 p.m.
AAPOR REGISTRATION DESK OPEN (Hilton) – Montréal Ballroom Foyer

7:00 a.m. – 9:00 a.m.
BREAKFAST – Cash and Carry (Hilton) – Fontaine B

7:00 a.m. – 8:00 a.m.
HERITAGE COMMITTEE MEETING (Hilton) – Jacques/Cartier

ACADEMIC PROGRAMS IN SURVEY METHODS MEETING (Hilton) – St. Lambert

ASRO & NATIONAL NETWORK OF STATE POLLS MEETING (Hilton) – Fontaine A

8:00 a.m. – 5:00 p.m.
EXHIBIT HALL: SOFTWARE, TECHNOLOGY & BOOKS (Hilton) – Fontaine C

AAPOR CONCURRENT SESSION A

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ *Attitude Polarization*
Ⓛ Hilton – Verriere
Ⓒ Gilg Seeber, University of Innsbruck
Ⓓ Robert Erikson, Columbia University

The Enigma of the Role of Issue Salience in Voting
Amy R. Gershkoff, Princeton University

Reassessing Issue Polarization: The 2004 Election
Sunshine Hillygus, Harvard University

Values Competition and Attitudinal Ambivalence
David W. Jamieson, Environics Research Group

When Americans Stare Across the Red-Blue Divide, Anthony M. Salvanto, CBS News

What about the People? Impact of Ideologically Homogeneous Groups on False Consensus
Magdalena Wojcieszak, University of Pennsylvania
* *AAPOR Seymour Sudman student paper award winner*

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ *Core Values in the U.S. and Canada*
Ⓛ Hilton – Westmount
Ⓒ Andrea Hickerson, University of Washington
Ⓓ David P. Fan, University of Minnesota

Are We Really Becoming Our Parents? Social Values and Social Change in Canada
Keith Neuman, Environics Research Group
David Jamieson, Environics Research Group

The Cultural Orientation of Public Opinion
John Gastil, University of Washington
Don Braman, Yale University
Dan Kahan, Yale University
Paul Slovic, University of Oregon

The Changing Nature of American Family Life
Suzanne Bianchi, University of Maryland
Melissa Milkie, University of Maryland
John Robinson, University of Maryland

Changes in American Core Values: 1960-2005
John Robinson, University of Maryland
Steven Martin, University of Maryland

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ *Experimenting with Incentives*
Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc
Ⓒ Geraldine Mooney, Mathematica Policy Research
Ⓓ Mike Dennis, Knowledge Networks

Are One-Time Increases in Respondent Fee Payments Cost-Effective on a Longitudinal Survey? An Analysis of the Effect of Respondent Fee Experiments on Long-Term Participation in the NLSY97
Kymn Kochanek, National Opinion Research Center
Jodie Daquilanea, National Opinion Research Center
Arleigh Dom, National Opinion Research Center

Personal Contact and Performance-Based Incentives
Rosemary Holden, Nielsen Media Research
Ling-Miean Heng, Nielsen Media Research
Paul J. Lavrakas, Nielsen Media Research
Scott Bell, Nielsen Media Research
Agnieszka Flizik, Nielsen Media Research

Lottery Incentives with a College-Aged Population
Margaret Parker, National Opinion Research Center
Lekha Venkataraman, National Opinion Research Center

Improving Response Rates among Targeted Demographic Subgroups Using Large Cash Incentives
Norman Trussell, Nielsen Media Research
Paul J. Lavrakas, Nielsen Media Research
Mildred A. Bennett, Nielsen Media Research
Jennie Lai, Nielsen Media Research
Justin Bailey, Nielsen Media Research
Gail Daily, Nielsen Media Research
Tracie Yancey, Nielsen Media Research

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ *Factors Contributing to Non-Response*
Ⓛ Hilton – Portage
Ⓒ Judie Mopsik, Abt Associates
Ⓓ Mike Brennan, Massey University

Ecological Correlates of Cooperation Rate in the 2002 and 2004 General Social Survey
Jibum Kim, National Opinion Research Center
Tom W. Smith, National Opinion Research Center
John Sokolowski, National Opinion Research Center

An Examination of Non-Contact as a Component of Nonresponse in a Business Survey
Jeffrey L. Dalzell, U.S. Census Bureau
Diane K. Willimack, U.S. Census Bureau

Projecting Your Assets: Asset Value Nonresponse
Natalie C. Otoo, Westat
Ryan A. Hubbard, Westat

Changes in Nonresponse to Income Questions
Ting Yan, University of Michigan
Matthew Jans, University of Michigan
Richard Curtin, University of Michigan

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ *Health Issues*
Ⓛ Hilton – Fundy
Ⓒ Cheryl Wiese, Group Health Cooperative
Ⓓ Dianne Rucinski, University of Illinois at Chicago

Public Support for Drug Treatment Insurance
Kenneth A. Rasinski, National Opinion Research Center
Rosalyn Lee, National Opinion Research Center

The New South versus the Old South
Kelly N. Foster, University of Georgia

Culture, Caring, and Constituencies
Kimberly A. McCaffrey, Press Ganey Associates
Kimberly M. Lawler, Press Ganey Associates
Robert J. Wolosin, Press Ganey Associates
Paul A. Clark, Press Ganey Associates

Physical Activity Interventions: What Works Best?
Teresa A. Keenan, AARP
Laura Skufca, AARP

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

A Values-Based Segmentation of Youth Smokers
David Jamieson, Environics Research Group
Donna Dasko, Environics Research Group
Murray Kaiserman, Health Canada
Judy Snider, Health Canada

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ ***Mechanisms of Voting and Participating in Government***
Ⓛ Hilton – St. Pierre
Ⓒ Trevor Tompson, Associated Press
Ⓓ Thomas Holbrook, University of Wisconsin-Milwaukee

Ballot Design and Voting in the 2004 Elections
Martha Kropf, University of Missouri-Kansas City
David C. Kimball, University of Missouri-St. Louis

The Human Dimension of Elections: How Poll Workers Shape Public Confidence in Elections
Thad Hall, University of Utah
J. Q. Monson, Brigham Young University
Kelly D. Patterson, Brigham Young University

Literal versus Conceptual Ballot Wording
Val R. Smith, Sacramento State University
John E. Nienstedt, Competitive Edge Research

E-Government, the Web and the Promise of Democracy
Michael Margolis, University of Cincinnati

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ ***Rating Scales***
Ⓛ Hilton – Verdun/Lachine/Lasalle
Ⓒ Ariela Keysar, Trinity College
Ⓓ Murrey G. Olmsted, RTI International

Measurement Quality and Response Scale Format
Dagmar Krebs, University of Giessen
Bettina Langfeldt, University of Giessen

How Successful I am Depends on What Number I Get: The Effects of Numerical Scale Labels and Need for Cognition on Survey Responses
Ting Yan, University of Michigan
** AAPOR Seymour Sudman student paper award – honorable mention*

Is it Possible to Obtain Equivalent Answers to Scalar Questions in Web and Telephone Surveys?
Leah M. Christian, Washington State University
Don A. Dillman, Washington State University
Jolene D. Smyth, Washington State University

Using Filtered Questions to Improve Rating Scales
Kelly Myers, RKM Research

Ⓣ 8:00 a.m. – 9:30 a.m. – Friday
Ⓢ ***The Utility of Public Opinion Polls: A Debate***
Ⓛ Hilton – Outremont
Ⓒ Patricia Moy, University of Washington

Authors:
George Bishop, University of Cincinnati
The Illusion of Public Opinion
Frank Newport, The Gallup Organization
Polling Matters
Respondents:
Diana C. Mutz, University of Pennsylvania
Robert Y. Shapiro, Columbia University

9:30 a.m. – 9:45 a.m.
AAPOR REFRESHMENT BREAK (Hilton) – Fontaine B/C

AAPOR CONCURRENT SESSION B

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday
Ⓢ ***Designing Questions II***
Ⓛ Hilton – Portage
Ⓒ Colleen K. Porter, University of Florida
Ⓓ Karen Bogen, University of Massachusetts-Boston

Crafting Questions About Disabilities: Learning More About How the Question Determines the Answer
Janice Ballou, Mathematica Policy Research
David Edson, Mathematica Policy Research
Cheryl DeSaw, Mathematica Policy Research
Jennifer McGovern, Mathematica Policy Research

Experiments on the Structure and Specificity of Complex Survey Questions
Paul Beatty, National Center for Health Statistics
Carol Cosenza, University of Massachusetts-Boston

Using Graphical Elements to Convey Complex Economic Survey Concepts
Alfred D. Tuttle, U.S. Census Bureau
Rebecca L. Morrison, U.S. Census Bureau

Reducing Screening Costs in a Telephone Survey
Katherine Ballard LeFauve, Abt Associates
K. P. Srinath, Abt Associates

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday
Ⓢ ***Drawing Causal Inferences about Racial Attitudes from Survey Data***
Ⓛ Hilton – St. Pierre
Ⓒ Devon Johnson, George Mason University
Ⓓ David R. Johnson, Pennsylvania State University

The Promise of Racial Considerations: Differences in Gender and Race-Based Attitudes Towards Affirmative Action
David C. Wilson, The Gallup Organization

Between Social Theory and Survey Practice on Race
Taeku Lee, University of California at Berkeley

Won't You Be My Neighbor? Class, Race, & Residence
Camille Z. Charles, University of Pennsylvania

Neighborhood Effects on Racial Attitudes in Four Cities: Estimates from a Structural Equation Model for Clustered Data
Michael P. Massagli, Dana-Farber Cancer Institute

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday
Ⓢ ***Interpreting the Public***
Ⓛ Hilton – Fundy
Ⓒ Richard L. Clark, University of Georgia
Ⓓ Barbara Bardes, University of Cincinnati

"Direction of the Country": What does It Tell Us?
Stacy DiAngelo, Princeton Survey Research Associates International
Larry Hugick, Princeton Survey Research Associates International

Foreign Policy and the Rational Public in Canada
François Petry, Université Laval
Dermot O'Connor, Université Laval

Political Polarization and the Rational Public
Yaeli Bloch-Elkon, Columbia University and Bar-Ilan University
Robert Y. Shapiro, Columbia University

Scale of Foreign Attitudes Toward the U.S.
Alvin Richman, U.S. Department of State

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday

Ⓢ *Over-Reports of Voting*

Ⓛ Hilton – Verriere

Ⓒ Kathy Dykeman, Socratic Technologies

Ⓓ Kathleen A. Frankovic, CBS News

Reducing Vote Over-Reporting: Conditions Under Which Self-Reports of Voter Turnout are Reduced by an Experimental Question Wording in the 2004 National Election Study Survey
Allyson L. Holbrook, University of Illinois at Chicago
Jon A. Krosnick, Stanford University

Understanding Vote Over-Reporting, A Case Study: British General Elections 1992, 1997 and 2001
Ipek Bilgen, University of Nebraska-Lincoln
Allan McCutcheon, University of Nebraska-Lincoln
Robert F. Belli, University of Nebraska-Lincoln
Rene Bautista, University of Nebraska-Lincoln

Modeling a Likely Electorate in Preelection Polls for Low Turnout Elections
Robert P. Daves, Minneapolis Star Tribune

Involvement, Memory Failure and Overreporting
Volker Stocké, University of Mannheim
Tobias Stark, University of Mannheim

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday

Ⓢ *Survey Mode Effects*

Ⓛ Hilton – Verdun/Lachine/Lasalle

Ⓒ James J. Bason, University of Georgia

Ⓓ Reg Baker, Market Strategies

Trends In Mode Effects In Physician Surveys Across Time: A Comparison of Internet and Telephone Methods
Karl G. Feld, Johnston, Zabor, McManus
Robin Linehan, Johnston, Zabor, McManus
Steven Wakefield, Johnston, Zabor, McManus

Respondent Mode Preference in a Multi-Mode Survey
Lance Selfa, National Opinion Research Center
Scott Sederstrom, National Opinion Research Center

Supplementing RDD Surveys with Web Data
Karol Krotki, RTI International

Web and Mail Surveys: A Mode Test
Vickie L. Stringfellow, University of Massachusetts-Boston
Anthony M. Roman, University of Massachusetts-Boston

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday

Ⓢ *The Impact of Monetary Incentives*

Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc

Ⓒ Sameer Abraham, The Gallup Organization

Ⓓ Michael Butterworth, CBS News

"Downstream" Effect of Cash Incentives to Parents
Sue L. Mann, Fred Hutchinson Cancer Research Center
Diana J. Lynn, Fred Hutchinson Cancer Research Center
Arthur V. Peterson, Fred Hutchinson Cancer Research Center and University of Washington

Effect of Letter with Cash to RDD Refusals
Jane Traub, Scarborough Research

An Experiment Testing a Promised Incentive for a Random Digit Dial Survey
David Cantor, Westat
Holly Schiffrin, University of Mary Washington
Inho Park, Westat
Bradford Hesse, National Cancer Institute

Prepaid Versus Promised Incentives for Recruiting Participants to an Online Health Intervention
Gwen L. Alexander, Henry Ford Health System
Victor J. Strecher, University of Michigan
Mick P. Couper, University of Michigan
George Divine, Henry Ford Health System
Christine C. Johnson, Henry Ford Health System for the MENU Choices Study, HMO Cancer Research Network

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday

Ⓢ *The Politics of Special Populations*

Ⓛ Hilton – Outremont

Ⓒ Patrick Murray, Monmouth University

Ⓓ Whitt Kilburn, Florida International University

Political Partisanship in the Army
Jason Dempsey, Columbia University and the U.S. Military Academy
Robert Y. Shapiro, Columbia University
Craig Cummings, U.S. Army

The Politics of the American Professoriate
Sid Groeneman, Groeneman Research & Consulting
Gary A. Tobin, Institute for Jewish & Community Research

Military Families' Views of the War in Iraq
Sarah Dutton, CBS News

Ⓣ 9:45 a.m. – 11:15 a.m. – Friday

Ⓢ *Values Around the World*

Ⓛ Hilton – Westmount

Ⓒ Tom W. Smith, National Opinion Research Center

Ⓟ Steven Kull, Program on International Policy Attitudes
Gary Langer, ABC News
Andrew Kohut, Pew Research Center

Ⓓ Richard Burkholder, The Gallup Organization

11:30 a.m. – 12:15 p.m.
AAPOR PRESIDENTIAL ADDRESS (Hilton) – Montréal Ballroom

12:30 p.m. – 1:45 p.m.
LUNCH (Core Meal) (Hilton) – Fontaine A/B

12:30 p.m. – 1:45 p.m.
PUBLIC OPINION QUARTERLY ADVISORY BOARD MEETING (Hilton) – St. Lambert
ENDOWMENT COMMITTEE MEETING (Hilton) – Jacques/Cartier

AAPOR CONCURRENT SESSION C

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday

Ⓢ *Core Values International*

Ⓛ Hilton – Westmount

Ⓒ Karl Feld, Johnston, Zabor, McManus

Ⓓ Dietram A. Scheufele, University of Wisconsin-Madison

Comparing Personal Value Orientations in the EU
Peter Ph. Mohler, ZUMA
Katrin Wohn, ZUMA

Measuring International Socio-Religious Values and Conflict by Coding U.S. State Department Reports
Brian J. Grim, Pennsylvania State University
Roger Finke, Pennsylvania State University & Association of Religion Data Archives
Catherine Meyers, Pennsylvania State University
Jaime Harris, Pennsylvania State University
Julie VanEerden, Pennsylvania State University

National Pride in Global Perspective
Tom W. Smith, National Opinion Research Center

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Determinants of Support for Terrorism Among Muslim Publics: Findings from the Pew Global Attitudes Surveys
Richard Wike, Pew Research Center
Nilanthi Samaranayake, Pew Research Center
Nicole M. Speulda

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday
Ⓢ ***Media Effects Revisited***
Ⓛ Hilton – Fundy
Ⓒ Robert Mason, Oregon State University
Ⓓ Robert K. Goidel, Louisiana State University

Impact of News Exposure on Beliefs about the Likelihood of Terrorist Attacks
Kenneth Winneg, University of Pennsylvania

The Relative Contributions of Print and Broadcast
Cecilie Gaziano, Research Solutions

Media Use, National Attachment, and Citizenship
Patricia Moy, University of Washington
Andrea Hickerson, University of Washington
Brandon Bosch, University of Washington

Incivility and Campaigns
Deborah Jordan Brooks, Dartmouth College
John Geer, Dartmouth College

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday
Ⓢ ***Mixed-Mode Studies***
Ⓛ Hilton – St. Pierre
Ⓒ Jennifer L. Beck, U.S. Census Bureau
Ⓓ Joe Cardador, Service Management Group

Developing Harmonized Questions for Use in a Mixed-Mode Data Collection Environment
Amanda Wilmot, UK Office for National Statistics
Abigail Dewar, UK Office for National Statistics

Mixing Modes on the European Social Survey
Caroline E. Roberts, City University
Peter Lynn, University of Essex
Annette E. Jaeckle, University of Essex

Mixed Modes and Mode Effects: Focus on the Web
Laurie Lewis, Westat
Izabella Zandberg, Westat
Brian Kleiner, Westat

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday
Ⓢ ***Sampling and Nonresponse Issues***
Ⓛ Hilton – Portage
Ⓒ Andrew Zukerberg, U.S. Census Bureau
Ⓓ John L. Eltinge, U.S. Bureau of Labor Statistics

Cluster Sampling: A False Economy?
Andrew Zelin, Ipsos-MORI
Roger Stubbs, Ipsos-MORI

A Zip-Code Based Correction for Non-Response
Leonie Huddy, SUNY Stony Brook
Stanley Feldman, SUNY Stony Brook
Ivana Eterovic, SUNY Stony Brook
Inna Burdein, SUNY Stony Brook
Maxwell Mak, SUNY Stony Brook
Linda Pfeiffer, SUNY Stony Brook

Weighting Surveys: Identifying Key Poststratifiers
Michael P. Battaglia, Abt Associates
Martin R. Frankel, Abt Associates
Michael Link, Centers for Disease Control and Prevention

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday
Ⓢ ***Translating and Evaluating Questionnaires***
Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc
Ⓒ Alisú Schoua-Glusberg, Research Support Services

Methods for Translating Survey Questionnaires
Barbara H. Forsyth, Westat
Martha Stapleton Kudela, Westat
Deirdre Lawrence, National Cancer Institute
Kerry Levin, Westat
Gordon Willis, National Cancer Institute

Behavior Coding Real-time Survey Interpreters
Michael W. Link, Centers for Disease Control and Prevention
Larry Osborn, Abt Associates
Holly Hoegh, Public Health Institute
Michael P. Battaglia, Abt Associates
Martin R. Frankel, Abt Associates and Baruch College

Cognitive Interviewing versus Behavior Coding
Deirdre Lawrence, National Cancer Institute
Kerry Levin, Westat

Bilingual Behavior Coding in Practice
Jennifer H. Childs, U.S. Census Bureau
Ashley D. Landreth, U.S. Census Bureau

Understanding Effects of Different English to Spanish Translations: A Case Study of ISSP Attitudinal Questions
Ana Villar, University of Nebraska-Lincoln
Rene Bautista, University of Nebraska-Lincoln
David Palmer, University of Nebraska-Lincoln
Janet Harkness, University of Nebraska-Lincoln and ZUMA
Francisco Abundis, Parametria SA de CV

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday
Ⓢ ***Trying to Overcome Nonresponse***
Ⓛ Hilton – Outremont
Ⓒ Diane O'Rourke, University of Illinois Survey Research Laboratory
Ⓓ Brian Meekins, U.S. Bureau of Labor Statistics

When is Enough, Enough: Do Extraordinary Recruitment Efforts Improve Data Quality?
Kathleen Tiefenwerth, Battelle Centers for Public Health Research and Evaluation
Patti Hawse, Johns Hopkins School of Public Health

Microsimulation of Alternative Survey Designs
Sonja Ziniel, University of Michigan
Robert M. Groves, University of Michigan
Barbara C. O'Hare, Arbitron

Unintended Consequences: How Purging Business Numbers in RDD Surveys Can Increase Noncoverage
Daniel Merkle, ABC News
Gary Langer, ABC News
Jon Cohen, ABC News
Linda Piekarski, Survey Sampling
Robert Benford, TNS
David Lambert, TNS

The Effect of Login Procedure on Survey Response
Benjamin Healey, Massey University
Allan Smee, Massey University

Impact of Disclosure Risk on Survey Participation Decisions
Frederick Conrad, University of Michigan
Hyunjoo Park, RTI International
Eleanor Singer, University of Michigan
Mick P. Couper, University of Michigan
Frost Hubbard, University of Michigan
Robert Groves, University of Michigan

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday

Ⓢ ***Who Really Won Election 2004?***

Ⓛ Hilton – Verdun/Lachine/Lasalle

Ⓒ Susan Pinkus, Los Angeles Times

Ⓓ Elizabeth Liddle, University of Nottingham

Was the 2004 Election Stolen? Ohio Data Analysis
Ron Baiman, University of Illinois at Chicago

Polling Bias or Corrupted Count? Accepted Improbabilities and Neglected Correlations in 2004 U.S. Presidential Exit Poll Data
Steve Freeman, University of Pennsylvania

The True Electorate
Michael P. McDonald, George Mason University

Beyond Exit Poll Fundamentalism: Surveying the 2004 Election Debate
Mark Lindeman, Bard College

Ⓣ 2:00 p.m. – 3:30 p.m. – Friday

Ⓢ ***Roundtable of POQ Editors: Trends in Public Opinion Theory and Research***

Ⓛ Hilton – Verriere

Ⓒ Cliff Zukin, Rutgers University

Ⓟ Peter Miller, Northwestern University
Stanley Presser, University of Maryland
Vincent Price, University of Pennsylvania
Howard Schuman, University of Michigan
Eleanor Singer, University of Michigan

3:30 p.m. – 4:30 p.m.
REFRESHMENT BREAK (Hilton) – Fontaine B/C

3:30 p.m. – 4:30 p.m.
MEET THE AUTHORS (Hilton) – Fontaine A/B
Michael Adams, Environics Research Group
American Backlash: The Untold Story of Social Change in the United States (Penguin, 2005)

George Bishop, University of Cincinnati
The Illusion of Public Opinion (Rowman & Littlefield, 2004)

Frank Newport, The Gallup Organization
Polling Matters (Warner Books, 2004)

AAPOR POSTER SESSION I

Ⓣ 3:30 p.m. – 4:30 p.m. – Friday

Ⓛ Hilton – Fontaine A/B

Group 1 Discussant: Angelina KewalRamani, Education Statistics Services Institute

1. *Impact of High School Preparation and Available Resources on Future Education and Career Goal*
   David Jones, Wright State University
   Nicole A. Couchot, Wright State University
   Amanda M. Smith, Wright State University
2. *Judgments of Responses to Peer Provocations*
   Yael Kidron, American Institutes for Research
   Shirley S. Feldman, Stanford University
3. *Developing an Industry Identifier for Survey Research*
   Patrick Glaser, Council for Marketing and Opinion Research
4. *Is a User-Friendly Diary More Effective?*
   Nhien To, U.S. Bureau of Labor Statistics
   Lucilla Tan, U.S. Bureau of Labor Statistics
5. *Tattoos, Directions and Mode of Administration*
   Todd Rockwood, University of Minnesota
   Melissa Constantine, University of Minnesota
   Karen Virnig, University of Minnesota
6. *Applying Field-based Pretesting Methods*
   Kerry Levin, Westat
   Barbara H. Forsyth, Westat
   Martha Stapleton Kudela, Westat
   Deirdre Lawrence, National Cancer Institute
   Gordon Willis, National Cancer Institute

Group 2 Discussant: Richard A. Kulka, RTI International

7. *Customer Satisfaction and Hispanic Acculturation*
   Jose d. Márquez-Ortiz, Service Management Group
8. *The BFI-10: Validation and Predictive Power*
   Beatrice Rammstedt, ZUMA
9. *Robustness Study of the 2004 BRFSS Prevalence Estimates*
   Henry W. Roberts, Centers for Disease Control and Prevention
10. *Are You There? Evaluating Sources for Locating Respondents*
    Andrew Zukerberg, U.S. Census Bureau
    Megan Henly, U.S. Census Bureau
    Amy Herron, U.S. Census Bureau
    John Finamore, U.S. Census Bureau
    Neil Ferraiuolo, U.S. Census Bureau
11. *Approach the Bench: Reaching the Attorney Population*
    Kathleen Dalton, National Opinion Research Center
    M. Mandy Sha, RTI International
    Arin Reeves, American Bar Association, Communications on Women in the Profession
12. *Community and Survey Nonresponse*
    Ryan A. Hubbard, Westat
    Thomas M. Guterbock, University of Virginia

Group 3 Discussant: John Gastil, University of Washington

13. *Surfing for Soulmates*
    Lee Rainie, Pew Internet and American Life Project
    Seth Sanders, University of Maryland
14. *Judging Companies' Performance: Corporate Social Responsibility in the Philippines*
    Linda Luz B. Guerrero, Social Weather Stations
    Jose Bayani D. Baylon, The Coca-Cola Export Corporation
    Gerardo A. Sandoval, Social Weather Stations
    Iremae Labucay, Social Weather Stations
15. *Personality Testing as a Tool for Interviewer Selection*
    Jennifer Harding, Franklin & Marshall College
    Christina Abbott, Franklin & Marshall College
    Berwood Yost, Franklin & Marshall College
    Angela Knittle, Franklin & Marshall College
16. *A Remedy for the Publicly Defamed*
    Jeong-Nam Kim, Xavier University
    Randy Patnode, Xavier University
    Harrison De Stefano, University of Maryland
17. *The Red Herring Test: Detecting Guesses in Surveys*
    Patrick Sturgis, University of Surrey
    Nick Allum, University of Surrey
    Patten Smith, BMRB International
    Rachel Owen, BMRB International
18. *Enhancing Interviewer Quality on NLSY97*
    Kyle Fennell, National Opinion Research Center

Group 4 Discussant: Michael A. Xenos, University of Wisconsin-Madison

19. *AAPOR's Standard Definitions & Academic Journals*
    Thomas R. Marshall, University of Texas-Arlington
20. *Organic Assessed: Attitudes & Purchase Intentions*
    Robin Sherk, Boston University

21. *Where Does Charity Begin?*
Stephanie A. Williams, Nielsen Media Research
Paul J. Lavrakas, Nielsen Media Research

22. *The Place of the Library in the Community*
Angela Cecina, University of Missouri-Kansas City
Marcus Leach, University of Missouri-Kansas City
Rebecca Showers, University of Missouri-Kansas City
Caroline Simpson, University of Missouri-Kansas City
Christopher White, University of Missouri-Kansas City
Ryan White, University of Missouri-Kansas City
Therese Bigelow, Kansas City Public Library
Martha Kropf, University of Missouri-Kansas City

23. *Coorientation in a Public Opinion Context: Predicting Accurate Perceptions of Community Opinion*
Lindsay H. Hoffman, Ohio State University
Jason B. Reineke, Ohio State University
** MAPOR student paper award winners*

24. *Prediction of Final Response Rates in Field Surveys*
Stephanie Eckman, National Opinion Research Center
Colm O'Muircheartaigh, National Opinion Research Center
Heidi L. Upchurch, National Opinion Research Center

Group 5 Discussant: Mark A. Schulman, Schulman, Ronca & Bucuvalas

25. *Cognitive Assessment of Geospatial Survey Data*
David J. Roe, RTI International
Douglas Currivan, RTI International
James Holt, Centers for Disease Control and Prevention
George Ghneim, RTI International

26. *Analysis of Attrition on Travel Estimates*
Thomas P. Duffy, ORC Macro
Randal S. ZuWallack, ORC Macro
Paul M. Gurwitz, Renaissance Research and Consulting

27. *Inside the Within Precinct Error*
Michael Butterworth, CBS News

28. *Adjusting for Attrition and Intermittent Wave Nonresponse*
Moh Yin Chang, University of Nebraska-Lincoln

29. *Evaluating RDD Surveys Conducted Offshore*
LinChiat Chang, Opinion Research Corporation
Todd Myers, Opinion Research Corporation

30. *The Nature of Nonresponse in a Survey of Medicare*
Patricia M. Gallagher, University of Massachusetts-Boston
Floyd J. Fowler, University of Massachusetts-Boston

AAPOR CONCURRENT SESSION D

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***A Sampling Revolution: Alternative Sampling Frames for Probability-Based Household Surveys***

Ⓛ Hilton – Portage

Ⓒ Martin Frankel, Abt Associates and Baruch College

Ⓓ Michael Brick, Westat

Validating a Sampling Revolution: Benchmarking Address Lists Against Traditional Field Listing
Colm O'Muircheartaigh, National Opinion Research Center
Edward M. English, National Opinion Research Center
Stephanie Eckman, National Opinion Research Center
Heidi L. Upchurch, National Opinion Research Center
Erika Garcia Lopez, National Opinion Research Center
James Lepkowski, University of Michigan

Using Residential Mailing Lists as a Sampling Frame for In-Person Surveys
Vincent G. Iannacchione, RTI International

Mixed-Mode and Address Frame Alternatives to RDD
Michael W. Link, Centers for Disease Control and Prevention
Michael P. Battaglia, Abt Associates
Martin R. Frankel, Abt Associates and Baruch College
Larry Osborn, Abt Associates
Ali H. Mokdad, Centers for Disease Control and Prevention

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***Cognitive Interviewing***

Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc

Ⓒ Brian L. Grim, Pennsylvania State University

Ⓓ Robert M. Groves, University of Michigan

Cognitive Interview Methodology Revisited: Development of Best Practices for Pretesting Spanish Survey Instruments
Patricia L. Goerman, U.S. Census Bureau

Common Survey Question Design Problems and their Role in Communicating Question Intent
Stephanie Willson, National Center for Health Statistics

Efficient Respondent Selection for Cognitive Interviewing
Allison C. Ackermann, Abt Associates
Johnny Blair, Abt Associates

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***Core Values and Behavior***

Ⓛ Hilton – Westmount

Ⓒ Sandra L. Bauman, Bauman Research & Consulting

Ⓓ Keith Neuman, Environics Research Group

The Role of Core Values in Creating Effective Communications and Outreach Campaigns
Nancy Belden, Belden Russonello & Stewart
Kate Stewart, Belden Russonello & Stewart
John Russonello, Belden Russonello & Stewart

Personal Values and Political Opinions
Whitt Kilburn, Florida International University

Family Values and Conflicting Messages
Susanna Kung, ORC Macro
Thomas Duffy, ORC Macro

Core Values and Instrumental Information-Seeking
Tim Gohmann, Decision Analyst
Rebecca C. Quarles, QSA Research and Strategy
Robert W. Schnurr, QSA Research and Strategy

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***Estimates of Cell Phone Usage***

Ⓛ Hilton – Verdun/Lachine/Lasalle

Ⓒ Teresa A. Keenan, AARP

Ⓓ Linda Piekarski, Survey Sampling International

Wireless Substitution: 2005 Update and Its Impact on Surveys of Children
Stephen J. Blumberg, National Center for Health Statistics
Julian V. Luke, National Center for Health Statistics

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Identifying Recent Cell Phone-Only Households
Deborah Jay, Field Research Corporation
Mark DiCamillo, Field Research Corporation

Ownership and Usage Patterns of the Cell Phone: 2000-2006
Peter S. Tuckel, Hunter College
Sally Daniels, GfK NOP
Geoff Feinberg, GfK NOP

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***Event Reporting***

Ⓛ Hilton – St. Pierre

Ⓒ Beatrice Rammstedt, ZUMA

Ⓓ Roger Tourangeau, University of Maryland

Identifying Societal Events
Juliane Landmann, ZUMA
Cornelia Zuell, ZUMA

Comparing Event History Data to Focused Queries
Vincent E. Welch, National Opinion Research Center
Kim Williams, National Opinion Research Center
Brian Lisek, National Opinion Research Center
Thomas B. Hoffer, National Opinion Research Center

Does the Event History Calendar Improve the Reporting of When Events Happened?
Robert F. Belli, University of Nebraska-Lincoln
Frank P. Stafford, University of Michigan

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***News Media and Attitudes***

Ⓛ Hilton – Verriere

Ⓒ Kimberly Downing, University of Cincinnati

Ⓓ Jon Cohen, ABC News

Think about Him This Way
Sei-Hill Kim, Auburn University
Miejeong Han, Hanyang University
Dietram A. Scheufele, University of Wisconsin-Madison

The Media's Role in Fragmenting Public Agendas
Natalie J. Stroud, University of Pennsylvania

News Coverage of the New York Times on Epidemic Hazards: Linking Framing and Issue Attention Cycle toward an Integrated Theory of Print News Coverage of Epidemic Hazards
Tsung-Jen Shih, University of Wisconsin-Madison
Rosalyna Wijaya, University of Wisconsin-Madison

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***Envisioning the Survey Interview of the Future***

Ⓛ Hilton – Outremont

Ⓒ Michael Schober, New School for Social Research

Ⓟ Norman Bradburn, National Science Foundation
Fred Conrad, University of Michigan
Mick P. Couper, University of Michigan
Arthur Graesser, University of Memphis
Nora Cate Schaeffer, University of Wisconsin-Madison
Michael Schober, New School for Social Research

Ⓣ 4:30 p.m. – 5:30 p.m. – Friday

Ⓢ ***The 2005 Elections: A Portent for '06?***

Ⓛ Hilton – Fundy

Ⓒ Gary Langer, ABC News

Ⓟ Claudia Deane, The Washington Post
Lee Miringoff, Marist College
Patrick Murray, Monmouth University
Susan H. Pinkus, Los Angeles Times

6:00 p.m. – 7:30 p.m.
MEMORIAL SERVICE (Hilton) – Verriere

6:30 p.m.
DINNER ON YOUR OWN

9:30 p.m.
PUB CRAWL

SATURDAY, MAY 20, 2006

7:00 a.m.
FUN RUN / WALK
(Shuttles depart at 6:45 a.m. from both hotels to start of course.)

7:00 a.m. – 3:00 p.m.
AAPOR REGISTRATION DESK OPEN (Hilton) – Montréal Ballroom Foyer

7:00 a.m. – 9:00 a.m.
BREAKFAST – Cash and Carry (Hilton) – Fontaine B (subject to change)

7:00 a.m. – 8:15 a.m.
SMALL BUSINESS BREAKFAST ROUNDTABLE (Marriott) – Cartier A/B

MULTILINGUAL ISSUES IN SURVEYS 10

Fontaine A

8:00 a.m. – 4:00 p.m.
EXHIBIT HALL: SOFTWARE, TECHNOLOGY & BOOKS (Hilton) – Fontaine C

AAPOR CONCURRENT SESSION A

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Converting Non-Respondents***

Ⓛ Hilton – Portage

Ⓒ Colm O'Muircheataigh, National Opinion Research Center

Ⓓ James Caplan, U.S. Department of Defense

Survey Terminators: They Won't Be Back, But Does It Matter?
Scott Keeter, Pew Research Center
Carolyn L. Funk, Pew Research Center
Courtney Kennedy, Pew Research Center

Finding Converts: Who Becomes a Refusal Conversion
David Dutwin, ICR/International Communications Research
Melissa Herrmann, ICR/International Communications Research

Which Refusers are Most Likely to be Converted
Mary Outwater, University of Oklahoma OU POLL

A Theoretical Framework for Survey Breakoffs
Andy Peytchev, University of Michigan
** AAPOR Seymour Sudman student paper award – honorable mention*

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Evaluating Data Quality***

Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc

Ⓒ Patricia A. Gwartney, University of Oregon

Ⓓ Thomas M. Guterbock, University of Virginia

Cost Structures and Data Quality for Surveys
John L. Eltinge, U.S. Bureau of Labor Statistics

Research Synthesis of National Survey Estimates of Religious Identity
Elizabeth Tighe, Brandeis University
Leonard Saxe, Brandeis University
David Livert, Pennsylvania State University-Lehigh Valley

Collection and Delivery of Paradata
Reg Baker, Market Strategies

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Mode (and Other) Effects on Data Quality***

Ⓛ Hilton – Verdun/Lachine/Lasalle

Ⓒ Andrea D. Rounce, Carleton University

Ⓓ Karol Krotki, RTI International

Data Comparability in a Telephone and Face-to-Face Survey of Persons with Disabilities
Matt Sloan, Mathematica Policy Research
Debra Wright, Mathematica Policy Research
Kirsten Barrett, Mathematica Policy Research

Utility of Rating Confirmation in IVR Surveys
Joe Cardador, Service Management Group

Discrepancy Between Survey and Administrative Data
Kathleen T. Call, University of Minnesota
Michael Davern, University of Minnesota
Gestur Davidson, University of Minnesota
Rebecca Nyman, University of Minnesota

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Politics and Public Opinion***

Ⓛ Hilton – Verriere

Ⓒ Natalie J. Stroud, University of Pennsylvania

Ⓓ Kent Tedin, University of Houston

Is California Weird?
Max Neiman, Public Policy Institute of California
Douglas Strand, Public Policy Institute of California

The Relative Accessibility of Partisan Stereotypes and Policy Information in Voters' Candidate Evaluations
Danna Basson, University of Wisconsin-Madison

Value Structures: How Pew Got it (Almost) Right
Solon J. Simmons, University of Wisconsin-Madison

The Influence of Partisanship on Perceptions of the Economy in Georgia: What are We Measuring?
Richard L. Clark, University of Georgia
Tom Tanner, University of Georgia

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Polls about Science and Health Issues***

Ⓛ Hilton – Fundy

Ⓒ Nick Synodinos, University of Hawaii

Ⓓ Jon D. Miller, Northwestern University

Morality and Utility Tradeoffs in the Embryonic Stem Cell Research Debate
Melissa Constantine, University of Minnesota
Karen Virnig, University of Minnesota
Todd Rockwood, University of Minnesota

Priming Embryonic Stem Cell Research – The Role of Involvement in Priming Effects on Attitudes and Behavioral Intentions towards Embryonic Stem Cell Research
Doshik Yun, University of Wisconsin-Madison
Seungahn Nah, University of Wisconsin-Madison
Douglas M. McLeod, University of Wisconsin-Madison

The Use and Impact of Polls in Health Policymaking
François Petry, Université Laval
Richard Nadeau, Université de Montréal
Christine Rothmayr, Université de Montréal
Eric Belanger, McGill University

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Racial Identities and Attitudes, Core Values and Cultural Conflict***

Ⓛ Hilton – St. Pierre

Ⓒ Matthew O. Hunt, Northeastern University

Ⓓ Monica McDermott, Stanford University

Racial Resentment 1986-2004: The Importance of Racial Threat, Traditional Values, and Antiblack Affect
Peter Mateyka, Pennsylvania State University
Michael Hughes, Virginia Polytechnic Institute and State University

Locating a Black "Community of Culture" in Brazil
Stanley R. Bailey, University of California, Irvine

Race and Public Policy in Multiethnic Contexts
Tyrone Forman, University of Illinois at Chicago
Maria Krysan, University of Illinois at Chicago

Multiracial Contexts and Immigration Attitudes
Eric Oliver, University of Chicago
Shang Ha, University of Chicago

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday

Ⓢ ***Social Desirability Bias and Sensitive Issues***

Ⓛ Hilton – Westmount

Ⓒ Janet Streicher, Citibank

Ⓓ Diane Burkom, Battelle Centers for Public Health Research and Evaluation

Sensitive Topics: Are There Modal Differences?
Zannette Uriell, Navy Personnel Research, Studies, and Technology
Chantay Dudley, The University of Memphis

Identifying Mode Effects when Asking Highly Sensitive Questions
Jessica E. Graber, National Opinion Research Center
Erin Wargo, National Opinion Research Center
Angela Jaszczak, National Opinion Research Center
Katie Lundeen, National Opinion Research Center
Stephen Smith, National Opinion Research Center

Social Desirability Bias in CATI, IVR, and Web
Frauke Kreuter, University of Maryland
Stanley Presser, University of Maryland
Roger Tourangeau, University of Maryland

Effect of Language on Mental Health Reporting Among Hispanics
Laura Flicker, RTI International
Elizabeth Dean, RTI International
Rosanna Quiroz, RTI International
Mai Wickelgren, RTI International
Laura DiGrande, NYC Department of Health and Mental Hygiene
Tina McVeigh, NYC Department of Health and Mental Hygiene

Ⓣ 8:30 a.m. – 10:00 a.m. – Saturday
Ⓢ ***Studying Special Populations***
Ⓛ Hilton – Outremont
Ⓒ Joe Lenski, Edison Media Research
Ⓓ Fran Featherston, National Science Foundation

Standardized Interviews with Young Children
Marek Fuchs, University of Kassel

Wherever the Children Go, I'll Follow Them: The Reliability of Information on Schooling Given by School-age Respondents
Nick Moon, GfK NOP Social Research

The Effect of Covering Linguistic Minorities Using Multilingual Surveys
Sunghee Lee, UCLA Center for Health Policy Research
Hoang Anh Nguyen, UCLA Center for Health Policy Research
John H. Kurata, UCLA Center for Health Policy Research
May Jawad, UCLA Center for Health Policy Research

Modeling Response Times for Old and Young Respondents to Improve Their Understanding of Survey Questions
Patrick Ehlen, Stanford University
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan

10:00 a.m. – 10:15 a.m.
REFRESHMENT BREAK (Hilton) – Fontaine B/C

AAPOR CONCURRENT SESSION B

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday
Ⓢ ***Does Non-Response Matter?***
Ⓛ Hilton – Portage
Ⓒ Charlotte Steeh, Independent Consultant
Ⓓ Patrick Glaser, Council for Marketing and Opinion Research

Wave Nonresponse in a National Telephone Survey
Rui Wang, University of Michigan

Nonresponse Bias in a Mail Survey of Physicians
Emily McFarlane, RTI International
Murrey Olmsted, RTI International
Joe Murphy, RTI International
Craig Hill, RTI International

Nonresponse Bias in a Mail Survey
Agnieszka Flizik, Nielsen Media Research
Paul Lavrakas, Nielsen Media Research

Examination of Nonresponse and Measurement Error
Courtney Kennedy, Pew Research Center
Kristen Olson, University of Michigan

Nonresponse Bias in Estimating Big Game Harvest
Bryan K. Ward, PA Consulting Group
Carrie Koenig, PA Consulting Group

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday
Ⓢ ***Effects of Cell Phone Usage***
Ⓛ Hilton – Verdun/Lachine/Lasalle
Ⓒ Meena Khare, National Center for Health Statistics
Ⓓ Jon Wivagg, NuStats DataSource

Effects of Cell Phones in Land-line Households
Dennis Lambries, Institute for Public Service and Policy Research
Robert W. Oldendick, University of South Carolina
Michael Link, Centers for Disease Control and Prevention

Cell Phones in List-Assisted, RDD Sample
Kirsten Ivie, ORC Macro
Robert Pels, ORC Macro
Dagmar Zentrichova, ORC Macro

Geographic Controls in a Cell Phone Sample
Anna Fleeman, Arbitron
Dan Estersohn, Arbitron

Cell Phone Samples: Who Are We Missing?
Kristen Purcell, Princeton Survey Research Associates International
Jonathan Best, Princeton Survey Research Associates International
Lee Rainie, Pew Internet and American Life Project
John Horrigan, Pew Internet and American Life Project

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday
Ⓢ ***Interviewer-Respondent Interaction and Response Processes***
Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc
Ⓒ Tim J. Gabel, RTI International
Ⓓ Nick Moon, GfK NOP

Visual and Verbal Cues of Survey Respondents' Need for Clarification
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan
Wil Dijkstra, Free University of Amsterdam

Sounds of Silence: Structure of Response Latency
Nora Cate Schaeffer, University of Wisconsin-Madison
Douglas W. Maynard, University of Wisconsin-Madison

Race of Respondent Interaction with Event History Calendar and Question-List Interviews: A Verbal Behavior Analysis
Mario Callegaro, University of Nebraska-Lincoln
Robert F. Belli, University of Nebraska-Lincoln
David R. Palmer, University of Nebraska-Lincoln
Emilio Serrano, University of Nebraska-Lincoln

Think-Aloud Evidence of Conceptual Misalignment in Telephone Interviews
Anna Suessbrick, NeuroHealth Psychological Associates
Michael F. Schober, New School for Social Research
Frederick G. Conrad, University of Michigan

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday
Ⓢ ***Polls and Media in Elections***
Ⓛ Hilton – Verriere
Ⓒ Micheline Blum, Blum & Weprin Associates
Ⓓ Jeff Jones, The Gallup Organization

Media Assessments of Polls and Pollsters in 2004
Michael Traugott, University of Michigan

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Polls vs. Markets as Electoral Predictors
Robert Erikson, Columbia University
Christopher Wlezien, Temple University

Media Coverage of Election Polls, 2004 and Beyond
Mark Blumenthal, Bennett, Petts & Blumenthal
Joel D. Bloom, University of Oregon

Measuring Voter Ability to Discern Misleading Ads
Christopher P. Borick, Muhlenberg College

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday

Ⓢ ***Questionnaire Context Effects***

Ⓛ Hilton – Westmount

Ⓒ Kenneth Steve, Nielsen Media Research

Ⓓ Karen Goldenberg, U.S. Bureau of Labor Statistics

The Effect of Context on Reported Alcohol Use
Floyd J. Fowler, University of Massachusetts-Boston

Is Randomization Enough? Understanding The Prevalence and Magnitude of Sequence Effects in 'List' Items
Carolyn L. Funk, Pew Research Center
Michael Dimock, Pew Research Center
Courtney Kennedy, Pew Research Center

Does Less Equal More? Preliminary Results of an Experiment on Income Question Strategy
Joel Kennet, SAMHSA
Peggy Barker, SAMHSA
Dicy Painter, SAMHSA

Extreme Response Style: Style or Substance?
Allyson L. Holbrook, University of Illinois at Chicago
Young I. Cho, University of Illinois at Chicago
Timothy P. Johnson, University of Illinois at Chicago

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday

Ⓢ ***Religion, Values, and Conflict***

Ⓛ Hilton – Outremont

Ⓒ Andrew Smith, University of New Hampshire

Ⓓ Murray Edelman, Rutgers University

Values in Conflict: The Religious "Hard Core"
Scott H. Clarke, Michigan State University

Changing Values–Patterns of Lifetime Switching Out of a Religious Identification in the U.S.
Ariela Keysar, Trinity College
Barry A. Kosmin, Trinity College

The Democrats' God Problem
Gregory A. Smith, Pew Research Center
Peyton M. Craighill, Pew Research Center

Cultural Conflict and Racial Attitudes
Michael Hughes, Virginia Polytechnic Institute and State University
Steven A. Tuch, George Washington University

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday

Ⓢ ***Survey Confidentiality and Ethics***

Ⓛ Hilton – Fundy

Ⓒ Tracy Tuten, Virginia Commonwealth University

Ⓓ Melissa Constantine, University of Minnesota

Confidentiality Concern and Survey Participation
Anna Y. Chan, U.S. Census Bureau
Jeffrey C. Moore, U.S. Census Bureau

Survey Research Ethics: Practicing What We Preach?
Stanley Presser, University of Maryland
Susan C. Kenney, University of Maryland

The "Third Man" Excuse for Conducting Surveys that Cause Public Harm
Robert G. Mason, Oregon State University

Ⓣ 10:15 a.m. – 11:45 a.m. – Saturday

Ⓢ ***Thinking About Immigration***

Ⓛ Hilton – St. Pierre

Ⓒ Randal S. ZuWallack, ORC Macro

Ⓓ Sandra Marquart-Pyatt, Utah State University

American Attitudes Toward Immigration: A National and Regional Study
Michael Dimock, Pew Research Center
Scott Keeter, Pew Research Center
Richard Wike, Pew Global Attitudes Project

Emigration and Memories
Amy Corning, University of Michigan

Do Immigration Debates Reflect or Define Opinion?
Fred Solop, Northern Arizona University
Nancy Wonders, Northern Arizona University

12:00 p.m. – 1:15 p.m.
AAPOR LUNCH (Core Meal) (Hilton) – Fontaine A/B

12:00 p.m. – 1:15 p.m.
CHAPTER REPRESENTATIVES MEETING (Hilton) – Jacques/Cartier

STANDARDS COMMITTEE MEETING (Hilton) – St. Lambert

SPECIAL INTEREST GROUP ON RACIAL ATTITUDES RESEARCH (Marriott) – Maisonneuve B

AAPOR CONCURRENT SESSION C

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday

Ⓢ ***How to Reduce Non-Response***

Ⓛ Hilton – Portage

Ⓒ Clyde Tucker, U.S. Bureau of Labor Statistics

Ⓓ Larry Luskin, ORC Macro

Reducing Item Non-response in Questions Asking for a Point Estimate by Use of a Followup Range Question
Colleen K. Porter, University of Florida
Cyndi Garvan, University of Florida
R. P. Duncan, University of Florida

What Do Non-Response Follow-up Surveys Reveal?
John M. Kennedy, Indiana University

Testing an Advance Contact Targeted-Awareness Campaign to Raise Response Rates
Ana P. Melgar, Nielsen Media Research
Paul J. Lavrakas, Nielsen Media Research
Agnieszka Flizik, Nielsen Media Research
Rosemary Holden, Nielsen Media Research
Maria Anatro, Nielsen Media Research

BRFSS Pilot Test of Tailored Spanish Lead Letters
Lisa Carley-Baxter, RTI International
Michael Link, Centers for Disease Control and Prevention
David Roe, RTI International
Rosanna Quiroz, RTI International

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday

Ⓢ ***Interviewer Effects***

Ⓛ Hilton – Fundy

Ⓒ Melissa Herrmann, ICR/International Communications Research

Ⓓ Jaki S. McCarthy, U.S. Department of Agriculture

Conversations with a Stranger: Perceptibility of the Race of Interviewer
Mario Callegaro, University of Nebraska-Lincoln
David C. Wilson, The Gallup Organization

Effects of Interviewer-Respondent Interaction on Interviewer Assessments
James Wolf, Indiana University-Indianapolis
Angela Rodak, Indiana University-Indianapolis
Sharon Sidenbender, The Ohio State University
Charles Hulen, Indiana University-Indianapolis

Effect of Interviewer Experience on Response Rates
Rashna Ghadialy, National Opinion Research Center
Parvati Krishnamurty, National Opinion Research Center

Bilingual Interviewing: Contact Effort, Call Outcomes, Cooperation, and Survey Results in Spanish-Language versus English-Language Telephone Interviewing
Jon Wivagg, NuStats DataSource
Rob Santos, NuStats

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday
Ⓢ ***Measuring Instruments***
Ⓛ Hilton – Verdun/Lachine/Lasalle
Ⓒ Joanne Pascale, U.S. Census Bureau
Ⓓ Barbel Knauper, McGill University

Tipping the Scales: Weighing In On Word versus Numeric Measurement
Carol L. Wilson, Corporate Research Associates

Colors, Labels, and Heuristics for Scales
Roger Tourangeau, University of Maryland
Mick P. Couper, University of Michigan
Frederick Conrad, University of Michigan

Coding Occupations in NLSY97
Parvati Krishnamurty, National Opinion Research Center

How Difficult Items Are Coded Into the Standard Occupational Classification (SOC) System, and What This Means for You
Jake Bartolone, National Opinion Research Center
Micah Sjoblom, National Opinion Research Center

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday
Ⓢ ***Public Opinion about Hurricane Katrina***
Ⓛ Hilton – St. Pierre
Ⓒ Michael Hughes, Virginia Polytechnic Institute and State University
Ⓓ Ana Maria Arumi, Public Agenda

The Response to Hurricane Katrina in Georgia
James J. Bason, University of Georgia

'I Can't Imagine It' Citizen Losses after Katrina
Susan E. Howell, University of New Orleans
Jeanne Hurlbert, Louisiana State University
John Beggs, Louisiana State University
Valerie A. Haines, University of Calgary

Racially Based Reactions to Hurricane Katrina
Leonie Huddy, SUNY Stony Brook
Stanley Feldman, SUNY Stony Brook

The Dynamics of Presidential Approval: The Effect of Hurricane Katrina
Gazmend Alushi, University of Connecticut

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday
Ⓢ ***Public Opinion and Policymaking***
Ⓛ Hilton – Verriere
Ⓒ François Petry, Université Laval
Ⓓ Robert Y. Shapiro, Columbia University

Valuing Public Opinion: Political Actors' Assessment of Opinion
Andrea D. Rounce, Carleton University

Using Survey Data to Guide Policy Implementation: The Case of the Medicare Drug Law
Mollyann Brodie, Henry J. Kaiser Family Foundation
Robert Blendon, Harvard School of Public Health
Elizabeth Hamel, Henry J. Kaiser Family Foundation
John Benson, Harvard School of Public Health
Erin Weltzien, Henry J. Kaiser Family Foundation

Impact of Attrition on Health Insurance Estimates
Steven Cohen, Agency for Healthcare Research and Quality
Trena Ezzati-Rice, Agency for Healthcare Research and Quality

Access to Health Care and Voting Behavior
Jeanette Ziegenfuss, University of Minnesota
Michael Davern, University of Minnesota
Lynn Blewett, University of Minnesota

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday
Ⓢ ***RDD Samples***
Ⓛ Hilton – Westmount
Ⓒ Sunghee Lee, UCLA Center for Health Policy Research
Ⓓ Michael P. Battaglia, Abt Associates

RDD Selection Method to Increase Response Rates
Randal S. ZuWallack, ORC Macro

A Comparison Between Random-Digit-Dialing and Listed Household Sampling Frames Using Targeted Samples
Yasamin Miller, Cornell University

RDD vs. RDD Recruited Panel: A Comparison
Darby Miller-Steiger, The Gallup Organization
Zachary Arens, The Gallup Organization

Gunfight at the Cleveland Mayoral Primary Corral: RBS vs. RDD in a Head-to-Head Test
Joseph Shipman, SurveyUSA
Jay H. Leve, SurveyUSA

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday
Ⓢ ***The Role of Religion in Contemporary Politics***
Ⓛ Hilton – Outremont
Ⓒ Brandon Bosch, University of Washington
Ⓓ Scott Keeter, Pew Research Center

Linking Evangelical Values and Media Choices
Russ Tisinger, University of Pennsylvania
Eran Ben-Borath, University of Pennsylvania

Simulating Preferred Bundles of Values and Beliefs
John V. Colias, Decision Analyst
Beth Horn, Decision Analyst

Religiosity and Political Agendas
Douglas Strand, Public Policy Institute of California

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 1:30 p.m. – 3:00 p.m. – Saturday

Ⓢ *Polling for the Courts: Issues of Professional Ethics and Practices*

Ⓛ Hilton – Hilton – Mont-Royal/ Hampstead/Côte-St-Luc

Ⓒ Nancy Mathiowetz, University of Wisconsin-Milwaukee

Ⓟ Deborah Jay, Field Research Corporation
Richard A. Kulka, Abt Associates
Stanley Presser, University of Maryland
Mark A. Schulman, Schulman, Ronca & Bucuvalas

3:00 p.m. – 4:00 p.m.
REFRESHMENT BREAK (Hilton) – Fontaine B/C

3:00 p.m. – 4:00 p.m.
MEET THE AUTHOR SESSION (Hilton) – Fontaine A/B
Andrew Kohut and Bruce Stokes, Pew Research Center
America Against the World: How We Are Different and Why We Are Disliked (Times Books, 2006)

AAPOR Book Award Winners
Roger Tourangeau, University of Maryland
Lance J. Rips, Northwestern University
Kenneth Rasinski, National Opinion Research Center
The Psychology of Survey Response (Cambridge University Press, 2000)

The AAPOR Book Award seeks to recognize influential books that have stimulated theoretical and scientific research in public opinion and/or influenced our understanding or application of survey research methodology.

AAPOR POSTER SESSION II

Ⓣ 3:00 p.m. – 4:00 p.m. – Saturday

Ⓛ Hilton – Fontaine A/B

Group 1 Discussant: Hernando Rojas, University of Wisconsin-Madison

31. *Japanese Public Opinion Surveys: 2005*
Nicolaos E. Synodinos, University of Hawaii
Shigeru Yamada, Kokushikan University

32. *Ballots and Crowns 2: Bulgarian Polling, 2001-2005*
Christopher D. Karadjov, California State University, Long Beach

33. *Attitudes about Arab Americans: Detroiters' Views*
Reynolds Farley, University of Michigan
Maria Krysan, University of Illinois at Chicago

34. *Are there Post-Democratic European Publics?*
Gilg Seeber, University of Innsbruck

35. *Post-Katrina and Rita Political Evaluations*
Robert K. Goidel, Louisiana State University

36. *The Cost of Being a Girl: Youth Labor Market in the United States and the Origins of the Gender Wage Gap*
Yasemin Besen, SUNY Stony Brook

Group 2 Discussant: Todd Rockwood, University of Minnesota

37. *Radio Listening Differences between Cell-Only Respondents and Those Reached on Landlines*
Anna Fleeman, Arbitron

38. *Web-Based Surveys: Respondents vs. Non-Respondents*
Zannette Uriell, Navy Personnel Research, Studies, and Technology
Paul Rosenfeld, Navy Personnel, Research, Studies, and Technology
Rosemary Schultz, Navy Personnel Research, Studies, & Technology

39. *A Follow-Up on the Use of Email Prompting*
Lekha Venkataraman, National Opinion Research Center
Margaret Parker, National Opinion Research Center

40. *Mapping Survey Cooperation Patterns and Determinants in Emerging Democracies: The Case of Brazil and Mexico*
Fabián Echegaray, Market Analysis Brasil
Leonardo Athias, Market Analysis Brasil

41. *Minimizing Respondent Burden with Prenotification*
Tracy Tuten, Virginia Commonwealth University
Pamela Kiecker, Virginia Commonwealth University

Group 3 Discussant: Grace O'Neill, U.S. Census Bureau

42. *How the Mention of Saddam Hussein in a Survey Question Impacts Americans' Views of the War with Iraq*
Jennifer De Pinto, CBS News

43. *More on Measuring Cancer Knowledge in the HINTS*
Vish Viswanath, Harvard School of Public Health
Michael P. Massagli, Dana-Farber Cancer Institute

44. *Quantifying Nature: A Sociological Assessment of Contingent Valuation Survey Methods*
Anthony V. Silvaggio, Humboldt State University
Patricia A. Gwartney, University of Oregon

45. *Involvement, Survey Attitude and Item Nonresponse*
Volker Stocké, University of Mannheim
Tobias Stark, University of Mannheim

46. *Validation of Navy QOL Retention Models*
Michael J. Schwerin, RTI International
Tracy L. Kline, RTI International
Murrey G. Olmsted, RTI International
Gerry L. Wilcove, Navy Personnel Research, Studies, & Technology

47. *Collecting Physical Measure Data in a Survey: Does the Interviewer Affect Cooperation Rates?*
Katie Lundeen, National Opinion Research Center
Jessica Graber, National Opinion Research Center
Angela Jaszczak, National Opinion Research Center
Erin Wargo, National Opinion Research Center
Stephen Smith, National Opinion Research Center

Group 4 Discussant: TBD

48. *Where, Exactly, are the RDD Non-Respondents?*
Edward M. English, National Opinion Research Center
Lisa K. Schwartz, Mathematica Policy Research
Lisbeth Goble, National Opinion Research Center

49. *Finding Wealth: Surveying Wealthy Households*
Roeland Beerten, UK Office for National Statistics
Charles Lound, UK Office for National Statistics

50. *The Efficacy of Telephone Presurvey Notification*
Leslyn Hall, ORC Macro
Josh Brown, ORC Macro

51. *Privacy Concerns, Too Busy, or Just Not Interested? Predicting Interim and Final Refusals in a Government Health Survey*
Nancy Bates, U.S. Census Bureau
Eleanor Singer, University of Michigan
James Dahlhamer, National Center for Health Statistics

52. *Nonparticipation of Twelfth Graders in NAEP*
Young Chun, American Institutes for Research
Andrew Kolstad, National Center for Education Statistics

53. *Analysis of a New Form of Contact Observations*
Kristen Olson, University of Michigan
Jennifer Sinibaldi, University of Michigan
Jim Lepkowski, University of Michigan

4:15 p.m. – 5:30 p.m.
AAPOR MEMBERSHIP & BUSINESS MEETING (Hilton) – Portage

6:00 p.m. – 7:15 p.m.
PRESIDENT'S RECEPTION (Hilton) – Fontaine A/B
Meet and mingle with President Cliff Zukin and the AAPOR Executive Council.

7:30 p.m. – 9:30 p.m.
AWARDS BANQUET – Plated Dinner (Core Meal) (Hilton) – Montréal Ballroom

9:30 p.m. – 11:30 p.m.
ANNUAL BOOK SALE (Hilton) – Fontaine C

10:00 p.m. – 1:00 a.m.
MOULIN ROUGE PARTY (Marriott) – Cafconc

10:00 p.m. – 2:00 a.m.
APPLIED PROBABILITY (Marriott) – Neufchatel

SUNDAY, MAY 21, 2006

7:00 a.m. – 11:00 a.m.
AAPOR REGISTRATION DESK OPEN (Hilton) – Montréal Ballroom Foyer

7:00 a.m. – 9:00 a.m.
BREAKFAST – Cash and Carry (Hilton) – Fontaine B (subject to change)

8:30 a.m. – Noon
AAPOR SHORT COURSE (pre-registration required) (Marriott) – Cartier A

Practical Tools for Nonresponse Bias Studies
Robert M. Groves & J. Michael Brick

AAPOR CONCURRENT SESSION A

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday
Ⓢ ***Boosting Response Rates***
Ⓛ Hilton – Portage
Ⓒ Frauke Kreuter, University of Maryland
Ⓓ Theresa DeMaio, U.S. Census Bureau

Boosting Response Rates: Are There Optimal Times to Email Respondents?
Elizabeth W. Wood, Westat
Jennifer O'Brien, Westat
Kerry Levin, Westat
Tracey H. Heller, Westat

Advance Letter Readability and Survey Cooperation
Martin Barron, National Opinion Research Center
Karen Wooten, Centers for Disease Control and Prevention
James Chesire, National Opinion Research Center
Keeshawna Brooks, National Opinion Research Center

Using Mail Surveys to Increase Response Rates to a Telephone Survey
Charlotte Steeh, Independent Consultant

Effects of Multiple Sponsors on RDD Response Rates
Sherman Edwards, Westat
Michael Brick, Westat
John Kurata, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday
Ⓢ ***Enhancing Internet Surveys***
Ⓛ Hilton – Mont-Royal/Hampstead
Ⓒ Magdalena Wojcieszak, University of Pennsylvania
Ⓓ Don A. Dillman, Washington State University

Using Interactive Web-Based Maps
Jennifer Sinibaldi, Survey Sciences Group
Sara Showen, Survey Sciences Group
Robert Saltz, Pacific Institute for Research & Evaluation
Scott D. Crawford, Survey Sciences Group

Web-Based Consent Form Design – An Experiment with Two Populations
Scott D. Crawford, Survey Sciences Group
Brian Hempton, Survey Sciences Group
Daniel Eisenberg, University of Michigan
Leslie Wimsatt, University of Michigan
Ezra Golberstein, University of Michigan

Minimizing Data Collection Time in Web-Based Surveys
Ananda Mitra, Wake Forest University
Mayank Gupta, Wake Forest University
Ashley Wagoner, Wake Forest University
Heather Champion, Wake Forest University
Robert DuRant, Wake Forest University

Eye-Movement Analysis of a Web Survey
Cleo Redline, National Science Foundation
Melissa Hunfalvay, Eye Response Technologies
Christopher Lankford, Eye Response Technologies

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday
Ⓢ ***Issues Dealing with Race***
Ⓛ Hilton – St. Pierre
Ⓒ Lisa Carley-Baxter, RTI International
Ⓓ Mark Blumenthal, Bennett, Petts & Blumenthal

Attitudes, Beliefs and Behaviors of African-Americans vs. Others: Influences of Cultural Differences on Cancer Survival
Larry A. Hembroff, Michigan State University
Nathaniel Ehrlich, Michigan State University
May Yassine, Michigan Public Health Institute

Does Who You Live With Matter? Race and Ethnicity in America's Households and Their Potential Effects on Survey Research
Marla D. Cralley, Arbitron

Black-Latino Political Coalitions: Cooperation or Conflict?
Tony E. Carey, SUNY Stony Brook

Framing Reparations: Question Wording Effects in Surveys on Reparations for Slavery (1997-2002)
Thomas Craemer, University of Connecticut

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday

Ⓢ *More Factors Contributing to Nonresponse*

Ⓛ Hilton – Verdun/Lachine/Lasalle

Ⓒ Paul Beatty, National Center for Health Statistics

Ⓓ Claire Durand, Université de Montréal

Using Call Records in Longitudinal Surveys to Understand Response
Megan Henly, U.S. Census Bureau
Nancy A. Bates, U.S. Census Bureau

The Results of a Statewide Survey on Survey Burden
Timothy Beebe, Mayo Clinic
Sunni Barnes, Mayo Clinic
Steven Jacobsen, Mayo Clinic
G. Richard Locke, Mayo Clinic
Jeff Sloan, Mayo Clinic
Kari Strain, Mayo Clinic

Investigating Nonresponse Bias: An Analysis of Early, Mid and Late Responders to a Panel Survey of Texas High School Students
Julie L. Paasche, NuStats
Robert L. Santos, NuStats

The Effect of Screener Wording on Response Rates
Karina M. Shreffler, Pennsylvania State University
Julia McQuillan, University of Nebraska-Lincoln
Katie Johnson, Pennsylvania State University
David R. Johnson, Pennsylvania State University

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday

Ⓢ *Political Participation and Voting*

Ⓛ Hilton – Verriere

Ⓒ Jason Dempsey, Columbia University and the U.S. Military Academy

Ⓓ Casey A. Klofstad, University of Miami

Dual Pathways to Participation? A Reexamination of the Links between Network Heterogeneity and Political Participation
Nam-Jin Lee, University of Wisconsin-Madison

Voter Preferences, Party Contact, and Mobilization
Jonathan Nagler, New York University
Jan E. Leighley, University of Arizona

Latino Political Opinion and Participation
Henry Flores, St. Mary's University
Antonio Gonzalez, William C. Velasquez Institute
Luis Miranda, Mirram Group
Matt Barreto, University of Washington

Internet Uses and Political Engagement
Shelley Boulianne, University of Wisconsin-Madison

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday

Ⓢ *Sampling and Studying Rare Populations*

Ⓛ Hilton – Westmount

Ⓒ Thomas P. Duffy, ORC Macro

Ⓓ Barbara Bryant, University of Michigan

Multiple Frame Designs for Rare Populations
Benjamin T. Phillips, Brandeis University
Charles Kadushin, Brandeis University
Leonard Saxe, Brandeis University
Graham Wright, Brandeis University

Fielding the Nursing Home CAHPS Pilot Study
Carol Cosenza, University of Massachusetts-Boston

Conducting a Survey of Hurricane Katrina Evacuees
Mollyann Brodie, Henry J. Kaiser Family Foundation
Claudia Deane, The Washington Post
Melissa Herrmann, ICR/International Communications Research
Erin Weltzien, Henry J. Kaiser Family Foundation

Ⓣ 8:30 a.m. – 10:00 a.m. – Sunday

Ⓢ *Understanding Modes of Data Collection*

Ⓛ Hilton – Outremont

Ⓒ Dawn V. Nelson, U.S. Census Bureau

Ⓓ Mario Callegaro, University of Nebraska-Lincoln

Testing Five Methods for Recruiting a Radio Diary Panel
Gavin Lees, Massey University
Mike Brennan, Massey University

Use of Eye-tracking in Studying Response Processes
Mirta Galesic, University of Maryland
Roger Tourangeau, University of Maryland
Ting Yan, University of Michigan
Cong Ye, University of Maryland

Impact of Mode on Open-ended Responses
Jennifer Edgar, U.S. Bureau of Labor Statistics

Differential Effects of Mode of Data Collection in a Cancer Screening Study of Unmarried Women Ages 40-75 Years
Melissa A. Clark, Brown University
Michelle L. Rogers, Brown University
Gene F. Armstrong, Brown University
William Rakowski, Brown University

Ⓣ 8:30 a.m. – 10:00 a.m. Sunday

Ⓢ *What AAPOR Can Do To Support Its Senior Members*

Ⓛ Hilton – Fundy

Ⓒ Brad Edwards, Westat

AAPOR CONCURRENT SESSION B

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday

Ⓢ *City Polls*

Ⓛ Hilton – Fundy

Ⓒ Steve Everett, Everett Group

Ⓓ Shelley Boulianne, University of Wisconsin-Madison

Internet Panel: An Experiment in Democracy
Phillip Downs, Florida State University and Kerr & Downs Research

Public Opinion and City Identity
Richard Florida, George Mason University
Darby Miller-Steiger, The Gallup Organization
David C. Wilson, The Gallup Organization

Using Public Opinion Research to Inform and Build a Local Civic Engagement Initiative: Research Insights from Metro Voices, Metro Choices Atlanta
Tony Foleno, The Advertising Council

Social Capital in Urban China
Jie Chen, Old Dominion University

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday

Ⓢ *Data Quality as a Function of the Interviewer*

Ⓛ Hilton – Mont-Royal/Hampstead/Côte-St-Luc

Ⓒ Jennifer M. Rothgeb, U.S. Census Bureau

Ⓓ Brad Edwards, Westat

Interviewer Cooperation Rates and Data Quality: Do Interviewers With High Cooperation Rates Also Produce the Most Reliable Estimates?
Michael Lemay, University of Maryland

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

How Organizations Monitor the Quality of Work Performed by their Telephone Interviewers
Anh Thu Burks, Nielsen Media Research
Paul J. Lavrakas, Nielsen Media Research
Ken Steve, Nielsen Media Research
Kim Brown, Nielsen Media Research
Brooke Hoover, Nielsen Media Research
Jerry Sherman, Nielsen Media Research
Rui Wang, University of Michigan

Can You Teach an Old Dog New Tricks?
Vicki Wilmer, National Opinion Research Center
Jodie Daquilanea, National Opinion Research Center

Interviewer Perceptions of Interview Quality
Kirsten A. Barrett, Mathematica Policy Research
Matt Sloan, Mathematica Policy Research
Debra Wright, Mathematica Policy Research

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday
Ⓢ *Designing Questions III*
Ⓛ Hilton – Verdun/Lachine/Lasalle
Ⓒ Kathryn Downey-Sargent, U.S. Bureau of Labor Statistics
Ⓓ Sherman Edwards, Westat

Open-Ended Comments versus Closed-Ended Answers
Robert O. Simmons, DMDC

Experimental Tests of Some Standards of Practice
Donna Eisenhower, NYC Department of Health and Mental Hygiene
Greg Van Ryzin, Baruch College
Stephen Immerwahr, Baruch College
Kristin Quitoni, NYC Department of Health and Mental Hygiene

Short versus Long Survey Introduction
Gillian B. Gero, ORC Macro

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday
Ⓢ *Gender Issues*
Ⓛ Hilton – Verriere
Ⓒ Carol Cosenza, University of Massachusetts-Boston
Ⓓ Janice Ballou, Mathematica Policy Research

Men's Attitudes Toward Feminism
Matt Schroeder, Pennsylvania State University

Work-Family Conflict & Where Mothers Work
SMC Kelley, International Survey Center
CGE Kelley, International Survey Center

Same-Sex Marriage and the Elections of 2004
Joel D. Bloom, University of Oregon
Priscilla Yamin, University of Oregon

Political Knowledge and Vote Choice a State Same-Sex Marriage Amendment
John Baxter Oliphant, Brigham Young University
* *PAPOR student paper award winner*

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday
Ⓢ *News and Information-Seeking*
Ⓛ Hilton – Outremont
Ⓒ Laura Flicker, RTI International
Ⓓ John Robinson, University of Maryland

Learning Political Information from the News
Clarissa David, University of Pennsylvania

The Internet and Public Consumption of News
John Horrigan, Pew Internet and American Life Project

Blogs, Traditional Sources Online & Participation
Homero Gil de Zuniga, University of Wisconsin-Madison
Eulàlia Puig Abril, University of Wisconsin-Madison
Hernando Rojas, University of Wisconsin-Madison

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday
Ⓢ *Persuading the Recalcitrants*
Ⓛ Hilton – Portage
Ⓒ Robert P. Daves, Minneapolis Star Tribune

Does Colour Increase Response Rates?
Jan Charbonneau, Massey University
Mike Brennan, Massey University

Improving Response in Spanish-Speaking Households
James J. Dayton, ORC Macro
Michael Link, Centers for Disease Control and Prevention
Robert S. Pels, ORC Macro
Kirsten Ivie, ORC Macro

Hang Ups: A Look at Quick Refusals
Courtney N. Mooney, Arbitron
Barbara O'Hare, Arbitron

Comparing the Use of Color in Mail Questionnaires
Virginia M. Lesser, Oregon State University
Lydia Newton, Oregon State University

Ⓣ 10:15 a.m. – 11:45 a.m. – Sunday
Ⓢ *Special Sampling Problems*
Ⓛ Hilton – Westmount
Ⓒ Yasamin Miller, Cornell University
Ⓓ Steven Cohen, Agency for Healthcare Research and Quality

Local Area Surveys: Sample Design and Management
Naomi Freedner, ORC Macro
Randal ZuWallack, ORC Macro
James Dayton, ORC Macro
Zi Zhang, Massachusetts Department of Public Health

Contacting Sample Households: Lessons From Time Use Survey
Aaron Maitland, University of Maryland

Implementing an Address List-based Sample Design
Vijoy K. Gopalakrishnan, Arbitron

Are Surname Oversamples Efficient for Sampling?
Michael Davern, University of Minnesota
Donna McAlpine, University of Minnesota
Jeanette Ziegenfuss, University of Minnesota
Timothy Beebe, Mayo Clinic

Ⓣ TIME/DAY Ⓢ SESSION Ⓛ LOCATION/ROOM Ⓒ CHAIR Ⓓ DISCUSSANT Ⓟ PANELISTS

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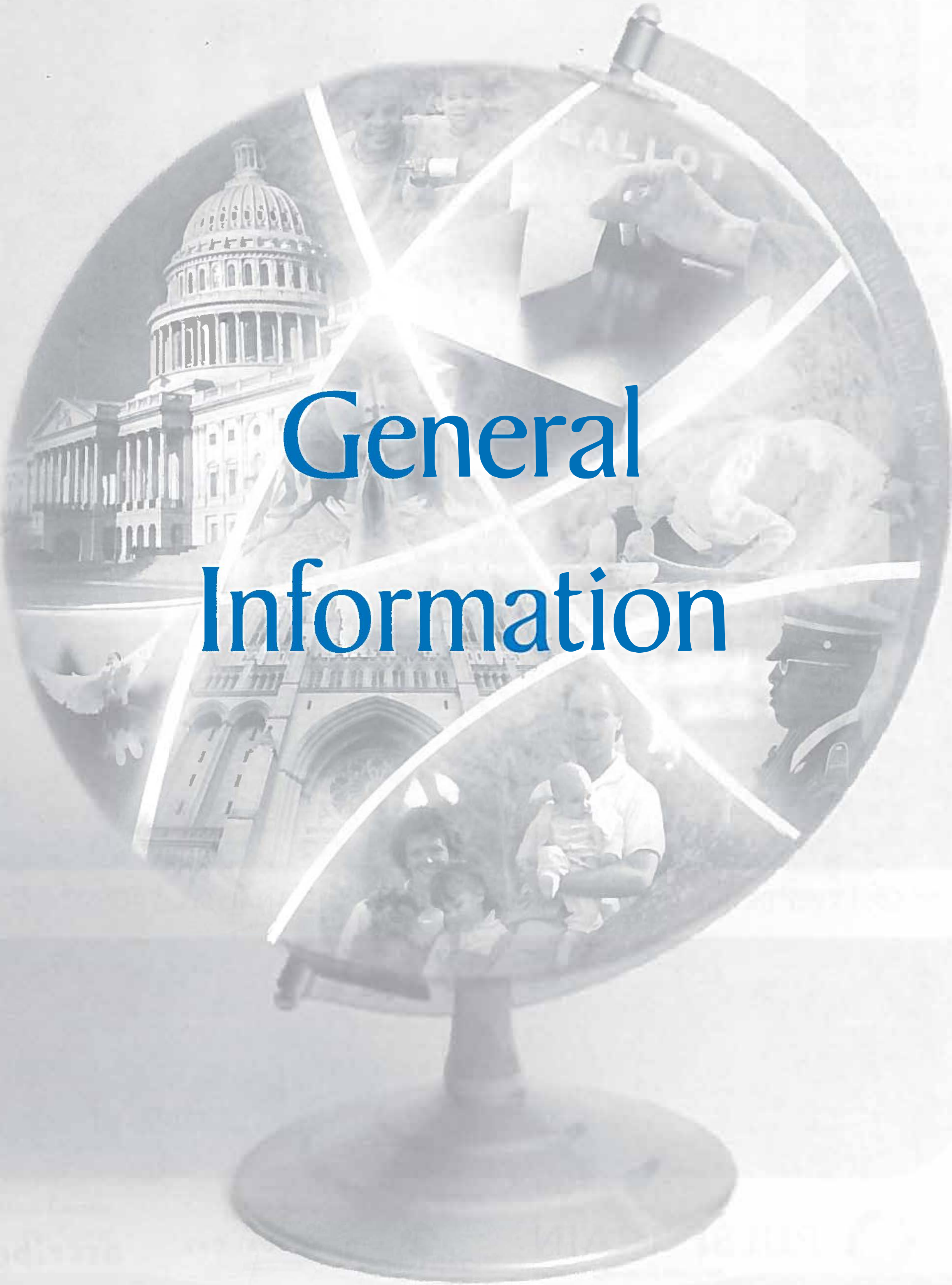

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FUTURE CONFERENCES

May 17-20, 2007
Hyatt Anaheim Orange County, CA

May 15-18, 2008
Sheraton New Orleans, LA

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2005
Howard Schuman, Charlotte Steeh, Lawrence Bobo, Maria Krysan, *Racial Attitudes in America: Trends and Interpretations* (Harvard University Press, 1997)
2006
Roger Tourangeau, Lance J. Rips, Kenneth Rasinski, *The Psychology of Survey Response* (Cambridge University Press, 2000)

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CONFRONTING CORE VALUES
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Conference Abstracts

Democracy and Public Opinion in Africa

Democracy Emerging? Comparative Analysis of Attitudes to Governance in Africa and the West. Simon Jimenez, GlobeScan Incorporated (Simon.Jimenez@GlobeScan.com); Eugene Kritski, GlobeScan Incorporated (Eugene.Kritski@GlobeScan.com)
Following from the suggested conference themes of survey research in emerging democracies and comparative international research, this paper will use data from ongoing studies tracking citizen attitudes to governance and democracy in Africa to explore the ongoing process of democratization in developing countries. Political science literature (Diamond et al) makes a distinction between those democracies, found exclusively in the industrialized world, that are "consolidated," and those that remain in a transitional phase between authoritarian systems and "full" democracy. Academics and governmental bodies have used various techniques and tests to probe the extent of democratic consolidation, including Freedom House indices on civil and political liberties and election monitoring. Theorists differ in their analysis of the conditions under which democracy can become consolidated, with the principal fault line running between those who advocate an "institutional" approach – that democracy is achieved in the presence of a full set of democratic institutions – and those preferring a "societal" approach, stressing that democratic values must pervade society in order for government to be fully democratic. This paper will advance our understanding of the "institutional" theory of democratization, by applying a systematic, cross-national comparative analysis of the relationship between trust in institutions and perceptions of democracy. The data has been collected over several years of polling in both developing (in particular African countries) and developed countries. We expect to find variation in attitudes to and satisfaction with democracy and government between the developing and developed world. The resulting analysis will explore trust in a range of institutions – local government, national government, religious authority, corporations, military, police, etc. – to determine the degree to which perceptions of democracy are affected by trust in institutions in general, and by specific institutions. The paper will draw from GlobeScan's *Africa in the New Century* study, an annual syndicated poll of attitudes across ten African countries, in which nationally representative samples of 1,000 citizens are interviewed in each country. Comparative data will be drawn from the *GlobeScan Report*, *Global Issues Monitor* and other GlobeScan syndicated public opinion research.

Trust in Institutions in Sub-Saharan Africa's Emerging Democracies: Evidence from the Afrobarometer Public Opinion Surveys. Annie Barbara Chikwanha, Afrobarometer Network (annie@idasact.org.za)
This paper analyses the concept of trust and the aim is to explain its role in the failure to consolidate democracy by Sub-Saharan African (SSA) states. It adopts an instrumental view of trust and attempts to explain the origins of trust and its transformation. Trust is explained as having originated in the promises made by the liberating regimes, *ideological trust* and as a reflection of the governance the citizens have actually experienced under these regimes and their successors–*experiential trust*. This analysis is done through a dissection of the nature and state of democracy in SSA; social/general trust and its link to civic engagement; and explaining patterns of institutional trust in selected SSA countries and determining variables that take prominence in explaining institutional trust. Such an approach makes it possible to answer the questions: How much trust do African citizens have in their resource and capacity starved institutions? What happened to the trust generated during the liberation struggles for independence and their charismatic leaders? and what prospects are there for the consolidation of democracy on the continent? The history of democracy in Africa, according to Chazan (1994) has been primarily one of response rather than action, and of protest as opposed to construction, hence the failure to tackle the prominent role of trust in playing out the rules of the game. The findings revealed that SSA citizens are generally a trusting lot and trust patterns compare favourably with those in Europe and Latin America1. This leads to the question, where does this trust originate from? Friedman (1999) attributes the trust we observe as a rational calculation by citizens that the majority (very often the liberating party) reflects the people's identity2. This brings identity to the forefront of politics in emerging democracies but it does not trivialise other equally important factors. Liberation struggles can be said to have led to a false confidence which obscured the reality of the incapacity of the new political leadership to deliver both economic and political goods.

Trust in State Institutions: A Socio-Demographic Approach. The Case of Sénégal, West Africa. Mohamadou Sall, Cheikh Anta Diop University (sallmoham@yahoo.fr); Babaly Sall, Gaston Berger University (bsall@refer.sn)
As many countries in Sub-saharan Africa, Senegal is enrolled in a democratic process. Generally, this democratic process is reviewed and assessed by some elements like regular elections. But, according to us, repetitive elections are not enough to qualify the decisive advance of the process. Elections can be organized regularly but with a very low level of participation. It seems that a high level of participation in free and fair elections can be used as a strong indicator of the democratic process. In other respects, we assume that the level of participation is determined by the level of trust in State Institutions. Then, it means that the measurement of trust in State Institutions is a strong way to estimate the democratic process. In this paper focused in the case of Senegal (West Africa), we will try to understand trust in State Institutions. For this purpose, we will first choose some Institutions (Presidency, Parliament and Courts). Secondly, we will measure the level of trust in these Institutions. Thirdly, we will try in an explanatory approach, to see if socio-demographic factors (or other factors) have a predictive power in the explanation of the trust in State Institutions. We will use data from Afrobarometer database (SenegalRound 3).

Hutus and Tutsis: A Comparison of International Radio Listening Habits and Perceptions of the Outside World. Mark W. Andrews, ORC Macro (mark.w.andrews@orcmacro.com); Allen Cooper, InterMedia Survey Institute
The small poverty stricken nations of Burundi and Rwanda were the backdrop of one of the most brutal episodes in post-World War II history. The conflict, primarily an ethnic dispute between Hutus and Tutsis, result in the brutal killing of at least a million people between 1993 and 1995 and sent hundred of thousands of refugees fleeing across the borders in Uganda, Tanzania, and what is now known as the Federal Republic of Congo. The region is now settling into relative calm, refugees have returned, and war criminals have been tried. In the past year, we conducted surveys in both Rwanda and Burundi. The survey's primary focus was on media habits in general and international radio listening in particular. International radio, broadcasted in the native Kirundi language by the BBC and VOA, was a very important source of information in these nations during the crisis and continues to be popular. The surveys also included a section on the respondent's perceptions of foreign nations. It is the purpose of this paper to compare the perceptions and listening habits of Hutus and Tutsis and to determine if international radio listening has any effect on perceptions of the outside world.

Issues in Comparative Public Opinion Research

How to Measure Education in Cross-National Comparative Surveys. **Juergen H.P. Hoffmeyer-Zlotnik, ZUMA (hoffmeyer-zlotnik@zuma-mannheim.de); Uwe Warner, CEPS/INSTEAD**
Education is one of the basic social facts setting up social stratification and inequality. Therefore the education variable is one of the most important socio-economic items in national as well as in cross-national survey research. Comparing the outcomes from various national educational systems the knowledge about these educational systems and their structural similarities and/or equivalences are necessary. The presentation will demonstrate the process from concepts to national structures and final to a harmonized categorical system which may compare education across countries. We discuss different instruments, like CASMIN Educational Classification, "years of schooling", Hoffmeyer-Zlotnik's Index of Education and ISCED97 (International Standard Classification of Education). The ISCED97 classification is offered by the European Social Survey to users of the international comparative data set. For cross country comparison we propose a new matrix crossing general education and vocational education levels. These combinations are rank ordered by the average occupational prestige somebody can gain in the observed societies. In our paper we argue that this proposed matrix measures the outcomes from education and the entrance chances to positions on the labor market in comparative perspective.

Measurement Equivalence in the Analysis of Cross-National Surveys: A Finite Mixture Approach. Allan L. McCutcheon, University of **Nebraska-Lincoln (amccutcheon@unl.edu)**
Over the past decade or two, there has been a rather dramatic rise in the availability of cross-national surveys. Following the early, pioneering efforts of Almond and Verba's *The Civic Culture* (1963), researchers have given increasing interest to the cross-national comparisons of social, political and behavioral phenomena and processes. This increase in the availability of cross-national survey data has renewed the attention that researchers give to issues related to measurement equivalence when making crossnational comparisons (see e.g., Van Deth 1998, Billiet 2003, Saris 2003). The standard model of measurement equivalence is based on standard statistical models, exemplified by widely known approaches such as factor analysis. Recent developments in latent variable modeling, such as multi-sample confirmatory factor and latent class analyses (see e.g., Bollen 1989, McCutcheon and Hagenaars 1997) have formalized this standard approach to the comparative analysis of survey measurement equivalence. In this paper, I propose an alternative to the standard model of measurement equivalence by introducing the concept of finite mixtures (see e.g., MacLachlan and Peel 2000). In contrast to the standard model which views national populations as being homogeneous with respect to the phenomenon under investigation, and thus represented by a single set of associations (e.g., a set of common factors or latent classes), the finite mixture approach conceives of national populations as, potentially, a heterogeneous mixture of two or more subpopulations with respect to the phenomenon of interest. This leads to a modified view of measurement equivalence; the finite mixture approach allows researchers to investigate whether substantial segments of the populations in two (or more) nations exhibit high levels of measurement equivalence, but allows the possibility that some fraction in each of the nations differ from that found in the other nation(s).
Data from a number of cross-national surveys will be used to illustrate the standard model and the finite mixture approach to measurement equivalence. As these examples illustrate, measurement equivalence may be more commonly discovered using the finite mixture approach than with the standard model. Moreover, when differences are found using the finite mixture approach, differences in the historical-cultural experiences of the nations offer clear explanations for the differences in measurement equivalence. The standard model is far more limited in drawing such inferences.

Methodological Discussion of the Income Measure in the European Social Survey. Uwe Warner, CEPS/INSTEAD (uwe.warner@ceps.de); **Juergen H.P. Hoffmeyer-Zlotnik, ZUMA (renae_reis@gallup.com)**
During the last decade, the number of cross-national and cross-cultural empirical research has increased; at the same time the need for comparative survey data enlarged. Four strategies of making data comparable are common: 1. the *output harmonization* – after the data collection by using different survey instruments in different nations, the comparative data are created; 2. the *target harmonization* – after the data collection nation by nation, a comparative set of indicators based on a common set of rules and definitions is established; 3. the *input harmonization* – by using common fieldwork instruments and survey regulations comparative data are obtained; 4. the *ad hoc harmonization*-. by the data users according to the needs of their individual comparative research. Looking on the question *the total net household income*, we discus the advantage and weakness of an input harmonized social survey. We demonstrate the impact of the national social, economic and legal particularities on the answering behavior of the surveyed respondent by comparing across countries the interview outcomes from the European Social Survey (ESS) and the European Community Household Panel (ECHP). ESS used a crude measurement of the total net household income interviewing only one randomly selected household member. ECHP surveyed all persons living in a sampled household and asked all income sources and components of the respondents and the household. In this paper we use ECHP as a reference showing the most accurate method to measure income, and compare this with the interview results of ESS. For *comparative social surveys* we propose a set of questions on income that takes into account the national circumstances. We get comparable data across countries reflecting the national tax systems, the particular practices in the earning structures and the national habits in summing up the different income components. We expect that such a new fieldwork instrument integrated into the data production of cross-national surveys may increase the analytical power of the comparative socio-demographic variable *.total net household income.*

Survey Cooperation Tendencies in Brazil and Mexico in Light of U.S. Survey Reality. **Fabián Echegaray, Market Analysis Brasil (fabian@marketanalysis.com.br); Leonardo Athias, Market Analysis Brasil**
The study of survey cooperation, non-response bias and strategies to motivate respondents has been part of the research agenda in countries where the survey industry is consolidated like the US and Europe. In emerging democracies with relatively little tradition of survey research, those issues have not been tackled, despite the fact that respondent fatigue, increasing non-cooperation, and related non-sampling errors increase year after year. This paper will address the situation of those issues for Brazil and Mexico, how standard explanations perform in making sense of current trends in survey participation, and explore the practical consequences of such errors. Specifically, this paper tests the hypothesis that survey participation in emerging democracies like Brazil and Mexico is a decision affected

by multiple decisions and not necessarily endogenous to the survey process itself. It is related to demographics as well as to the role assigned to the survey industry, and to a lesser extent the cost of opportunity for getting engaged in survey response. In our analysis, we will explore a series of stimuli for survey cooperation with different datasets, as not every survey addressed all the issues presented in the literature (for a synthesis of explanatory sources cf. Groves, Cialdini and Couper 1992). Our models integrate survey design elements, such as the length of the survey, collection method, and subject of the survey. Key drivers of response choice such as the perceptions of survey's worth, the industry image, and general attitudes toward social engagement, in addition to demographics, are part of our explanatory design.

Public Opinion About Science and Technology

Public Attitudes toward Science: A Cross-national Analysis from the World Values Study. Jon D. Miller, Northwestern University (j-miller8@northwestern.edu); Ronald Inglehart, University of Michigan (rfi@umich.edu)

One of the defining characteristics of modern societies is the acceptance of science as a major engine of progress. Developed nations compete to foster scientific innovation and developing nations seek to improve scientific and technological education. One important aspect of scientific societies is the development of a strong public acceptance of and belief in science and technology among a substantial segment of the population. A growing literature has documented public attitudes toward science and technology in Canada, Europe, the United States, and Japan (Miller, Pardo, and Niwa, 1997; Miller and Pardo, 2000). The 2005-2006 World Values Study1 (WVS) is collecting responses to a two dimensional battery of items that measure (1) belief in the promise of science and technology to improve the quality of life, and (2) reservations about current and potential dangers from science and technology. Although some countries are just beginning their field work, it is expected that at least 80 countries will have submitted data sets in time for inclusion in this analysis. The analysis will include (1) descriptive results for all 80+ countries and groupings of countries, and (2) a set of structural equation models to estimate the influence of education, religious beliefs, democratic practices, per-capita economic productivity, and national investment in scientific and technological research on attitudes toward science and technology. Previous analyses of data from the Eurobarometer and the U.S. Science and Engineering Indicators series have found high levels of public acceptance of science and technology in Canada, Europe, and the United States, but a relatively higher level of reservation about the potential dangers of science and technology among Europeans. The proposed paper and analysis would be the first major comparison of attitudes toward science and technology in both developed and developing societies. It would also allow an examination of the attitudes of the public toward science and technology in predominately Islamic countries. We believe that this analysis is important both as an initial report of attitudes toward science and technology in a large set of countries and as a framework for understanding the role of the acceptance of science and technology in the transition toward economic development and democracy.

Agenda Building Processes and Genetically Modified Organisms in Brazilian Newspapers. Dominique Brossard, University of Wisconsin-Madison (dbrossard@wisc.edu); Luisa Massarani, Museum of Life/Oswaldo Cruz House; Bruno Buys, Museum of Life/Oswaldo Cruz House; Isabel Magalhães, Museum of Life/Oswaldo Cruz House

For the vast majority of the public, mass media are the main source of information, if not the only one, about scientific issues. Through particular "frames," media are often providing important heuristics lay individuals rely on to form attitudes about scientific topics they are not exposed to otherwise. An understanding of public opinion about controversial science will therefore need an accurate comprehension of media coverage of the issue at certain point in time. The objective of this paper is to map out how Brazilian newspapers are covering the issue of genetically modified organisms (GMOs), and which aspects of the issue are particularly salient in the coverage. The paper also aims to understand the agenda building process leading Brazilian journalists to stress specific dimensions related to the issue of GMOs. Two major national newspapers, *Folha de São Paulo* and *O Globo* were used as case studies. These newspapers were chosen because they are both major publications that have intensively covered GMOs in 2003, the year chosen for the analysis. During that year, GMOs were brought to public attention when it was found that a major proportion of Brazilian soybean crops were transgenic, although such a planting was illegal (GM crops were not yet approved for commercial planting in Brazil at that time). Almost 90 per cent of the soybean crops in Rio Grande do Sul (one of the major agricultural provinces) and about 8 per cent of the total Brazilian soybean harvest were estimated to come from illegal planting. Based on a content analysis of 330 stories that were published by both newspapers on the issue of agricultural biotechnology in 2003 (*Folha de São Paulo*: 257 stories; *O Globo:* 73 stories), we attempted to answer the following research questions. How did major national newspapers in Brazil cover the issue of GM organisms? What was the main focus of the articles covering GMOs. What were the policy arenas in which GMOs were discussed? How was the location of the articles in the newspapers related to their main focus? And finally, how were the articles framed? In depth interviews with journalists covering GM stories in both newspapers were conducted in order to gain insight on the media framing process. Finally, editors were interviewed in order to analyze why the articles end up in specific sections of the newspapers. The implications of our findings for public opinion about GM crops are discussed.

Public Opinion, Religiosity, and Nanotech: Examining Processes of Opinion Formation on Emerging Technologies. Dietram A. Scheufele, University of Wisconsin (scheufele@wisc.edu); Eunkyung Kim, University of Wisconsin

Many models of opinion formation on scientific issues, such as stem cell research or nanotechnology, rely on what has been labeled "deficit models" or "science literacy models." Both models are based on the idea that audiences are under informed about the scientific facts related to emerging technologies and that this knowledge deficit is – at least in part – responsible for a lack of public support for these new technologies. Directly challenging these more cognitive models of opinion formation, this paper examines how citizens use heuristics when dealing with emerging technologies. They do not try to understand all the complexities of an issue such as nanotechnology, and they do not try to be amateur scientists. In fact, it would make little sense for them to do so. Political scientist Sam Popkin calls this behavior "low-information rationality." It makes sense for people to not use all available information, he argues, but to use only the information that is most easily available to them. This paper examines how the public makes sense of emerging technologies, and which heuristics they use for interpreting information about risks and benefits. The analyses are based on a national phone survey (N = 700) in the fall of 2004. Funded by the U.S. National Science Foundation, this survey is one of the first national studies on public opinion on nanotechnology. Preliminary findings suggest that religiosity plays an important role in shaping public opinion. In particular, highly-informed respondents who were also very religious also showed some of the highest levels of opposition to this new technology and to Federal funding for it. Our data also suggest that the influence of religion lies in how people use it to form judgments about risks and benefits. Specifically, the relationship between perceived risks of nanotechnology and support for nanotechnology was much weaker for highly-religious respondents than for less religious respondents, suggesting that that citizens use predispositions, such as religiosity, as interpretive devices when trying to make sense of new technologies. As we're beginning to engage the public in decision making about nanotechnology, it becomes more and more important for scientists and public opinion professionals to develop a better understanding of how public opinion is formed and of how individuals make sense of emerging technologies.

Mass Media Impact on New Health Worries: An Agenda Setting Study in Spain. **Marina Beléndez, University of Alicante (marina.belendez@ua.es); Marta Martín-Laguno, University of Alicante; Carolina Lopis, University of Alicante**
In recent years, mass media are focused on emergent health risks, such as genetically modified food or air pollution. The way in which these risks are covered is likely to influence on people's health worries. However, to understand the relationships between mass communication and modern health worries it may be necessary to study the role of social and psychological processes (interpersonal communication and media exposure) through which communications affect individual beliefs. The general purpose of the present study is to examine: (a) the media coverage of features of modern life and of its impact on health, (b) the influence of exposure to information about these features on emergent health worries and the role of interpersonal communication. Besides doing a description of the media agenda, we want to contrast the following hypothesis: 1. Mass media cover and frame some scientific-technological advances as risks for health while they do not do the same with others; 2. Mass media propose causes and solutions for health problems generated by these advances; 3. Higher media consumption is related with higher new health worries and with specific perceptions of the causes and consequences of the risk of some scientific-technological advances for health. For the study of the coverage of hew health risk, we have done a content analysis of all news published in those newspapers and TV news of greater audience among our target population in the last 2 prior months to the execution of the survey, from January 2005 to March 2005. All stories related to scientific-technological health risk have been content analyzed. For the study of news health worries, a survey among 166 young adults has been done.

Civic Scientific Literacy in 34 Countries. **Jon D. Miller, Northwestern University (j-miller8@northwestern.edu); Linda G. Kimmel, Northwestern University (l-kimmel@northwestern.edu)**
Civic scientific literacy (CSL) is a measure of the ability of individual citizens to understand a battery of scientific terms and concepts that are essential to understanding public policy issues involving science and technology (Shen, 1975; Miller, 1998). This paper would provide an updated analysis of the distribution of civic scientific literacy in 34 countries, including the 25 member states of the European Union, Norway, Switzerland, Iceland, Rumania, Turkey, Japan, and the United States. Building on earlier analyses, civic scientific literacy will be estimated using item-response-theory (IRT) methods. More specifically, a cross-national data base that includes two decades of U.S. national surveys, two Japanese studies, and three Eurobarometer studies will be used to estimate item parameters for each of the items used in any of the surveys over this 20-year period and these parameters will then applied to all of the data–including the most recent surveys–and estimates will be produced for individual scores on the CSL. This technique is used in a wide array of modern national testing programs in Europe and the United States and is ideally suited for the estimation of changes over time. The analysis will (1) describe IRT estimation procedures and their application to survey data, (2) present current CSL estimates for 34 countries, and (3) present a set of structural equation models to show the influence of age, gender, education, and other factors on the level of CSL. The presentation of both the IRT methods and the structural equation models will recognize that the audience will be composed of individuals with differing levels of prior experience with these methods and the level of presentation will be accessible to all members of the audience. Earlier analyses have found that education is the most important variable in predicting CSL, but that there are significant differences by age and gender in some countries. The proposed analysis would be the first opportunity to look at the level of CSL in many of the eastern European nations that have only recently become members of the European Union.

WEDNESDAY, MAY 17, 2006 – 1:45PM – 3:15PM

Polls and the Media

Polling the Horse Race: Media Compliance with Canadian Electoral Law. **Alisa Henderson, Wilfrid Laurier University (ahenderson@wlu.ca); Steven D. Brown, Wilfrid Laurier University (sdbrown@wlu.ca); Barry Kay, Wilfrid Laurier University (bkay@wlu.ca); Kimberly Ellis-Hale, Wilfrid Laurier University (kellis@wlu.ca)**
The Canadian Elections Act requires most print and broadcast media to report basic elements of polling methodology when they report poll results during the election campaign. Reports are expected to identify poll sponsors, dates in the field, sample size and margin of error among other relevant items. Few reports of polls, however, contain all the requisite information. This paper accomplishes three tasks. First, it compares Canadian electoral law on poll reporting to legislation in other countries and identifies the main themes used to justify such legislation. Second, it reviews research on compliance with the law in previous elections. Last, the paper examines compliance with the law during the 2005/2006 Canadian federal election. The methodology relies on a sample of print media – including the two national broadsheets, 10 largest national papers, and regional papers in most provincial capitals – and the evening news broadcasts of the three largest television stations. The results will explore variation across region and medium and will grade each paper and broadcaster according to compliance. The paper ends with a discussion of mechanisms used to ensure compliance with the law.

Electoral Laws and Public Access to Polls Methodology : The Cases of France and Canada. **Claire Durand, Université de Montréal, (Claire.Durand@umontreal.ca); François Yale, Université de Montréal (F.Yale@umontreal.ca); Mylène Larochelle, Université de Montréal (Mylene_Larochelle@hotmail.com)**

Some countries, mostly in Europe and North America, have included in their electoral law provisions regarding the publication of polls during electoral campaigns. In most of these countries, the provisions only restricted the publication of polls during a certain number of days before voting day. Most of these restrictions however have been lifted either because they became illegal with regards to new laws concerning freedom of the press or, more pragmatically, because it was impossible to enforce them in the new situation created by global access to Internet. Few countries included provisions pertaining to the methodological information that had to be present in the media along with poll results and to public access to more detailed methodological information allowing interested parties to evaluate the quality of published polls. The paper will first review and update the situation in this regard. In addition, it will use the cases of the French presidential election of 2002 and of the three Canadian elections of 2000, 2004 and 2006 where such provisions were in force in order to assess whether the specific provisions were respected and enforced in the main media of these countries. The paper will conclude on the pertinence of such provisions and on the means that should be taken in order to ensure that this type of provisions is respected and can be enforced.

Print Media Poll Reporting in a Comparative Perspective. **Sibylle Hardmeier, Berlin Social Science Research Center (hardmeier@wz-berlin.de); Lisa Müller, Berlin Social Science Research Center**

So far analyses of media coverage of opinion polls have primarily been conducted in the form of case studies and focused on election campaigns. Studies regarding the contribution of media polls to 'democracy between elections' and the impact of the political or the media system are still lacking. We would therefore like to contribute with a comparative content analysis of 11 newspapers in 6 European countries (Belgium, Germany, France, Ireland, Great Britain and Switzerland). In order to test our hypotheses we use bivariate cross-tabulations as well as multivariate QCA-analysis (Ragin 2000). As our results show, the frequency of media poll reporting in fact varies greatly among the six European countries examined, which can not be explained purely by geographical or cultural dimensions (Hallin & Mancini 2004). Also, political factors, i.e. direct democracy or democracy between elections (Verba 1996) and electoral systems (Crespi 1980) are of minor importance. However, the media system, more precisely press concentration (Voltmer 2000), appears to have a significant influence: media poll reporting does not occur more often in an environment of high competition on the media market, as initially expected, but rather seems to be a matter of resources. A high press concentration therefore is not only a necessary but also a sufficient condition for a high amount of opinion polls found reported in the media.

Support for Democratic Institutions

The Different Paths to Authoritarianism: Rationality and Irrationality in Regime Preferences. **Rodolfo Sarsfield, Instituto Mora (rsarsfield@institutomora.edu.mx); Julio F. Carrión, University of Delaware**

One of the most interesting recent developments in the field of public opinion research on Latin America is the growing consensus that the attitudinal bases of support for democracy in the region are rather feeble (e.g. Carrión 2005; PNUD 2004; Sarsfield and Echegaray 2005). Although the majority of Latin Americans proffer support for democracy over authoritarianism, this support declines considerably when specific democratic attitudes are probed. Some attribute it to a rather authoritarian political culture (e.g. Wiarda 1982, 1999; Dealy 1992; Huntington 1968, 1990). We argue that Latin Americans are not intrinsically authoritarian and that, in choosing regimes, they behave according to identifiable reasoning processes. Depending upon a country's historical experience, rejection of democracy could be driven by an instrumental rationality or by a normative rationality (Bratton and Mattes 2001). Our main research questions are: How much of an instrumental rationality and how much of a normative rationality there is in the determination of regime preferences in Latin America? Are there significant differences in regime preferences among countries with contrasting political cultures? Are these preferences largely determined by the countries' trajectories or by the attributes of their citizens? Our hypotheses are tested with data from the Latinobarómetro. We will focus the analysis in two cases of contrasting political cultures, one traditional and another more modern. The countries selected are Peru and Argentina, respectively. In these two countries, our analysis attempts to link macro-level characteristics—national cultures—with micro-level attributes. Our modeling strategy will rely on multinomial logistic regression. The initial results lend support to the hypothesis that citizens in Peru use a normative rationality in making this choice whereas citizens in Argentina employ an instrumental rationality. Socio-demographic variables do not seem to have an impact on the dependent variable in either case.

The Aftermath of 1993: Canadians and their Relationship With Government. **André** Turcotte, Carleton University (turcotte@connect.carleton.ca)

It has now become a political cliché to describe the 1993 federal election as an "electoral earthquake" with results of "cataclysmic" consequences, but one is hard pressed to find more fitting metaphors. In the span of nine years the vote for the Progressive Conservative party dropped from 50 percent in 1984 to 16 percent, and the number of seats from 211 to two. Moreover, of those who had voted in the 1988 election, over half switched to a different party in 1993. The Canadian voters expressed themselves in that election and have continued to do so ever since. It is the aim of this analysis to look at the lasting substance of the message delivered by Canadian voters since 1993. It is this author's assertion that the 1993 results were more than a simple rejection of Brian Mulroney and his party. In the years preceding the 1993 election, the Canadian voters experienced a very activist and unusually dogmatic government. From Free Trade to a consumption tax in the form of the GST to constitutional negotiations and a national referendum – let alone talks of sacred trusts, deficits and privatization – the federal Conservative government was constantly "in the face" of Canadian voters and in the 1993 and subsequent election results lie a message about the nature of Canadians' preferred relationship with their government. To uncover this message, we will rely on two separate datasets. First, we will use the Canadian National Election Studies (1993, 1997, 2000 and 2004). We will also rely on ISSP data – especially the Citizenship and National Identity module (2002) and the Role of Government module (2006). The analysis will take several forms but will mainly concentrate on a set of specific issues: –What do Canadians think their federal government

SHOULD be doing? –What do Canadians think their federal government CAN be doing? –What are Canadians specific expectations and how much personal involvement do Canadians want in the democratic process? The analysis will also look at generational differences – using cohort analysis – especially among those "1993 New Voters" who have shown an increasing reluctance to participate in the electoral process. The results would provide a clearer understanding of "What Canadians Now Want?" and offer insights as to how to move the Canadian political system beyond its current stalemate.

Citizens, Government, and Initiatives: The California Special Election in 2005. Mark Baldassare, Public Policy Institute of California (Baldassare@ppic.org)
In November 2005, California voters were asked to participate in a special election called by Governor Arnold Schwarzenegger that included eight citizens' initiatives on a wide range of topics. The last statewide special election was held in 2003, on the question of recalling the governor. Initiative-only special elections are rare events in state history, held recently in 1973, 1979, and 1993, typically generating low voter turnout and mixed results for initiative supporters. The November 2005 special election provided a unique opportunity to observe voters' perceptions, attitudes, information gathering, ballot preferences, and opinions on the initiative process. Public opinion research on the 2005 California special election can inform a growing body of literature on "direct democracy" that has developed since the initiative process has become an important tool of policymaking in California, other U.S. states, and several nations. In this paper, we seek to explore public attitudes toward the initiative process and the special election ballot, and how this experience has shaped the voters' opinions of the use of the initiative process and possible reforms. The source of public opinion data is the Public Policy Institute of California (PPIC) Statewide Survey, a random-digit-dial telephone survey. Throughout the election cycle, we asked questions about state conditions, the performance of elected officials, the special election, support for ballot measures, and the initiative process. We conclude with an examination of questions asked of voters participating in the special election, including whether or not to allow a governor alone to call a special election, to allow initiatives only on general election ballots, adding a review period for initiatives before they reach the ballot, allowing time for a legislative compromise before initiatives reach the ballot, increasing public disclosure of initiative campaign funding, and requiring televised debates by the no and yes campaigns. We seek evidence for whether or not there is consensus for initiative reforms, much as there is voter support for the initiative process that transcends party lines and ideology.

Emotional Appeal, Competence, and the Reputation of Political Parties: A Cross-National Study. Chris Levy, TNS Social (Chris.Levy@tns-global.com)
This paper will examine the reputation of political parties in 39 different countries amongst their general publics. The data which will lie at the centre of this paper comes from the large-scale TNS Global Corporate Reputation Study. This represents an attempt to employ stakeholder analysis methods commonly used for private companies on a wider scale for national institutions. The methodology, which has been used in over 4,000 studies to date, works on the premise that 'reputation' consists of both evaluative and normative judgments. Individuals assess organisations not only through a rationalistic consideration of competence, but also on the basis of less tangible emotional connections. In order to tap into both these dimensions, respondents were asked to rate political parties in their country (as a whole, and not specific named parties) on trustworthiness, favourability of opinion, success achieved and ability to deliver services. Using an algorithm, this raw data was then converted into a single index score, which allows for cross-national comparisons to be made. The key findings of the study are as follows: 1) Political parties are particularly well regarded in the Asia-Pacific region; 2) Scandinavian parties also enjoy a strong reputation amongst their electorates; 3) other European countries hold a relatively low opinion of their parties, in particular countries in Eastern Europe. This paper seeks to explore and analyse the global pattern of results, as well as examine the nature of support for democracies – in particular the question of whether this derives from the material performance of democratic regimes or a more deep-seated emotional connection. Again, this will incorporate a comparative geographical element, examining whether overall opinion is formed differently depending on region. For example, it has been suggested that in newer democracies overall opinion is shaped more by judgments of recent performance, due to new regimes not having had a long period of time to build and sustain deeper legitimacy.

Does Casework Build Democracy? A Study of Service Responsiveness among Algerian Members of Parliament and its Effect on Public Confidence in the Government. Lindsay Benstead, University of Michigan (lbenstea@umich.edu)
Few studies in the MENA region have focused on micro-level processes shaping public opinion and confidence toward elected officials at the local, regional, and national levels. Using preliminary results of a survey conducted in Algeria, this paper addresses the level of confidence and trust that ordinary citizens place in their representatives at the *Assemblée Popularie de la Commune* (APC), *Assemblée Popularie de la Willaya (*APW), and, in particular, *Assemblée Popularie National (*APN). The study tests the effect of name recognition (of an elected official), knowledge of the existence of a local office, and having had a request resolved by an elected official on confidence in local, state, and national government, as well as in diffuse support of democracy as the best form of government for the country. The paper summarizes the expectations that citizen's place on their elected officials while comparing it to the results of an earlier study in which Members of Parliament described their role as a deputy.

Media Analysis

Mass Communication Behaviors and Perceptions as Indicators of Globalization in 20 Countries. **Lindsay H. Hoffman, Ohio State University (hoffman.405@osu.edu)**
The nebulous concept of globalization is researched across multiple disciplines including geography, sociology, political science, economics, as well as international communication. The inclusiveness of this concept lends itself to such interdisciplinary interest. Although each of these fields has added important contributions to the literature on globalization, research on political communication, in particular, seems to have lagged behind. Much of the research on political communication narrows its focus to national or local contexts to understand phenomena (e.g., Holbrook & Hill, 2005; Mickiewicz, 2005). Yet political communication has been defined broadly as "the creation and transmission of politically significant messages that travel from originators to receivers" (Graber, 2005). Political communication scholars often examine the content of these messages, their effects, the media that transmit them, or the characteristics of senders and receivers that influence the message. However, originators and receivers need not be limited to the context of one country or locale. In this era of globalization, understanding the effects of political communication is arguably becoming even more relevant on a global scale. This requires an analysis of the behaviors and opinions of individuals around the globe in regards to communication behaviors. Perhaps more importantly, it is the role of communication scholars in general to provide those in other disciplines with insights into how communication plays a part in globalization.

The Boundaries of Scandal: Framing in the Leak of a CIA operative. Andrea Hickerson, University of Washington (andrea3@u.washington.edu)
As part of its watchdog role, the media alert citizens to potential governmental abuse of power. In relaying the circumstances of a government scandal, journalists frame stories by highlighting particular aspects of the issue that influence how the audience learns and evaluates the case (Entman, 1993; Pan & Kosicki, 1993; Scheufele, 1999). Every now and then, however, the media become the subject of their own scandal. Adopting a framing approach, this study explores how the media managed government scandal and interpreted its own role in coverage of the leak of CIA officer Valerie Plame's name. In this case journalists grappled with revealing anonymous sources and were forced to testify in front of a federal grand jury. How did journalists negotiate traditional sensationalized coverage of government scandal while their journalistic routines came under scrutiny? Approximately 700 news and opinion articles from Time, the Washington Post and The New York Times, all publications who had journalists testify before the grand jury investigating the case, are analyzed along with articles from the LA Times, Newsweek, and the Wall Street Journal, publications who were not directly involved. The sample was drawn from the time period beginning July 2003, when Plame's name was revealed in a column by Bob Novak, until December 2005, when the grand jury investigation was slated to end. The articles are compared and analyzed for episodic and thematic framing, sources, and attributions of guilt and responsibility with regards to the individual government officials and the journalists involved, as well as government and journalism as institutions.

Demonizing China or Stigmatizing US? A Comparison of News Coverage of China's Bid for American Oil Company Unocal in Both Countries. Zuoming Wang, Cornell University (zw34@cornell.edu); Tracy Loh, Cornell University (tl233@cornell.edu)
Fair and complete reporting is one of the fundamentals of news reporting. The way media portrays an event, situation or problem could lead to various implications with regard to outcome and public reaction to it. Media frames are important to the study of effects for they influence how audiences understand various issues and public policy. This study seeks to study the effect of frames used in the media coverage of the recent bid proposed by the Chinese state-owned company Cnooc to buy the American oil company Unocal has generated heated debates on its economic and political implications in both countries. By analyzing the media coverage of this event in both countries, this paper answers two related questions: First, is China's image really demonized in the US media? Second, how well is the fair and complete reporting rule implemented in the media coverage of both countries? A content analysis on the media frames of 230 news articles (113 US news articles from LexisNexis and 117 Chinese news stories from source archive) about this event was conducted. Preliminary results show that the tones exhibited in the news coverage of these two countries are significantly different. In terms of the blame game, Chinese media coverage contains more self-appraisal and presents a relatively hostile attitude toward the US by blaming the US for the failure of this bid. In comparison, the tone of US media coverage is mild as most of its report takes either a cautionary or neutral stance. Drawing upon these findings, we argue that the US reporting on China's bid of Unocal does not fall into the demonization fallacy. Overall, the US media presents a relatively balanced perspective on this event. However, under the shadow of the conventional reporting style that focuses on pleasing governmental authorities, the Chinese media are still weak on presenting a fair and balanced view of the issue.

Survey Methodology

Polar Opposites? Effects of Scale Polarity and Anchoring on the Measurement of Affect. **Randall K. Thomas, Harris Interactive (rthomas@harrisinteractive.com); Susan Behnke, Harris Interactive (sbehnke@harrisinteractive.com); Alyssa M. Johnson, Harris Interactive (amjohnson@harrisinteractive.com); Jonathan D. Klein, University of Rochester (jonathan_klein@urmc.rochester.edu)**
Attitudes are often assessed using self-report measures. These measures often vary in the extent of response anchoring and directionality. Krosnick (1999) suggested that fully anchored scales (each response semantically labeled) would provide more accurate measurement than end anchored scales (only the end categories provided with a semantic label). With regard to directionality, respondents are sometimes presented with a bipolar scale whose endpoints are anchored on the ends either by opposites (e.g. like versus dislike, modern versus traditional) and sometimes presented with a unipolar scale whose endpoints are anchored by the presence of a quality versus its absence (e.g. important versus not important). Bipolar scales are characterized by have a neutral midpoint while unipolar scales have only one response that indicates absence of the quality and all other responses indicate some degree of the presence of the quality. In research reported elsewhere (Thomas, Behnke, and Johnson, 2004; Thomas, Terhanian, and Bayer, 2004), behavior intention measurement appears

to be most valid when using a unipolar scale. While true for intention measurement, we were interested in exploring the use of bipolar versus unipolar scales in the measurement of attitudes. In addition, we were interested in how each functioned with either fully or end anchored versions. We had 48,315 respondents from 9 different nations participate in an online survey in 6 different language versions (English, German, French, Italian, Spanish, Flemish). We asked respondents how often they did 10 different behaviors in the past 30 days and then how much they liked the 10 different behaviors. Respondents were randomly assigned to have a liking scale that was either end anchored or fully anchored and were also randomly assigned to scale that was either a unipolar (Do not like to Like) or bipolar (Dislike to Like). We found that the bipolar fully anchored scale had significantly greater correspondence with behavior than did the bipolar end anchored scale. The unipolar fully anchored and unipolar end anchored scales did not significantly differ from each other, but were intermediate in validity between the bipolar fully and end anchored scales. Though there were some small differences between countries, these results were comparable across countries. We discuss some of the implications of these results and some of the differences we saw across countries as well.

Income Poverty and Nonresponse in the Panel Study of Belgian Households. Femke De Keulenaer
OASeS, University of Antwerp (Femke.DeKeulenaer@ua.ac.be)
The Panel Study of Belgian Households (1992-2002) is a national household panel survey of private households. The PSBH has been used to study income poverty and poverty dynamics in Belgium. A potential threat to the value of these studies is the presence of biasing nonresponse related to the outcome variable of interest – income poverty. Nonresponse error can arise from item nonresponse and unit nonresponse. We begin with an examination of the extent and determinants of nonresponse on income questions. High rates of item nonresponse are likely for survey questions on topics for which respondents lack knowledge or are reluctant to report, both of which characterize income questions. Next, we turn to unit nonresponse. In addition to item nonresponse, the PSBH is subject to panel attrition. This attrition is problematic when households who participate in the panel differ to those who left the panel in characteristics that are relevant to the study of poverty. We investigate the differences in propensity to participate between income poor and non-poor households in the different waves of the panel. In order to explain why certain households or individuals are at higher risk to attrite from the panel, we estimate year-by-year attrition probabilities using discrete-time logit models. This however is not sufficient, we also need to explore the interaction between unit and item nonresponse. Research on the interaction between item and unit nonresponse has shown that item nonresponse on income questions is also a predictor of unit nonresponse in the next wave. As a consequence, not taking into account the cases with nonresponse on income questions in the analysis of panel nonresponse may result in inconsistent conclusions about panel nonresponse bias. In this paper we extend our model for panel nonresponse by simultaneously estimating a model for the income item non-response mechanism.

Comparing Manual Event Reporting and Automatic Identification of Major Events. Cornelia **Zuell, Centre for Survey Research and Methodology (ZUMA) (zuell@zuma-mannheim.de); Juliane Landmann, Centre for Survey Research and Methodology (ZUMA) (landmann@zuma-mannheim.de)**
The objective of manual event reporting or automatic identification of major events is to provide a methodological tool, which is capable of tracing significant events that may influence short-term public opinion and thus the responses to survey questions. Certain events may be of different importance in different countries and, as a result, lead to differences in responses to a specific question. Hence, the impact of an event must be considered. To support this task, important events in different countries must be recorded in a systematic way in order to create a data base for supporting researchers in the interpretation of survey results. With the first round of the ESS, short descriptions of events occurring during the data collection period were reported by the National Coordinators. Every Coordinator was asked to send a monthly report which was to be based on a selection of newspapers that cover the major media-reported events in his/her country. The decision to categorize an event as a major event was supported by a superficial classification scheme specifying the kinds of events to be reported. These manually created reports are very heterogeneous for example in the number of described events. Because of obvious difficulties we have developed an approach to identify events automatically using computer-assisted content analysis. On the basis of distinctive features of word usage in a so called reference text corpus and in newspaper texts of a specific time period in which events should be located, words are selected by means of their co-occurrences in each separate newspaper article and sorted by means of multivariate techniques. The identified groups can be used as indicators for major events. We will briefly demonstrate this procedure followed by a comparison of our results with the reports of the National Coordinators.

Behavioral Self-report Measures: International Extensions. Jonathan D. Klein, University of Rochester (jonathan_klein@urmc.rochester.edu); Randall K. Thomas, Harris Interactive (rthomas@harrisinteractive.com)
The purposes of this study were manifold. While we have reported significant differences between Yes-No Grids (YNG) and Multiple Response List (MRL select all that apply.) response formats in behavioral self-reports (Thomas, Behnke, Lafond, and Smith, 2003; Thomas, Klein, Behnke, 2004), we sought to expand our investigation of alternative techniques and explore how the techniques may affect responses internationally. One reason why MRL formats lead to lower behavioral self-reports may be that respondents are more likely to satisfice. We sought to test the effect of respondent load on behavioral self-report measures by examining two factors: number of elements to evaluate and placement of the task either at the beginning of the survey (when respondents are more attentive) or after the main body of the survey (when respondents might be more fatigued). Respondents were randomly selected from the Harris Poll Online European panel and sent an invitation to complete an online survey. 69,670 respondents who were 18 years or older from 6 different countries completed the survey (France, Germany, Spain, Italy, UK, Belgium). To assess whether the number of elements could influence responses due to respondent load, the respondent was asked if he/she had purchased a series of either 7 or 14 food products in the past year. In order to examine the influence of respondent fatigue and the differential use of response formats, respondents were randomly assigned to have the experimental section presented either at the beginning of the survey or after the majority of the survey was completed. We had 4 different response formats: a yes no grid; a multiple response list with respondent instructions italicized to select all that apply; a multiple response list with respondent instructions color highlighted to select all that apply; and, a 6 category frequency grid. As we had found in many experiments across many topics in the U.S., the Yes-No grid led to a higher endorsement frequency for most all products listed and

this result held across all countries. In addition, the 6 category frequency grid led to a higher number indicating purchase of the products at least once in the past year. While the strongest effect was due to response format, we did find a smaller effect as a result of increasing the number of elements from 7 to 14, with the primary effect occurring for the Multiple Response formats. We did not find any evidence supporting that position in the survey reduced endorsement frequency.

THURSDAY, MAY 18, 2006 – 8:45AM – 10:15AM

Public Opinion Around the Globe

Public opinion changes in the Netherlands. **Harm't Hart, Utrecht University (H.tHart@fss.uu.nl)**
Nine eleven 2001 is an important date in the U.S. It is important in Europe too. In the Netherlands it was followed by the killing of Pim Fortuyn, a new politician who attracted many votes and probably would have been prime minister after the elections of 2003. One of the issues in his campaign was the immigration of many people from Muslim countries. A year ago Theo van Gogh was killed, who was very explicit in his journal articles and films about problems in the Netherlands with these immigrants. Politicians and the media believe that these events caused a change in public opinion about immigrants. At the end of the twentieth century public opinion in the Netherlands used to be very liberal. This was also the case with respect to the opinion about ethnic minorities. Nowadays the attitude toward minorities seems to be rather restricted. Refugees are no longer admitted as freely as they used to be. Mosques are demolished en so are Muslim schools. People from Morocco, and to a lesser extent from Turkey, believe that they are no longer as accepted as they used to be. It is difficult to get a job for young people who are born in these countries or for young Dutchmen whose parents are. Those people who hire new personnel discriminate against them. In public opinion theory this is called a climate change. However, although climates do change and nowadays rather rapidly, the change in the public opinion climate is *very* fast. Perhaps it is better to speak about the public opinion weather. Are politicians right in believing that the events of September 11, 2001 and the murdering of Pim Fortuyn and Theo van Gogh are the causes of the change in public opinion or are there other explanations? I suppose that: firstly we have to go deeper into the question if a dramatic change in public opinion happened; secondly, if so, what might have been the causes of such a change. In order to answer these questions we will study media contents and results of public opinion research done in the Netherlands and other countries.

Support for Free Expression in the Largest and Most Pluralistic Democracy: A Pretest of the Feasibility of Studying Media and Speech Rights in India. **Anantha S. Babbili, Middle Tennessee State University (renae_reis@gallup.com); Robert O. Wyatt, Middle Tennessee State University (obertowyatt@gmail.com); V. Murali, Intelligensia Research**
India is the world's largest and most pluralistic democracy – embracing a set of cultures that embody dizzying differences and entrenched conflicts that defy neat analysis and understanding, particularly by Westerners. Because India is a nation stitched together by a democracy that seems nothing short of a miracle, a measure of Indian support for free expression should prove invaluable as we seek to understand the varieties of democracy across the globe. In order to measure support for media and speech rights in India, our first task was to determine whether a set of free expression questions developed in the United States would be comprehensible to a diverse sample of Indians and whether those questions would produce results that would cohere with finding obtained in other countries. If answered affirmatively, this would suggest that free expression issues have worldwide comprehensibility and coherence. This paper details a feasibility study employing personal interviews with a convenience sample of 1,129 diverse residents of the area surrounding Hyderabad, India's fifth largest city. Some of our interviewers reported that respondents struggled with some questions, seemed offended by various issues, and criticized the questionnaire for its Western orientation – a finding that did not increase our comfort that this survey would produce usable results comparable to other non-Western nations where it has proved successful. Arguably, Moscow, Hong Kong, Israel are more homogeneous and Westernized cultures than Indian culture. However, when we analyzed the results, we were relieved to find that responses fell into familiar categories, that demographic differences were similar to those found in other nations, and that the overall level of support for expression rights proved comparable as well. Given the comparability of these findings, we hope to refine the questionnaire and the sampling frame and seek funding for larger and more representative study.

Balancing the News Coverage of the Iraq War: The Interaction of Public Support with Mass Media and Government Agendas. **Thomas B. Christie, University of Texas at Arlington (christie@uta.edu)**
This study examines the initial U.S. rationale given for the Iraq War using agenda-setting and agenda-building approaches and a model for understanding the interaction of public opinion with public policy and mass media agendas. The model of agenda-opinion congruence used in this study holds that public opinion plays a key role in influencing media and policy content. The model also draws from the spiral of silence theory and offers the thought that under certain conditions (such as war), the media and government are themselves influenced by the dominant public opinion and public support. To study these dynamics, the study examines two distinct periods of time of high and low public support of the war (April-May 2003 and April-May 2004). A content analysis of White House briefings, two major national/international newspapers and a major television network's news coverage examines the key rationale for the Iraq War in mass media and policy agendas. Results show a relationship between the White House and media agendas on central issues of the war—terrorism, weapons of mass destruction, and the assembly of a coalition to prosecute the war—during a period of high public support and not during a time of low public support. The model of agenda-opinion congruence may be useful in explaining these interactions in times of war or other national crises.

Public Opinion About Political and Social Issues

Terrorism or Gay Marriage? Media, Priming, and Voting in the 2004 Election. Tsung-Jen Shih, University of Wisconsin (tshih@wisc.edu); Dietram A. Scheufele, University of Wisconsin (scheufele@wisc.edu)
The re-election of George W. Bush in 2004 led to widespread speculation about two issues that swayed undecided voters – terrorism and gay marriage. On the one hand, the Bush campaign had released the "Wolves" ad in the last weeks before the election, which was reminiscent of Reagan's "Bear in the Woods" ad in the 1980s and played on widespread concerns about more terrorist attacks on U.S. soil. This also coincided with a videotaped statement by Osama Bin Laden which was released at about the same time. On the other hand, a number of pundits speculated that the existence of gay marriage proposals on the ballot in ten states made this issue salient in the public's mind and swayed some voters in favor of George W. Bush. This study examined the following questions: were there priming effects in the 2004 U.S. election? What were the issues in addition to terrorism and gay marriage that helped influence public opinion on the two presidential candidates? And, most importantly, did predispositional factors, such as levels of patriotism among the electorate, exacerbate or attenuate these effects? Using data from the 2004 American National Election Study (ANES), this study examined how the public salience of four issues – gay marriage, terrorism, the war in Iraq, and the economy – influenced voting behaviors in the 2004 election. Preliminary findings showed that people who considered terrorism the most important issue were more likely to vote for Bush than those who considered other issues to be more important. On the other hand, voters were more likely to vote for Kerry if they considered the war in Iraq and the economy to be the most salient issues.This study also examined differential priming effects for people with different ideological positions and strength of patriotism. As expected, the results showed interaction effects between patriotism and the salience of the war on terrorism. Specifically, priming effects based on this issue were significantly stronger for people who identified themselves as highly patriotic than for respondents who did not. Implications of these findings for the political system and for public opinion more broadly are discussed.

Perception and Assessment of Left- and Right-Wing Extremism by Public Opinion. An Experimental Study. Thomas Roessing, University of Mainz (thomas.roessing@uni-mainz.de); Sandra Siebert, University of Mainz (sandra.siebert@uni-mainz.de)
The paper describes an experiment on the perception of political extremism by public opinion. Especially since 1968 there is evidence that European public opinion tends to assess right-wing extremism as more reprehensible and threatening than left-wing extremism. This phenomenon constricts content-analyses of extremists' propaganda, with coders complaining that it is difficult to measure left and right content equally objective. The experimental study tests the hypotheses: (1) Subjects tend to perceive right-wing propaganda to be more threatening than left-wing propaganda of the same kind. (2) Subjects tend to gauge others to be more worried about right-wing than about equally extreme left-wing extremism. A three-group-experimental design was used to test the hypotheses. One experimental group was confronted with a flyer, newspaper articles on willful damage to property and rioting, and a hardcopy of an extremist web site and was told that the originators were rightists. The second experimental group was confronted with the same material and was told that the material came from leftists. The control group was given no information on the originators of the stimulus material. A questionnaire-booklet was used to collect subjects' assessments and demographic data. Analysis of variance partly corroborated our hypotheses: Subjects tend to view right-wing extremism as more threatening than left wing extremism. This is especially true for the Web site screenshot. The paper also discusses the puzzling result that in some cases the neutral presentation of the stimulus material caused more fear among subjects than the right- or left-wing presentations, possible reasons for the differences in perception of extremism, and recommendations for future research.

Safe Sex Communication Research. Jude Varcoe, TNS (jude.varcoe@tns-global.co.nz)
This paper provides an overview and assessment of a multi-method research programme used to design, monitor and assess a national Safe Sex communication campaign. Key issues addressed by the paper are: appropriate methodologies for researching young people (15 – 19 year olds), minority populations and sensitive topics; application and integration of multiple methodologies for communication research; use of an online panel and online methodology for researching youth; using research to prove effectiveness of a communication campaign; assessment of the application of a theoretical model for assessing the effectiveness of social marketing. In support of the New Zealand Government's Sexual and Reproductive Health Strategy (2001), the Ministry of Health funded a communication campaign (summer of 2004/2005) to promote and increase safer sexual health practices. The health objective of the campaign was to reduce the incidence of Sexually Transmitted Infections among this audience. The key goal for the campaign was for at least 80 percent of the priority audiences (15 to 19 year old New Zealanders – with emphasis on M ori rangatahi and Pacific youth) to be aware of the campaign. The research programme was required to both assist in the campaign design and to evaluate the success of the campaign. Ultimately the research was required to determine whether funding for the campaign would be provided beyond the summer of 2004/2005. The small research budget, sensitive topic and hard to reach population of interest (youth and youth from minority populations) required an innovative and tailored approach to the research programme. The multi method research programme made use of qualitative focus groups, one on one stakeholder interviews, online pre and post quantitative research (using a panel) and compilation of secondary information. Pre-campaign: Prior to the launch of the communication campaign, research was used to determine the appropriateness of draft communication materials. Qualitative focus groups were conducted with young people. The results of the research were used to inform the decision on which creative to proceed with and how to modify the creative. Quantitative online research was conducted with the target population to establish benchmarks from which to assess the impact of the campaign. Post-campaign: Following the campaign quantitative online research was conducted (for comparison with the benchmark survey). Secondary research was used to compile information on print media, internet media and website statistics. One on one in-depth interviews were conducted with relevant stakeholders to assess the community perception of the campaign.

Influence of a Question's Wording on Public Opinion Polls Results: The Example of Euthanasia. Isabelle Marcoux, University of Quebec at Montreal (marcoux.isabelle@uqam.ca)
In most industrialised countries, public opinion polls show that a majority of the population is in favour of euthanasia; this is often used as an argument to support a change in laws to allow this practice. However, the validity of these findings has been criticized because of problems in the wording of questions. It has been suggested that respondents may be confused about the meaning of "euthanasia", that this term is emotionally charged and thus, can insidiously influence answers. The goal of this study was to determine whether public opinion towards euthanasia differs according to the wording of the question, and to identify respondents' characteristics that may be related to an instability in opinion. A telephone public opinion poll was conducted in 2002 with a representative sample of the general population of Quebec (n=991; response rate=49.8%). A pre-existing question on euthanasia (the much used Gallup question) was used for comparison purposes. This question has been used to poll Canadian public opinion since 1968 and contains several elements that may challenge its validity: (1) it uses the term *.mercy killing* in the English version and the word "*euthanasia*" in the French version, which does not constitute an accurate translation. Thus, it cannot be assumed that all respondents had the same understanding of its meaning; (2) it includes tangential information referring to an act by a "*competent doctor,*" which may bias responses; (3) the question is long and convoluted. We therefore developed a question on euthanasia that tried to avoid the pitfalls of the Gallup question. Sociodemographic characteristics of respondents were also collected (age, sex, socioeconomic status, mother tongue, place of living, religion). Eleven percent more people supported euthanasia when answering the Gallup question (81%) than the question we developed in this study (70%); of those who found euthanasia unacceptable with our question, 52% said that euthanasia is acceptable according to the Gallup question. We conclude that, though in Quebec a majority is in favour of euthanasia, results must be interpreted in the light of the wording of the questions asked. Carefulness and rigor should be the keywords when using public opinion poll results within the context of a legislative debate on sensitive issues like .euthanasia.

A Cultural Critique of the 'White Male Effect'. **Dan Kahan, Yale University (dan.kahan@yale.edu); Don Braman, Yale University (donald.braman@yale.edu); John Gastil, University of Washington (jgastil@u.washington.edu); Paul Slovic, University of Oregon (pslovic@darkwing.uoregon.edu)**
Women and minorities display greater concern about risks than do white men. Known as the "white male effect," this pattern is better documented than explained. We advance a cultural account, which holds that individuals are disposed selectively to accept or dismiss risk claims in a manner that advances the status of their cultural group. It is natural for individuals to adopt a posture of extreme skepticism, in particular, when charges of societal danger are leveled at the activities on which their own status depends. The insensitivity to risk reflected in the white male effect can thus be seen as the mirror image of the status anxiet y that afflicts hierarchical and individualistic white males in contemporary American society. A national telephone survey of 1,843 U.S. respondents tested this theory, and the results supported the main hypotheses. Each type of risk perception had the hypothesized relationship with cultural worldviews. Findings showed that environmental risks concern egalitarian and solidaristic individuals much more than they worry their cultural counterparts. Abortion risks, in contrast, distress hierarchical persons more than egalitarians, and these risks are least disconcerting to persons who are both relatively egalitarian and relatively individualistic. In addition, which types of "gun risks" alarm individuals most depends on cultural orientation: Egalitarians and solidarists worry that there will be more gun accidents and crime if guns are not well regulated, whereas hierarchs and individualists worry that excessive regulation will undermine the ability of law-abiding persons to defend themselves from violent law-breakers.Results also showed that sex and race per se do not influence risk perception; rather, they influence it in conjunction with cultural worldviews that themselves feature sex/race social role differentiation involving putatively dangerous activities. For example, among Hierarchs, but not Egalitarians, there are sharp sex differences in the estimation of environmental and abortion risks.

THURSDAY, MAY 18, 2006 – 10:30AM – 12:00PM

Joint WAPOR/AAPOR Session: Methodological Issues I

Evolution, Creationism, and Intelligent Design. George Bishop, University of Cincinnati (george.bishop@uc.edu)
Eighty years after the Scopes trial in Dayton, Tennessee the issue of human origins has re-emerged in yet another guise in the trial in Dover, Pennsylvania: whether "intelligent design" should be taught as an alternative to the theory of evolution in American public schools. But recent polls conducted on the issue present a puzzling picture of what Americans actually believe about human origins. For decades the Gallup polls on Americans' beliefs about human origins appeared to be fairly consistent in telling us that about 45-50% of the public believed in the biblical, creationist account; that 35-40% endorsed the theistic idea that evolution has occurred over millions of years, but that God guided this process, including the creation of humans; and that around 10-12% subscribed to the Darwinist position that evolution has occurred over millions of years in the absence of any God. An analysis of recent polls on the issue, however, shows that what Americans appear to believe about human origins varies considerably, depending on how the question is asked, suggesting that such beliefs are not as structured and stable as has been widely assumed by pollsters, politicians, and policymakers. Depending on the wording of the question, the percentage of Americans who appear to believe the biblical account of human origins ranges from 42-64%; the percent endorsing a theistic-evolutionist or "intelligent design" explanation varies from 10-41%; and the percent accepting the naturalistic theory of evolution fluctuates from 12-33%. Furthermore, even among those who say they believe in the creationist version of human origins, about a fourth does not think "the Bible is the actual word of God... to be taken literally, word for word"? Questions about what Americans believe about human origins may also be significantly confounded with beliefs about the existence of God–-a source of measurement error indeed!

Open-Ended Questions in Web and Telephone Surveys. Jolene Smyth, Washington State University (jsmyth@wsu.edu); Don Dillman, Washington State University (dillman@wsu.edu); Leah Christian, Washington State University (lmchristian@wsu.edu); Mallory McBride, Washington State University (jodiestar143@msn.com)
Open-ended questions have been used very sparingly in telephone surveys because they are costly to administer. With the development of web surveying we now have the potential to administer open-ended questions at substantially lower costs; however, virtually no research exists on how to design good open-ended survey questions. In this paper we report the results of a series of web and telephone survey experiments designed to promote quality answers to both descriptive and list type open-ended questions (e.g., "Why do you intend to vote for candidate X?" and "Where have you bought groceries in the last month?"). For each question we examine the length of answers, number of themes, elaboration on themes, presence of answers that don't address the question, item nonresponse, and response time. The experiments are embedded in two surveys conducted in Fall 2003 and Fall 2004 and a third to be fielded in early 2006. In the web mode we examine the effects of the size of answer space, number of answer spaces (for list questions) and type of instruction included with the question. In the telephone mode we examine the effects of probes, type of probes, instructions, interviewer clarification questions (e.g., can you repeat that?), and interviewer typing skill. We also compare responses across web and telephone modes to determine the extent to which visual design and instructions on the web have similar effects as the use of probes and instructions on the telephone. Our findings have direct implications for survey researchers as they suggest ways to maximize the amount and quality of information produced by this costly question type and for social science in general as they suggest ways to begin to bridge the division between quantitative and qualitative research methods.

Overcoming Structure and Order Effects in Cognitive Interviewing. Justin Bailey, Nielsen Media Research (justin.bailey@nielsenmedia.com); Kenneth Steve, Nielsen Media Research (kenneth.steve@nielsenmedia.com); Anh Thu Burks, Nielsen Media Research (anh.thu.burks@nielsenmedia.com); Kimberly Brown, Nielsen Media Research (kimberly.brown@nielsenmedia.com); Paul Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com)
Much research has been done to determine the most effective probing and presentation methods during cognitive interviewing. However, there are times when it is unclear which methods will be most effective. Nielsen Media Research (NMR) recently conducted a series of cognitive interviews which revealed several insights into how to avoid common pitfalls of such research. First, it was determined that one form of cognitive interviewing prevailed over another in producing more consistent, meaningful responses from participants. Specifically, an initial set of questions closely followed a telephone survey script being tested by NMR. When cognitive interview participants failed to give adequate responses using paraphrasing, the question order was revised in attempt to increase verbalization and alleviate confusion. The second design, which utilized more general, think-aloud techniques, resulted in meaningful responses that improved the quality of the telephone script. Additionally, during the second part of the cognitive interview, participants were asked to provide feedback on visual stimuli that were being tested for potential use in NMR's TV Ratings Diary. Although cognitive interviewing has become a widely-used tool for assessing questionnaire quality, using this method of interviewing for evaluating non-question items such as visual stimuli has not been examined. Participants were given two sets of designs and asked to verbalize their thoughts as they looked at each. Initial results revealed that presentation order determined which design the participant favored—they tended to choose the last set presented. However, when a third design was presented to participants, the order effects were minimized. Moreover, participants gave more specific qualitative feedback in regards to each design when presented three designs compared to only two. The implications of these findings are examined in the context of cognitive theory. These findings are further discussed as a way to improve probing techniques and question order in cognitive interviewing.

Planned Missingness Designs in CATI Surveys. David Johnson, Pennsylvania State University (dr0j10@psu.edu); Julia McQuillan, University of Nebraska-Lincoln (jmcquillan2@unlnotes.unl.edu); Karina Shreffler, Pennsylvania State University (kmd280@psu.edu); Katie Johnson, Pennsylvania State University (kmj165@psu.edu)
Researchers face difficult choices regarding the number of items to include on a survey and the amount of time respondents will provide quality information. Planned missingness (PM) designs provide a solution to this challenge. PM designs select respondents at random to receive only a subset of all items, with subsets selected so that there will be a faction of respondents responding to all item pairs. PM designs reduce the number of items asked of any individual respondent without limiting the total number of items on the scale, thereby reducing respondent burden, survey cost, and meeting survey time restrictions (e.g., in a classroom administered survey). The primary use of PM designs in the published literature has been in self-administered questionnaires. The usual procedure is to print a limited number of forms of the instrument (3 to 10) with each form differing in the items excluded. The forms are assigned at random to the respondents. The use of a limited number of forms is practical, but imposes constraints in estimating effects of higher-level terms, even when modern imputation methods are used. Use of computer-assisted interviewing (CATI, CAPI, or web) presents an alternative PM design in which items can be randomly omitted from the survey by respondent, yielding a design in which the PM data are distributed completely at random (MCAR) with fewer analysis restrictions. We present the first known CATI application of a random item PM design. The design is illustrated using in a national telephone interview survey of over 5,000 women and 22 scales. Advantages, challenges and imputation methods for analysis of PM data are also discussed.

Joint WAPOR/AAPOR Session: Methodological Issues II

Good Item or Bad: Can Latent Class Analysis Tell? **Ting Yan, University of Michigan (tingyan@isr.umich.edu); Roger Tourangeau, University of Maryland (rtourangeau@survey.umd.edu); Frauke Kreuter, University of Maryland (fkreuter@survey.umd.edu)**
Good item or bad–can Latent Class Analysis tell? Examining the Effectiveness of the Latent Class Analysis Approach to Item EvaluationLatent class analysis (LCA) has been used to model measurement error, to identify flawed survey questions, and to compare mode effects in the survey context. Compared to other approaches, LCA has the advantages that it doesn't require true values ("a gold standard") or the stringent assumptions usually assumed in classical measurement error analysis. However, there has been no evaluation of this technique yet in terms of its accuracy and effectiveness for detecting bad questions. This paper seeks to determine whether LCA yields plausible results that agree with accepted procedures for assessing questionnaire items. Specifically, we will examine, in the presence of a gold standard, how well the results from LCA converge with those from a comparison of survey responses with a gold standard. We applied LCA to the 2005 JPSM Practicum Survey, a survey of University of Maryland alumni who graduated since 1980. We included in this survey three items asking respondents whether they had received a "D" or "F" during their undergraduate study at the University of Maryland. We deliberately designed one of the items to be a vaguer version of the others, hoping it would yield higher overall error rates. University Registrar's records were used to determine true values. We used various LCA models to estimate the error probabilities for the three items. Results showed that the LCA succeeded in identifying the item that was deliberately vague as the worst question, producing the highest false negative rate; this result was consistent with direct comparison to the true values. Other results also showed that people misreported more in the CATI mode but tended to be more honest when completing the survey online.

Internet-based Essay Surveys: A One-question Instrument for Assessing Thoughts about Cigarette Smoking. **David Fan, University of Minnesota (dfan@umn.edu); Eileen Harwood, University of Minnesota (harwood@epi.umn.edu); Harry Lando, University of Minnesota (lando@epi.umn.edu); Thomas J. Ernste, University of Minnesota**
Standard surveys use a battery of open and closed ended questions designed to capture a tightly defined set of knowledge, attitudes and behaviors. Such instruments do not encourage respondents to provide thoughts that are of interest to the survey designer but are not explicitly asked.The present paper uses the alternate method of an 'essay survey' in which respondents simply write on a topic with a minimum of guidance. The only condition is the encouragement to write at length.In a pilot study using this method, a small sample of college students wrote about 500 words on cigarette smoking. The question suggested that the respondent might write about the reasons for smoking or not smoking as well as about what should be done about smoking. However, the question made clear that all other smoking topics were also appropriate, and that all references to real people should be made anonymously. With a small extra credit incentive, the response rate was essentially 100 percent. The essays were submitted by email in electronic form and were scored using the InfoTrend computer software. The results were similar to those obtained by the Wisconsin Inventory of Smoking Dependence Motives.A study is now being fielded to determine the extent to which members of the general public are willing to write expansively about smoking. Samples are from Internet panels obtained through Survey Sampling International for both the United States and India.Such essay surveys can be scaled to any size because the text will be in electronic form. As a result, any number of responses can be scored by machine using instructions developed on a limited, random collection of responses. Large samples would permit quantitative inferences from what would usually be considered to be qualitative data.

Race and Sex Interviewer and Respondent Interactions in RDD Telephone Surveys. **Nat Ehrlich, Michigan State University (NATHANIEL.EHRLICH@SSC.MSU.EDU); Larry Hembroff, Michigan State University (hembroff@msu.edu)**
We present the results of three studies of RDD telephone surveys, measuring the effect matching interviewer and respondent demographic characteristics, i.e. race and sex. In the first two studies, we conducted a retrospective analysis of compliance, or the likelihood of obtaining a completed interview as a result of the first dialed attempt. We found that the likelihood of completing an interview on the first dial was least when neither race nor sex was matched, and greatest when both were matched. Matching either race or sex provided an intermediate level of compliance.We replicated the findings in the third study, and extended it to include analysis of the substantive responses given by interviewers and the ratio of refusals to completed interviews as a function of interviewer demographics. In the third study, half the 1,400 interviews were collected using a standard call-back protocol, half were collected on a one-attempt only basis.In addition to replicating the compliance finding under the traditional protocol, we compared the results of matching both race and sex, matching race only, matching sex only, and one attempt vs. traditional protocol against a split-half random reliability model. The one-attempt vs. traditional split provided the greatest comparability. The least reliability was provided by both the random split-half and the match/no match pairing, then by race matching, then by sex matching. Overall, white female interviewers had about half the number of refusals/completions than all other interviewers [nonwhite females and all males].

Mail vs. Internet Surveys Among Older Persons. Xenia Montenegro, AARP (xmontenegro@aarp.org)
Older persons did not have computers and the world wide web during much of their adult lives. This being the case, some may face barriers in using the internet, especially in responding to surveys. A Study by AARP and the University of California on the retirement perspectives of people aged 50 and older compared the response rates to a survey when fielded by mail and via the internet.The results of this study are based on a random sample of AARP members ages 50 and older, with addresses in the United States, and who were surveyed in three ways. Members of group A were surveyed by mail only, members of group B were surveyed via the internet, and members of Group C were given a choice in a letter mailed to them, to respond to the survey either by mail or by using the internet. Groups A and C had outbound samples of 2,000 per group. Group B was comprised of an outbound sample of 10,000.The response rate of 19 percent from the internet may be considered average in the industry, and high for the internet. However, response rates from the mail survey and the combined mail/internet survey were higher at 61 percent and 41 percent. These findings suggest that older Americans can provide usable survey information via the Internet and are able to navigate it well enough to complete an online survey. Given a choice, however, mail is the preferred option. Access and participation does decrease with age. Similar to the general population, the choice of the internet or a mail survey among older persons should bring several considerations to mind: speed of getting responses, cost, response rate, and representativeness of the target population using mail or the internet.

Impact on Non-Response

The Impact of Nonresponse Rates on Nonresponse Error: A Meta-Analysis. Robert Groves, University of Michigan (bgroves@isr.umich.edu); Emilia Peytcheva, University of Michigan (emilia@umich.edu)

The Impact of Nonresponse Rates on Nonresponse Error: A Meta-AnalysisRobert M. Groves, University of Michigan and Joint Program in Survey MethodologyEmilia Peytcheva, University of MichiganA set of 59 survey methodological studies conducted since the 1980's in countries throughout the world were designed to estimate the magnitude of nonresponse bias in statistics of interest. The studies were identified by computer searches and journal reviews, and review of proceedings of conferences. Many of research projects come from biomedical studies; most all are studies of individuals; the studies use a variety of modes of data collection; response rates in the studies are highly variable. These studies use a variety of tools to estimate nonresponse bias: comparisons to results of administrative records, followup of those with high chances of nonresponse, two phase samples of remaining nonrespondents, and enriched sampling frames. The surveys scrutinized for their nonresponse properties vary in the relationship between the sponsor and the target population, relevance of the survey topic to the survey statistic, judged interest of the sample in the topic, type of statistic, and a host of other attributes that have been speculated as related to nonresponse rates or error. Using attributes of the surveys and attributes of the survey statistics computed in the surveys, predictive models are built to identify which circumstances produce a relationship between nonresponse rates and errors and which, do not. Some of the predictor variables in the meta-analysis are ubiquitous correlates of response propensity (not necessarily nonresponse bias); others are derived from leverage-salience theory assertions about what situations are likely to produce participatory decisions inducing nonresponse error. Speculations about what these results mean for practicing survey researchers are presented.

Correcting for Survey Non-response. Michael Peress, Carnegie Mellon University (mperess@andrew.cmu.edu)

All surveys with less than full response potentially suffer from selection bias. Simple weighting can only correct for selection based on any observables whose distribution is known in the population. Variables such as gender, race, income, and region satisfy this requirement because they are available from the U.S. Census. Unfortunately, they may not account for all forms of selection. Increasing distrust of the media by conservatives may lead to selection based on ideology, which may potentially bias estimates of quantities of interest, such as presidential approval ratings. Moreover, if the degree of selection bias is variable (e.g. liberals are more motivated to respond when a Republican president is in trouble), this may lead to inflated estimates of the response of presidential approval to adverse events.One may try to mitigate this problem by weighting by party identification. While this is a good proxy for ideology, it has the disadvantage that its distribution is not known in the population. In practice, survey researchers may estimate its distribution using the latest exit poll. However, this relies on the assumption that party identification does not vary over time. By weighting to this, survey researchers are likely underestimating the degree of movement in presidential approval, since some of this movement is accompanied by movement in partisan identification.My paper offers an alternative approach–a direct way for correcting for selection based on unobservables. We can classify survey responders by their 'response propensity'. A proxy for this variable may be the number of attempted phone calls before responders respond. We can then learn about the population of non-responders by assuming that non-responders resemble low-propensity responders more than high-propensity responders. I show that this approach allows survey researchers to correct for selection based on unobservables, provided that good measures of response propensity can be obtained.

Do Late Responders Change Survey Results? Robin Gentry, Arbitron (robin.gentry@arbitron.com)

The Arbitron Syndicated Radio Survey uses a two-stage methodology whereby an RDD sample is contacted via telephone and all household members twelve or older are asked to participate in a seven-day radio listening diary for a specific "ratings" week. Unfortunately, roughly 30 to 35% of households who agree to participate in the Radio Survey during the phone call fail to return any diaries. Relatively little is known about why these households do not return their surveys and whether their radio listening is different from those households that do. In mid-2005, Arbitron fielded a study in which non-returning households were re-contacted approximately five weeks later and asked to participate in the Radio Survey again, but during a different ratings week. Approximately 35% of those households agreed to participate a second time and 48% of the households returned at least one usable diary. The presentation will focus on differences between respondents who returned diaries during the original ratings week and those who returned diaries during their "2nd Chance" week. Demographic profiles of the two groups will be presented—-age, gender, race/ethnicity, household size, and characteristics of the household's Census block group. Furthermore, the two samples will be combined to simulate what effect, if any, these late responders would have on radio listening estimates.

Attitudes towards Surveys, Panel Non-response and Political Attitudes. Claire Durand, Université de Montréal (Claire.Durand@umontreal.ca); François Yale, Université de Montréal (F.Yale@umontreal.ca)

The Canadian Election Study (CES) consisted of three waves and used two modes of data collection: a pre-election and a post-election telephone survey and a mail-back post-election survey. The available information allowed the computation for all the three waves of multiple indicators of unit non-response (indicating reluctance to participate and difficulty reaching respondents) as well as item non-response (refusals and "don't knows") pertaining to general items, socio-demographic characteristics, voting intent, and behaviour. Two indicators of attitude towards surveys were introduced in the mail-back questionnaire: agreement with the statements "Poll results are usually correct" and "There are too many polls during electoral campaigns." The goal was to see whether, after controlling for other predictors of non-response, attitude towards surveys can still be related to non-response and whether it is related to indicators of political attitudes and behavior. The results showed that attitude towards surveys are not generally related to non-response with one exception: respondents whose voting intentions are undecided are less likely to think there are too many polls. Attitudes towards surveys are mostly linked to culture—Quebecers and French-speaking respondents are more positive towards polls—and to confidence in institutions; they are also somewhat related to political affiliation

Increasing Response Rates with Incentives

Non-Monetary Incentive Strategies in Online Panels. **Tracy Tuten, Virginia Commonwealth University (tltuten@yahoo.com); Pamela Kiecker, Virginia Commonwealth University (pkiecker@royall.com)**
Incentives are commonly used in web-based surveys, and, particularly, for online panels to minimize unit and item-nonresponse. Prepaid incentives tend to outperform promised ones, especially when the incentives are monetary.. Does the prepaid phenomenon hold when the incentive holds no monetary value? Considering the argument that using a monetary value to incentivize sample members could stimulate an economic valuation of the cost/benefit ratio associated with survey participation, the concept of using a non-monetary incentive becomes quite attractive. Further, there is little expense associated with the use of non-monetary incentives. In this experiment, receipt of a "how-to" guide related to the survey topic served as the incentive. Sample members were members of an online panel (recruited from a national list of high school students who indicated their willingness to receive information related to college) of college-bound high school students. The survey addressed concerns students faced as they started back to school in the fall of 2005. The "how-to" guide featured tips for their freshmen year of college. A control group received no guide; the prepaid group received the guide with their email invitation to the survey; the promised group received a promise in their email invitation that they would receive the guide upon completion of the survey. All other components of the email invitation and reminders were identical. No differences existed in response rates for the three groups. The promised group was somewhat less responsive to reminders, but no differences existed between the prepaid and control groups. The prepaid group showed the lowest rate of item non-response; no differences existed between the control and promised groups. The results suggest that, while using a non-monetary incentive, whether prepaid or promised, did not improve response rates over that achieved with the control group, the use of a prepaid, non-monetary incentive did minimize item-nonresponse.

Incentive Check Content Experimentation. **Brian Hempton, Survey Sciences Group (bhempton@surveysciences.com); Jennifer Sinibaldi,** Survey Sciences Group (jsinibaldi@surveysciences.com); **Robert Saltz, Pacific Institute for Research & Evaluation** (saltz@prev.org)
Many studies have examined the effectiveness of varying incentive approaches when implemented in Web surveys, and prepaid monetary incentives have been found to be very effective. In addition, studies have demonstrated how survey invitation content can influence participation. However, little research has been done to evaluate the impact of varying content provided on a prepaid incentive check, essentially tying the incentive itself more directly to the survey request.In a recent Web-based survey of college students at California universities we tested the use of different text messages printed on the check stub (using a full page check) in an attempt to improve response rates, completion rates, and overall data quality. In this data collection, respondents were provided with a prepaid $10 check, along with their initial invitation to participate.Respondents were randomly assigned to one of three message treatments: 1) Control – no additional content printed, 2) Message was printed encouraging response included, 3) Message was printed encouraging response and Web-survey login instructions were included.In this presentation we will report findings regarding the number of checks actually cashed, response rates, respondent composition, and differences in key statistics among the three groups.1 Pope, D., Crawford, S.D., Johnson, E., McCabe, S.E. "Unintended Consequences of Incentive Induced Response Rate Differences." Presented at the 2005 Annual Meeting of the American Association for Public Opinion Research. May, 2005.2 Dillman, D. (2000). Mail and Internet Surveys. Wiley, New York.

Topic Interest, Cell Quotas and Incentives. Lisa Schwartz, Mathematica Policy Research (lschwartz@mathematica-mpr.com); **Lisbeth Goble, National Opinion Research Center (goble-lisbeth@norc.org); Edward English, National Opinion Research Center (english-ned@norc.org)**
Leverage-salience theory suggests that topic interest is a factor in people's decisions to participate in surveys. People for whom the topic is salient will cooperate at higher rates than those for whom it is not. Noncooperation by people who are not interested in the topic can result in nonignorable nonresponse (Groves, Presser & Dipko, 2004). In Groves et al.'s test of the theory, they found evidence that topic interest influenced cooperation rates but did not affect survey results. We tested a number of hypotheses derived from leverage-salience theory using data from the Poetry in America study. This study was a national RDD survey of adult readers. The main topic, poetry, was assumed to be of interest to a small subgroup of the population. We implemented cell quotas and monetary incentives for reluctant respondents midway through the field period. We completed 623 interviews with current poetry readers, 394 with non-current poetry readers and 87 with people who have never read poetry. We evaluated the influence of topic salience by looking at (1) cooperation rates at first contact with the respondents in each of these three groups; (2) cooperation rates after we began offering a monetary incentive; and (3) interviewer variability in completion rates across types of respondents. In addition, we evaluated refusal rates across respondent types, at what point during the interview refusals occurred (after the introduction versus after the more informative consent screen), and analyzed the characteristics of nonrespondents who specifically mentioned the topic as the reason for refusal. Lastly, we examined the impact of level of topic interest on the survey data. Findings are discussed in terms of the counterbalancing effects of cell quotas and incentives on topic interest to enhance the representativeness of the data.

Effect of Progressive Incentives on Response Rates. **Heidi Upchurch, National Opinion Research Center** (upchurch-heidi@norc.org); Stephanie Battles, U.S. Department of Energy (stephanie.battles@eia.doe.gov)
Numerous studies have shown that providing monetary incentives to survey respondents is positively correlated with response rates. In the Energy Information Administration's 2005 Residential Energy Consumption Survey (RECS), the effects of the use of incentives is taken a step further in the research. An incentive experiment is being conducted to explore how certain demographic variables may impact the effectiveness of incentives. The goal of the experiment is to study how the amount of the incentive affects response rates across income levels and across regions of the country. The design of the study ensures a good mix of the incentive levels, income levels and regions. Three incentive levels were used: $0, $5, and $10. Intermediate areas were stratified into high- and low-income groups, and the segments contained within each income stratum were subsequently allocated to incentive groups using systematic selection. Data collection for the 2005 RECS is closing in January 2006. Upon closing, the data will be analyzed to see if there is a difference in response rates among the levels of incentives, region, and income levels. Specifically, the following questions will be addressed: How does incentive level impact the

overall response rate? Is there evidence of declining returns for higher incentive levels (i.e. is there a difference between the productivity of the $10 incentive compared to the $5)? Are respondents in certain areas of the country more likely to participate than others, regardless of incentive amount? Are respondents in low-income areas more influenced by incentive amount than high-income areas?

Diffusion of Innovations

Nanotechnology: The Development of Attitude. **Jon Miller, Northwestern University (j-miller8@northwestern.edu)**
There is a growing literature on the development of attitudes toward new attitude objects. Using Sternberg and Ben-Zeev's recent work (2001) on complex cognition, this paper will utilize two recent national surveys to explore the development of awareness of and attitude toward nanotechnology.Nanotechnology is a useful test case for this analysis because it is a subject that virtually no adult studied as a part of their formal education. The placement of nanotechnology in an individual's cognitive map requires some prior understanding of the nature of matter and the relationship of atoms and molecules. This analysis will use two national surveys of adults in 2004 and 2005, using Knowledge Networks' online sample. Both surveys included approximately 2,000 adults and utilized a combination of open-ended and closed-ended questions about nanotechnology. Current cognitive theory would predict that individuals process new and unfamiliar information by seeking to link the new object to existing schemas that they may hold. The first step in the development of new attitudes and schemas is word recognition. Nanotechnology is an excellent example of this process. Individuals who have never heard the term or who have no recognition of it are unlikely to retain additional information about that term or construct. Individuals with a more extensive understanding of scientific terms and concepts should be able to incorporate new terms such as nanotechnology into their vocabulary and their cognitive structure faster than individuals with limited scientific literacy or understanding. The 2004 and 2005 national surveys include sufficient items to estimate the scope of each respondent's level of scientific understanding as well as good measures of initial understanding of nanotechnology.This analysis will provide general insights into the attitude object recognition process and identify some of the factors associated with the cognitive processing of new and unfamiliar terms and constructs.

Minimal Effects of Targeted Persuasion: Insights from the Bass and Rogers Models for the Diffusion of Innovations. **David Fan, University of Minnesota (dfan@umn.edu); Haoyu Yu, University of Minnesota (haoyu@msi.umn.edu)**
Polls are often used to guide message campaigns aimed at changing opinions. For example, survey responses can be used to segment the population into different subpopulations with members more or less likely to be susceptible to different types of persuasive information. The spectrum of responses for a particular subgroup can guide the formulation of messages that would be especially persuasive for that subgroup. Such a strategy assumes that population heterogeneity is sufficiently pronounced to justify the resources needed to develop segmented messages.An alternate approach is to use the same resources simply to increase the volume of generic messages directed at the entire population. Such an approach is appropriate for populations that can be considered to be essentially homogeneous for the purposes of persuasion.Unfortunately, there has been a paucity of comparisons of the two approaches.Insights into the competing methods can come from two fundamentally opposing models for the diffusion of innovations. In his model, Bass proposes that there are Innovators and Imitators. However, scrutiny of the mathematics shows that his diffusion model actually assumes a single homogeneous population. In contrast, population heterogeneity is at the heart of the Rogers model commonly cited by non-economic researchers. The Rogers model assigns particular traits specific to five subpopulations with Innovators being the most ready to adopt an innovation and the Laggards being the most recalcitrant.This paper reconciles the two models into a unified model that can be extended to include the ideodynamic model for the effect of persuasive communications on public opinions and behaviors over time. The paper further includes computer simulations to show that the apparently major population heterogeneities of the Rogers model can have minimal effects on opinion time trends.These results cast doubt on the general usefulness of targeted persuasion.

Internet Use as an Antecedent of Expressive Political Participation among Early Internet Adopters in Colombia. **Eulália Puig Abril, University of Wisconsin-Madison; Hernando Rojas, University of Wisconsin-Madison (hrojas@wisc.edu)**
This paper's goal is to assess the contribution of the Internet to expressive political participation in such a society –Colombia– among this group of early adopters. The question guiding our research is whether certain Internet uses contribute to expressive political participation in the online and offline domains in a society with low levels of access. Our results are based on a survey of 715 respondents conducted in 2004 in the city of Bogotá, Colombia, collected by a professional polling firm (Deproyectos Limitada). This survey represents the second wave of a panel design based on a 2003 data collection, in which 600 city blocks were randomly selected. From these, and relying on stratified quotas, a sample of respondents representing the city's population based on gender, age, economic strata, and neighborhood was selected. Our final sample consists of 185 respondents (25.8% of the participants), who report having Internet access. This proportion is high compared to the 7% estimation of Internet users for Colombia (ITU, 2004), but we have to consider that Bogotá is the most wired city in the country, and that panel attrition due to residential instability affected respondents with lower incomes disproportionately. A series of hierarchical regression models, which control for basic demographics, traditional media use, interpersonal discussion, political knowledge and political interest, suggest that among early Internet adopters in Bogotá, certain Internet uses begin to matter for political engagement. Our results show that online news consumption and online socializing are important predictors of online expressive participation. However, these effects, at least for the time being, seem to be restricted to the online domain. A parallel analysis predicting offline expressive participation shows no significant contribution from online news consumption or online socializing, above and beyond the contributions of offline media use and interpersonal political discussion. These results are important because they provide initial evidence that certain Internet uses foster political participation even in societies with lower levels of access. Moreover, these results seem particularly encouraging for societies experiencing violent political conflict, and in which offline political expression can be limited; yet the online domain could offer an alternative. Further implications of our research, its limitations, as well as suggestions for future research are addressed.

Providing Insight at Light Speed. Mark Cameron, Techneos Systems (mcameron@techneos.com)
In a global economy which expects growth at every turn, managers are under intense pressure to deliver results at an accelerated pace. In turn, researchers are under increasing pressure to deliver a higher quantity of insight within a shrinking timeframe. In an attempt to increase the quantity and speed of primary data collection, quality of both the data itself and the analysis of such data is suffering.This paper will explore the challenges which researchers face in collecting and disseminating information 'at light speed', and will assess the growing role that technology plays in both alleviating and perpetuating our growing hunger for information. The paper will also look at cultural differences in primary data collection currently employed around the globe, the reasons behind regional differences in method and methodology, and a prediction of how globalization and technology will combine to change the landscape of research.This paper will chiefly focus on primary research, including a discussion of how the Internet and wireless communications are jointly driving convergence of data collection methods. For context, the paper will also reference the impact of technology on secondary research, and how the relationship between primary and secondary research is changing.

Methodology Around the Globe

Cross-Cultural Research Design. **Beth-Ellen Pennell, University of Michigan (bpennell@isr.umich.edu); Zeina Mneimneh, University of Michigan (zeinam@umich.edu)**
Cross-cultural survey research design requires methods that balance standardization and localization. This presentation will discuss the challenges of cross-cultural design and implementation in a large scale cross-national study of mental health conducted in 28 countries, in 35 languages with more than 200,000 respondents. Cross-cultural, cross-national survey research is inherently more difficult and challenging both in planning and execution than research conducted in one culture or in one nation. With cross-cultural surveys, layers of complexity are added with variations in sample design, survey content and concept comparability, translation approaches, human subject and ethics review and oversight, interviewer staffing and training, quality control processes and procedures, and local conditions, customs and context. Each of these issues will be explored within the framework of balancing standardization with appropriate and necessary local adaptations. Examples will be drawn from the World Mental Health Initiative with commentary on lessons learned and recommended approaches. Recommendations will be also made regarding the level of documentation needed to adequately monitor the quality of each phase of the survey life cycle. The latter will focus not only on what is needed to adequately document the questionnaire versions and language translations but also what level of detail is needed in the collection and archiving of the metadata and paradata (process data).

Race, Region and the Use of Extreme Response Sets. Mosi **Ifatunji, University** of **Illinois** at Chicago (mosi@ifatunji.com)
Research continues to show that between-nation differences in cultural orientation have important implications for cross-national survey research. However, very little attention has been paid to the effects of culture-related survey error in national surveys. Considering the increasingly multiethnic nature of many nation-states in the twenty-first century, it is increasingly important to consider the role of culture in national survey research. To date, findings suggest that region is associated with measures of individualism-collectivism (Vandello and Cohen 1999) and that individualism-collectivism is associated with the use of response sets (Johnson et al 2005). There is also evidence of an association between race and the use of response sets (Bachman and OÕMalley 1984). When these findings are taken together, they suggest that there may be some error in national surveys that is due to differences in individualism-collectivism across regions and between races. This study investigates the degree to which regional and racial differences contribute to the use of extreme response sets (ERS) in national surveys. Data for this study come from the 1992 Multi-City Study of Urban Inequality. The survey includes respondents from Detroit/Midwest (N= 1543), Atlanta/South (N= 1528) Los Angeles/West (N= 4025) and Boston/Northeast (N= 1820). There are 3178 African Americans, 2878 white non-Hispanics, 1649 Hispanics and 1102 Asian Americans in the total sample. A 42-Item measure of ERS was developed (alpha = .85). Findings include: (1) a strong and significant association between region and ERS, (2) a strong and significant association between race and ERS and (3) that these associations contribute to the use of ERS beyond socioeconomic status and social background characteristics (including: sex, age, marital status, education and income). The implications of these findings for national public opinion survey research are discussed.

Response Rate of Listed and Unlisted Numbers. Wolfgang Donsbach, University of Dresden (wolfgang.donsbach@tu-dresden.de); Olaf **Jandura, University of Dresden (olaf.jandura@tu-dresden.de)**
For years, in Germany representative samples for telephone surveys were drawn using the numbers listed in telephone directories. This was possible due to a legal obligation to have one's number listed in the directories. This, however, changed in 1993 when customers were allowed to decide whether or not their telephone number should be listed. Since then, the number of people not represented in Germany's phone directories has been ever increasing. This made it more and more impossible to ensure that all members of a given population had the same chance of being included in a sample. In 1999, Gabler and Häder of the German Center for Survey Research and Methodology (ZUMA) developed a sophisticated numbering system that is based on existing blocks of phone numbers out o which the samples are drawn randomly giving listed and unlisted numbers the same theoretical chance to be selected. Are there differences between respondents with listed and unlisted numbers? At our university department we have a dataset of more than 18.000 phone numbers that were contacted during regular telephone surveys. These numbers were drawn using the Gabler-Häder design. For every single call attempt for each number we kept record of the date(s), time of day, number of call attempt, and whether the call attempt was successful or not. As we used an identity code for the telephone numbers that were contacted and the completed interviews we were able to match the call attempt records with the characteristics of the respective respondents without breaking the data protection rules. Using this vast dataset we want to answer the following research question: Do respondents with listed numbers differ from those who refrain from publishing their telephone number regarding their willingness to take part in surveys and sociodemographic variables such as age, sex, education, or income?

Does Reducing Burden Pay Off? Wolfgang Neubarth, ZUMA (neubarth@zuma-mannheim.de); Lars Kaczmirek, ZUMA (kaczmirek@zuma-mannheim.de); Michael Bosnjak, University of Mannheim (bosnjak@tnt.psychologie.uni-mannheim.de); Wolfgang Bandilla, ZUMA (bandilla@zuma-mannheim.de); Mick Couper, University of Michigan (MCouper@umich.edu)
A commonly-held but little-tested view is that reducing respondent burden in surveys pays off in terms of reduced nonresponse. Burden has been defined in many different ways. We focus here on the effort needed to begin a Web survey following receipt of an e-mail invitation. We hypothesize that the fewer the number of screens needed to begin the survey, the higher the response rate. Conversely, those who encounter several screens before getting to the first question will be more likely to abandon the effort.To test this hypothesis, we used a single-factor experimental design with four conditions, representing increasing levels of effort:1) The invitation e-mail includes the first question of the survey. Clicking on the answer (yes/no) will take respondents to the Website containing the rest of the survey questions.2) The invitation e-mail is similar to the first, but does not contain the first question. Instead, sample persons click on a link to connect with the survey. The first page begins with the survey questions.3) The e-mail invitation is the same as group 2, but clicking on the link takes them to a welcome or splash page introducing the survey. From there they can proceed to answer the survey. This is the approach used in many commercial Web surveys.4) The e-mail invitation and welcome page are the same as for group 3, but sample persons are presented with an additional page of instructions before proceeding to the first question in the survey.We test the design in a German opt-in panel, Sozioland, with 5,000 invitations randomly distributed across the four conditions. Given that we have profile data on the panel members, we will compare both initial response to the invitations and survey completion rates by a variety of background characteristics.

Public Opinion and the Environment

Pathways to Environmental Activism. Sandra Marquart-Pyatt, Utah State University (sandm@cc.usu.edu)
Social scientists have long been interested in the attitude-behavior nexus. This paper examines the relationship between attitudes and behaviors in the context of environmental concern. Path model analyses are conducted for a cross-national sample of general publics in examining sources of environmental activism, relying on the social psychological models (i.e. reasoned action and planned behavior). In brief, analyses examine relationships between socio-demographic, social structural, social psychological, and attitudinal and behavioral aspects of environmental concern, expressed as environmental political activism. Results point to notable patterns regarding the social forces underlying environmental activism. The effects of previously identified predictors of activism largely work through other variables, specifically general concern for the environment and behavioral intentions considered to demonstrate a willingness to sacrifice for the environment. A few paths in particular stand out in terms of broad consistency across national contexts—the effect of education on attitudes, the effect of a biocentric value orientation on general concern for the environment and pro-environmental behavioral intentions, how general environmental concern influences intended behaviors and actual activism, and how behavioral intentions affect environmentally-relevant activism. Results point to general trends: that pro-environmental attitudes influence intended behaviors and activism in many cases (but not all), that intentions more often than not translate into political actions, and that efficacy is important to consider in explanations that seek to address the attitude-behavior nexus. The similarities in these relationships across general publics of nineteen countries are quite striking. Overall, there is support for the notion that pro-environmental attitudes quite often do translate into environmentally-relevant behaviors that reflect these general orientations. Future research directions are discussed.

Attitudes toward Climate Change: The Role of Trust. Kristy Michaud, University of California, Santa Barbara (kmichaud@umail.ucsb.edu)
Although there is consensus in the international scientific community regarding the threat of global warming and its causes, conflicting views among the public have acted as a roadblock to meaningful policy solutions to climate change in the United States, where public opinion is a major force in politics. However, little is known about the public's beliefs about climate change. I seek to explain variations in beliefs about climate change by integrating the standard variables used to predict environmental attitudes with measures of trust in environmental information from political elites. The literature on public opinion about environmental issues usually focuses on environmental concern more generally and does not address beliefs about climate change in particular. Furthermore, although environmental attitudes are generally explained as a result of demographic variables, political constructs, and deeply held values, these models overlook the role that various political elites play in the transmission of scientific information from experts to the public.I explore the relationship between trust and beliefs about climate change through multivariate analysis of data from a cross-sectional survey of 2,502 Californians conducted in July 2005. By adding trust in information sources to a model of climate change beliefs that includes variables used to predict more general environmental attitudes, this research will begin to fill the gaps that exist in our understanding of environmental attitude formation and risk perception.

Support for Environmental Justice in a Politically Progressive City. Holley Shafer, San Francisco State University (hlshafer@sfsu.edu); Sheldon Gen, San Francisco State University (sgen@sfsu.edu)
Support for Environmental Justice in a Politically Progressive CitySan Francisco, known for its progressive politics, is often at the forefront of movements promoting social justice and environmental protection. Do they also support measures to promote environmental justice, and at what cost to themselves? Environmental justice refers to the idea that no racial, ethnic, or socioeconomic group of people should bear a disproportionate share of the negative environmental consequences resulting from industrial, municipal or commercial activities or facilities. San Francisco's sewer system has been criticized as environmentally unjust because 80 percent of the city's wastewater is routed to a treatment plant in the Southeast area of the city, which is disproportionately low-income and African-American. Southeast residents often complain that the plant causes odor and deleterious health effects. A survey conducted by Public Research Institute at San Francisco State University in December 2005 gauged residents' support for policies to alleviate the unfair distribution of wastewater treatment, including redistributing wastewater treatment to plants in more affluent areas of the city. The respondents, including a random sample of San Franciscans and an oversample of residents living close to treatment plants, were asked:1) How often the standards of environmental justice are met in San Francisco;2) Whether they think the current distribution of wastewater treatment is fair;3) The extent to which

residents' complaints of odor and health concerns present a serious problem;4) Whether they would support redistribution of wastewater treatment closer to their residences, 5) Whether they would support costly upgrades to the Southeast treatment plant with an increase in their residential sewer fees; and6) Where environmental justice, environmental protection, and cost fall in their priorities for the City's master plan.The proposed presentation will detail the results of these survey questions. Analyses include OLS regression and geospatial analysis of survey responses.

How U.S. Newspapers Framed Coverage of the Bush Administration's Proposal to Drill for Oil and Natural Gas in Alaska's Arctic National Wildlife Refuge. Anthony Dudo, University of Wisconsin-Madison (addudo@wisc.edu)

Numerous studies have shown that the media are a significant source of environmental information for the public (Signorielli, 1993). More specifically, given the indirect relationship most people have with the environment (Ader, 1995), it has been noted that media discourses about environmental issues influence the level of attention the public pay to these issues (Priest, 2001); the knowledge and understanding the public gain about these issues; and, ultimately, the parameters for resulting social and policy responses to these issues (Hansen, 2002). In short, the media play a critical micro- and macro-level role in how environmental issues come to be understood, discussed, and mediated. This study examined how a selection of U.S. newspapers presented coverage of the current U.S. presidential administration's first-term proposal to institute drilling for oil and natural gas in Alaska's Arctic National Wildlife Refuge (ANWR)—a salient, highly politicized environmental issue in the U.S. Framing theory was employed to guide this study since it provided a means through which to effectively isolate and describe mediated news content about ANWR and, subsequently, through which to more knowledgably extrapolate how this media content might affect its users. A number of framing dimensions were assessed including thematic and episodic frames (Iyengar, 1991), consequence frames (Gamson & Lasch, 1983), sources (Liebler & Bendix, 1996) and issue stance. Content analysis was used to systematically examine 214 ANWR-related newspaper articles and editorials published between the Bush Administration's proposal that ANWR be opened to oil development (February 2001) and the U.S. Senate's rejection of the proposal (March 2003). Five U.S. newspapers were used in the sample including the New York Times, Washington Post, Atlanta Journal-Constitution, USA Today, and the Anchorage Daily News. The results corroborate findings from existing communication literature that question the quality of environmental news coverage. Although this study uncovered some positive qualities—the ANWR issue frequently appeared in the first section of newspapers and was presented, overall, without being significantly skewed to a specific pro- or anti-drilling perspective—the framing patterns illustrated parsimonious coverage: episodic content dominated thematic coverage; government sources were privileged over all other sources; and a scant number of potential ANWR consequences were discussed. As such, as posited by extant research, it can be assumed that the media content analyzed in this study was likely to foster among its readers a nebulous, decontextualized understanding of the ANWR issue and, perhaps more importantly, a tenuous representation of how this issue can most effectively be resolved. Further empirical research is needed to test these assumptions.

Opinion and Behavior

Understanding the Influence of Facts, Beliefs and Myths on Organ Donation Decisions. Kimberly Downing, University of Cincinnati (kim.downing@uc.edu)

Currently in the U.S. over 90,000 people are on the national waiting list for an organ transplant. Many patients will die waiting for an organ. Still, many people in the U.S. have not indicated their intent to become an organ donor or told a family member of their wishes to donate. In recent years, federal and state governments have implemented initiatives and policies as a way to increase the number of people registering or indicating their wishes to be an organ donor. In 2002, the State of Ohio changed state law to make the Ohio Organ Donor Registry a donor-designated registry (or 1st person consent registry) making Ohio one of the first states in the nation with this type of organ donor registry. The purpose of the law was to increase the number of registered organ donors in the state. This paper investigates public knowledge and beliefs about organ donation. Three separate statewide RDD telephone surveys were conducted in 2001, 2003 and 2005. Two thousand Ohio adult residents were interviewed for each survey. The three organ donation surveys asked about awareness, attitudes, knowledge and behavior regarding organ donation. First, using all three surveys, we identify variables that influence decisions to donate. Specifically we focus on 13 items concerning beliefs, myths and facts about organ donation. These items include health and medical type factors, issues about death and dying and social responsibility or altruistic factors. We determine which types of items (medical, death and dying or social responsibility type factors) are most likely to predict organ donation behavior in different demographic groups. Second, using each of the three surveys, we determine whether interventions (change state law in 2002 and a statewide mass media campaign intervention in 2005) affect the impact of these factors on the decision to donate organs.

Doing What They Say: Do Surveys Predict Behavior? Murrey Olmsted, RTI International (molmsted@rti.org); Michael Schwerin, RTI International (schwerin@rti.org); Tracy Kline, RTI International (tkline@rti.org); Gerry Wilcove, Navy Personnel Research, Studies & Technology (gerry.wilcove@navy.mil)

Retention of highly trained, qualified and motivated personnel is a high priority for most organizations. This is especially true of the military, where the all-volunteer force structure creates a constant challenge for leadership as they seek to balance the number of personnel incoming (accessions) and outgoing (losses) to meet operational needs. Over the past few years, researchers have begun using surveys to collect information related to Sailor career intentions. The basic assumption of this research is that the career intentions will predict career choice behavior. However, little attention has been given to the issue of whether or not these career intentions actually predict behavior. Published research in the civilian literature has been mixed, indicating that many people leave an organization for a variety of reasons even after indicating that they plan to stay.The present study used data from the Navy Quality of Life (NQOL) survey and personnel records to explore the relationship between intentions and behavior. The NQOL is a recurring survey that assesses the quality of life of Sailors. Data included in analyses are from 8,165 respondents to the 1999 survey and 5,114 respondents to the 2002 survey. The analyses explores the relationship between intentions and behavior by comparing major groups of Sailors such as enlisted vs. officers, married vs. non-married, parents vs. non-parents, and major paygrade groups. Intentions to stay or leave the Navy were more or less accurate in predicting actual behavior depending on which dataset was used. Also the relationship between intentions and behavior was somewhat influenced by the characteristics of Sailors groups (i.e., paygrade, marital status, and parental status). The results of the analyses along with information on which Sailor groups provide more accurate responses on surveys will be presented. Implications for future civilian and military survey research along with applications to organizational policy.

Modes of Religious and Spiritual Orientation and their Relationships to Consumer Behavior. **Kumar Rao, Knowledge Networks (kumarrons@yahoo.com); Dwayne Ball, University of Nebraska-Lincoln (dball@unlserve.unl.edu); Ronald Hampton, University of Nebraska-Lincoln (rhampton1@unl.edu)**

Does one's religious and spiritual orientation influence their behavior in marketplace? A verdict is not clear. This study presents the results of a religious orientation survey of Americans conducted by Knowledge Networks. The results show that well-developed measures of religious orientation (internal, external, and interactional – Batson, 1976) are related to how Americans buy and consume. Those with a strong internal orientation tend to behave in ways consistent with doctrine, and therefore avoid proscribed products and services, and avoid purchasing from companies who appear to violate their doctrine. Those with a strong external orientation tend to behave in ways consistent with the expectations of co-religionists, and for socially-visible purchases, tend to avoid proscribed products and services. Those with a strong interactional orientation tend to be non-doctrinal seekers, and thus tend to look for positive and negative effects of their purchases in the environment when deciding how to purchase and consume. Finally, those who are low on all three orientations, and are thus neither religious nor spiritual, claim no effect on their purchases and consumption. These results call for further research by both academics and practical researchers on the effect of religious beliefs and spiritual seeking on consumer behavior.

THURSDAY, MAY 18, 2006 – 3:15PM – 4:45PM

Designing Questions I

Decomposition and Behavioral Frequency Questions. **Jennifer Dykema, University of Wisconsin-Madison (dykema@ssc.wisc.edu); Nora Cate Schaeffer, University of Wisconsin-Madison (schaeffer@ssc.wisc.edu)**

Behavioral frequency questions ('how often did you visit the doctor last year') require respondents to summarize their experiences over time with a single estimate. These questions place substantial demands on cognitive processing and respondents often report inaccurately. Decomposition or division of a single, global frequency question into two or more less cognitively taxing questions is a promising questionnaire design technique for improving reporting quality. However, few studies systematically explore this technique. We examine accuracy in reports about child support from three different telephone surveys. Each survey contains over 500 respondents randomly sampled from court records which are used to evaluate response accuracy. Informed by cognitive interviews, questions in one survey are decomposed based on the frequency, regularity, and similarity of the individual support payments and results indicate this technique yields the most accurate reports.We develop a detailed framework describing how respondents answer behavioral frequency questions. Characteristics of events, as experienced by an individual, influence how the events are organized and structured in memory. Organization and structuring, coupled with task-related variables from the interview (e.g. question wording) determine how accessible events are and how much effort is required for retrieval. Accessibility and effort influence information processing (i.e. comprehension, retrieval, and evaluation) and what strategies are used for retrieval. We test a model that predicts respondents will be less accurate when events are complex, indistinct from like events, and emotionally neutral and examine the degree to which these predict errors net of other factors (e.g. memory decay, demographics, social desirability, and motivation). Results indicate that response effects are reduced using decomposition.

Effect of Sample Size on Cognitive Pretest Results. **Johnny Blair, Abt Associates (johnny_blair@abtassoc.com); Frederick Conrad, University of Michigan (FConrad@isr.umich.edu); Greg Claxton, University of Michigan (claxton6@gmail.com); Allison Ackermann, Abt Associates (allison_castellano_ackermann@abtassoc.com)**

An often-mentioned strength of cognitive interview pretesting is its ability to identify most question problems using a few interviews. This is largely an article of faith, not based on methodological research, meta-analysis or extensive experience with more than relatively small samples.This paper reports research investigating whether larger samples produce significant gains in problem identification and, if so, the extent and nature of those gains. The research design simulates different sample sizes by selecting, with replacement, repeated sample replicates of a given size from a pool of cognitive interviews. Replicate sampling produces a more stable estimate than would a single sample of a given size. The analysis compares sample sizes on multiple measures, including problem type, severity and total number identified. Ninety cognitive interviews were conducted by 10 interviewers. The questionnaire consisted of pretested questions from federal, academic and commercial surveys that were altered to embed problems of various types and levels of severity. An independent judgment of problem severity was provided by an expert panel that numerically rated each problem.Two coders, using a problem-coding scheme from earlier research (Presser and Blair, 1994), worked together to reach consensus on coding the verbal report of each interview. The ninety interviews served as the "universe" from which random samples of varying sizes were selected. For example, for a sample of 5, 50 replicates of n= 5 were selected, with replacement. Using these 50 replicates, the mean number of problems identified for n=5 was computed. The same procedure was repeated to generate 50 replicates for other sample sizes. Examining a range of sample sizes, we found substantial differences in the problem identification measures. We discuss possible implications of these results for practice.

Measuring Health Insurance in the U.S. Joanne Pascale, U.S. Census Bureau (j.pascale@natcen.ac.uk); Paul Beatty, National Center for Health Statistics (pbb5@cdc.gov)

There is a growing interest in accurate measurement of health insurance coverage, particularly in recent years as the overall rate of uninsured has increased, and the mix of public and private coverage seems to be changing. While there has been a considerable amount of research examining and comparing the various questionnaires and methods used to estimate health insurance coverage, there is one aspect that has been largely overlooked: cognitive testing of the Current Population Survey. This particular survey is important mainly because it is the source used to produce official estimates of the uninsured. Furthermore, perhaps because of its status as official source, other national- and state-level surveys have basically mimicked its design. This presentation will summarize prior research on the CPS and similar designs, and it will present findings from cognitive testing of the 2004 Current Population Survey's series of questions on health insurance coverage. The testing revealed that, while many respondents appeared to have little difficulty with the series, others experienced a broad range of problems generally related to household complexity, confusion over public plan names, order effects and question miscomprehension. These problems have the potential to cause two main types of measurement error: underreporting coverage (which could lead to an inflated estimate of the uninsured), and misreporting one type of coverage for another type. Details on these various sources of measurement error will be presented, and implications for the resulting survey estimates will be discussed. Finally the findings will be placed into the context of a broader research agenda for improving questionnaires designed to measure health insurance.

The influence of question wording on the reporting of contraceptive method use. Hyunjoo Park, University of Michigan

There is an inconsistency in estimates of recent contraceptive method use across health surveys. One of the reasons for this inconsistency appears to be the difference between question formats across surveys. This paper examined whether different question formats produced differences in reporting contraceptive method use. It examined an experiment in the National Survey of Family Growth Cycle 6. The separate question format produced a slightly higher reporting of the contraceptive method use but the difference was not significant. Weak evidence of an interaction between the question format and elapsed time from the last sexual encounter was found.

Improving Cross-Cultural and Cross-National Questionnaires

Why Respondents Understand What They Understand. Janet Harkness, University of Nebraska-Lincoln and ZUMA (harkness@zuma-mannheim.de)

The paper argues that questions that work well in one context work well within a framework that brings together socio-cultural considerations, language and discourse conventions, text type norms, and wider pragmatic issues. Questions work well, we argue, because they are consciously or unconsciously tailored to fit this multi-faceted context. When a major component of this framework changes—the culture, the language, the text type conventions—unexpected problems arise. Respondents no longer understand questions as researchers intended them to or, in understanding, consider responses to be appropriate that lie outside the expected range. Examples from a variety of types of questions are used to demonstrate how it is that questions are understood and misunderstood, depending on the perspective and socio-cultural background of respondents. The paper suggests procedures to develop a systematic assessment tool for checking and adapting questions for cross-cultural implementation. Ultimately such tools can help us develop a more general theory of respondent perception and response than that currently recognised as necessary in survey research, whether for cross-cultural contexts or (assumed) mono-cultural contexts.

Multi-National Cognitive Testing. Kristen Miller, National Center for Health Statistics (ksmiller@cdc.gov)

This paper describes the Washington City Group project to test a short battery of disability questions developed for national censuses. The test protocol consists of the six core disability questions followed by probe questions that are designed to illustrate: 1) whether core questions were administered with relative ease; 2) how core questions were interpreted by respondents; 3) the factors considered by respondents when forming answers to core questions; and 4) the degree of consistency between core question responses and responses to a set of more detailed questions addressing respondent functioning in each of the domains covered by the six core questions. The protocol examines these four dimensions for both self-reporting and proxy-reporting responses. Demographic and general health sections are also included to examine whether the questions perform consistently across all respondents, or if nationality, education, gender or socio-economic status impact the ways in which respondents interpret or consider each question. Over the next year, the protocol will be administered in multiple countries around the world and is currently being conducted in several African nations. Once collected, data from the various locations will be combined and analyzed concurrently. This paper will first articulate the analytic objectives of the cognitive test, the type of data required to perform the test as well as the challenges to collecting such data among disparate economic and cultural contexts. Primary discussion, however, will focus on the development of the cognitive test protocol, its implementation and preliminary findings.

Eliciting Education Level in Spanish Interviews. Alisu Schoua-Glusberg, Research Support Services (alisu@email.com)

Eliciting education level in Spanish-language interviews presents a number of issues and problems. In cross-national surveys, elicitation of level of education is often a complex process in itself. Equivalent levels of education need to be identified to maximize comparability across respondents whose education took place in different educational systems. The difficulties are only compounded by translation. Latin American immigrants come to the US from approximately twenty countries. Each of those countries has its own education system with some type of primary, secondary and tertiary education. Eliciting educational level from such a diverse population is problematic, in part, for that reason. However, in Spanish interviews the problems are compounded due to the fact that the specific terms are used in different countries to refer to different numbers of years of schooling or to different cycles of schooling altogether. This presentation will discuss education data collected in Spanish-language cognitive interviews with Latin American immigrants in the U.S. conducted in 2004-2005 for the Hispanic/Latino Adult Tobacco Survey. The paper will indicate what problems were found in the interviews and what might be some solutions.

Response Errors in Cross-Cultural Surveys. Gordon Willis, National Cancer Institute (willisg@mail.nih.gov); Elaine Zahnd, Public Health Institute (ezahnd@phi.org)
Survey researchers increasingly recognize the need to consider cross-cultural variation in the functioning of survey questions, especially with respect to differences in comprehension across cultural groups. Several studies that make use of qualitative methods (cognitive interviewing) and quantitative methods (behavior coding) have now demonstrated that variation in question function, even beyond translation issues, likely has substantial effects on the obtained data, between Hispanics and non-Hispanics, between Asians and non-Asians, and among Asian subgroups (Edwards et al., 2004; Miller et al., in press; Wernecke et al., 1997; Willis et al., 2005). However, these studies have generally been limited in two fundamental ways. First, they do not clarify whether observed discrepancies in item function are actually due to "cultural conflict" – i.e., systematic and persistent differences between cultural groups in their responses to survey questions. Typically the samples studied also differ with respect to fundamental demographic variables (e.g., age, income level, educational level) that may have pronounced influence on the survey response process, and these differences are with few exceptions inadequately controlled. Second, even if the obtained differences are due to cultural group influence, they typically have been investigated somewhat haphazardly, or at a question-specific level, with insufficient attention to the issue of whether particular question characteristics are systematically related to cultural variation in response tendencies. To address these research questions, we make use of the quantitative results of behavior coding of the California Health Interview Survey, across English, Spanish, and Korean, and apply statistical methods (such as hierarchical linear modeling) that better disentangle the unique contributions of ethnic group membership, other demographic variables, and question characteristics, as they relate to indicators of problems with responses to survey questions (behavior codes). Based on the results, we will endeavor to propose approaches to the appropriate design of survey questions, cross-culturally.

Cultural Considerations in Survey Research

Applying AIDS Survey Methodology Across Cultures. **Linda Piccinino, Abt Associates (linda_piccinino@abtassoc.com); Johnny Blair, Abt Associates (johnny_blair@abtassoc.com)**
Survey research on HIV/AIDS in the United States has an established record of successes and disappointments with different approaches. These models or approaches could offer important lessons for countries newly confronting the need for this research in their own backyards.We examine models of HIV/AIDS research applied in the US, and the utility of these approaches for work in other cultures. Specific approaches used in real-life settings are presented to illustrate how survey research measures and evaluates the values and behaviors surrounding the AIDS pandemic.A challenge faced by HIV/AIDS survey researchers is the transference of survey measures that function in one context to other contexts that might have conflicting cultures or core values. Sometimes when carrying out research in other cultural contexts, the "reflex" is to impose the structure of an approach that has worked in the US onto that new context. This is commonly done without regard to perceived or actual differences in the cultures. The differences, real or otherwise, might include cultural taboos, legislation, level of experience with survey research methods, privacy protections, etc.Study design frameworks used in the US include qualitative and quantitative techniques such as in-depth surveys of the general population or specific subgroups (e.g., intravenous drug users and commercial sex workers), focus groups, local observation methods, and randomized experiments. In what ways are HIV/AIDS research paradigms that are used in the US applicable to other countries? How should these paradigms be modified or tested to be more culturally competent? To add validity and dimension to our discussion of approaches, we present case studies for HIV/AIDS survey research conducted in Africa and Eastern Europe/Central Asia. These case studies give concrete examples of applications of US models. The extent to which historical US models can be extended to non-US study populations is explored, and recommendations and cautions noted.

Reporting Hispanics Based on Language. **Melissa Herrmann, ICR/International Communications Research (mherrmann@icrsurvey.com); Jennifer Schmidt, ICR/International Communications Research (jschmidt@icrsurvey.com); Lori Robbins, ICR/International Communications Research (lrobbins@icrsurvey.com)**
Hispanics account for nearly 13% of the current United States population (2005 March Supplement CPS). Roughly, one third of this population is language bound to English, another third to Spanish, and another third that are bilingual. As such, a study of 1,000 interviews of the general population could conceivably attain a representative sample where as little as 40 interviews are conducted in Spanish. There are added costs involved with interviewing these respondents, with the need to translate and program the instrument, as well as hire and train bilingual interviewers. Thus, there still remains a large number, if not a majority, of studies where the principal researchers decide not to undergo the effort to offer their instruments in Spanish. But at what cost?This paper will explore the sometimes significant demographic differences between Spanish speaking, English speaking, and bilingual Hispanics. In addition to demographics, the authors will illustrate that there are distinct variations among purchasing habits and other attitudinal and behavioral measures. Furthermore, the paper will explore whether there are differences between bilinguals who choose to be interviewed in Spanish versus those that choose English. The results of these investigations will serve to provide the survey community insight into the degree to which choosing to forgo Spanish interviewing may be biasing the validity of their estimates within Hispanics specifically and the general population more generally.

Culture and Survey Question Answering: A Behavior Coding Approach. Timothy Johnson, University of Illinois at Chicago (timj@uic.edu); Allyson L. Holbrook, University of Illinois at Chicago (allyson@uic.edu); Young Ik Cho, University of Illinois at Chicago (youngcho@uic.edu); Anne Fuller, University of Illinois at Chicago (annef@srl.uic.edu); Thom File, University of Illinois at Chicago (thomf@srl.uic.edu)

Creating survey questions that are uniformly understood across cultures is a challenge of growing importance for survey researchers who are conducting surveys among increasingly heterogeneous populations. A number of previous studies have demonstrated that respondent comprehension of survey questions varies across cultures (e.g., Warnecke et al. 1997). One approach uses behavior coding, a methodology in which the overt verbal behaviors of interviewers and respondents are coded to indicate problems with survey questions. Although more commonly used in pre-testing survey instruments, this methodology has also been used successfully to assess potential difficulties that different cultural groups have with understanding and answering survey questions (e.g,. Zahnd, et al. 2005; Johnson et al. 2004). This evidence suggests that members of minority groups may have more difficulty overall with survey questions, but that cultural differences may not be equally large for all types of survey questions. Our research builds upon this work to examine an extended set of respondent behaviors that may indicate difficulties with various aspects of understanding and answering survey questions among members of three cultural groups. To do so, we use behavior coding data from a face-to-face survey in which 94 non-Hispanic white, Hispanic, and African-American women over the age of 40 were asked a series of 83 questions. These questions addressed their experiences, behaviors, and beliefs related to cancer and cancer screening. Our goal was to test whether there were cultural differences in the processes involved in understanding and answering these questions and the extent to which cultural variation in these processes could be predicted by the type of survey question involved (i.e., type of judgment being asked for, reading level, qualified time frame, question sensitivity or response format). Hierarchical linear modeling was used to conduct these analyses, which controlled for other potential sources of variation in response behavior.

Real or Illusory Opinion?

Do You Have a Disaster Supply Kit? A Look at How Question Wording and Social Desirability Impacts Preparedness Surveys. Larry Luskin, ORC Macro (lawrence.a.luskin@orcmacro.com); Mark Andrews, ORC Macro (mark.w.andrews@orcmacro.com); Carol Freeman, ORC Macro (carol.s.freeman@orcmacro.com): Corey Mull, ORC Macro (corey.l.mull@orcmacro.com)

Since 9/11 and especially during the past two years, there have been numerous studies that ask seemingly straightforward and factual questions—such as "Does your household have a disaster supply kit?" or "Does your household have an emergency plan?" However, if the questions are straightforward and factual, then why are the results so disparate? How can one study say 88% of New York households have a disaster supply kit, when another study shows 40% do? And, without validation, is a self-reported percentage even credible? This paper will synthesize the research performed by numerous research organizations on a very simple question—"Do you have a disaster supply kit?"—to diagnose the impact of question wording, social desirability, and other methodological differences on the responses. ORC Macro has compiled a database of more than 20 different household preparedness studies that have been conducted since 2001. These studies have been used by the Department of Homeland Security, other Federal Agencies, and localities to assess readiness, make policy and funding decisions, and to target outreach to the public. But do the results mirror reality? First, this paper will pinpoint differences in question wording that could lead the respondent to report in the positive or negative. Second, it will analyze whether respondents appear to report in the positive because failing do so may reflect poorly on them. Similarly, it will analyze the effect of methodology (e.g., telephone vs. web) on responses to determine whether respondents are more likely to report having a kit if asked in an interactive manner.

Pseudo-Opinions and 'Fictitious Issues' Revisited. Nick Allum, University of Surrey (n.allum@surrey.ac.uk); Patrick Sturgis, University of Surrey (p.sturgis@surrey.ac.uk); Patten Smith, BMRB International (patten.smith@bmrb.co.uk)

The problem of respondents expressing non-attitudes or pseudo-opinions is one familiar to survey researchers. One of the most vivid ways in which this has been demonstrated is by asking people for their opinions on what is in fact an entirely fictitious issue such as the 'Public Affairs Act' (Bishop et al 1980; 1986). However, whilst the phenomenon is well known, the reasons for its occurrence are less well understood. Education has been identified as the most robust factor associated with the propensity offer pseudo-opinions, but it is not clear whether this is, for instance, due to differences in political knowledge between better and less educated respondents or whether other personality type traits also associated with education are responsible. In this paper we present results from a series of survey experiments, embedded in a weekly national telephone omnibus survey carried out by BMRB International that have been designed to elaborate on these questions. We extend the earlier work of Bishop et al on fictitious issues and examine the effects of a range of variables including political knowledge and sophistication, gender and personality type traits, such as confidence, on the propensity to offer pseudo-opinions. We conclude by proposing an explanatory framework for understanding the response process that leads to the proffering of pseudo-opinions.

Polling and Social Issues

Images of Aging 2005. Robert H. Prisuta, AARP (rprisuta@aarp.org); Albert Hollenbeck, AARP (ahollenbeck@aarp.org); Xenia Montenegro, AARP (xmontenegro@aarp.org); Alexis Abramson, University of Southern California (alexis@abramson.com)
The presentation summarizes findings from a 2004 AARP-USC survey conducted to understand Americans' knowledge, perceptions, and attitudes about aging and older people. Comparisons are made to a similar 1994 AARP study. An RDD sample (n=1,202) was used for the general population, with targeted oversamples for African Americans (n= 222) and Hispanics (n=170). Response rate for the general survey using AAPOR Response Rate 1 was 34%, with a cooperation rate of 57%.Most Americans have a reasonably good knowledge of aging, understanding that despite some declines in physical and mental capabilities, older people are healthy enough to enjoy a variety of activities, including sexual relations, meaningful work, and learning. But many Americans still have misconceptions about aging and older people, thinking that older persons are typically cognitively impaired, asexual, less effective in the workplace than younger workers, or unhappy. These impressions have been stable over the last decade.Less knowledge about aging is also associated with greater anxiety about it. Common anxieties about aging involve health, money matters, independence, and a general concern about the future. Those who are younger, have lower incomes, are less educated, have more personal problems, and who are either African American or Hispanic also have greater anxiety. The overall level of anxiety has remained stable compared to 1994.While Americans are aware of changes for the better in the health and economic status of older persons in recent decades, they project more problems onto older people than older persons themselves actually experience.There is little evidence of intergenerational conflict. Few Americans feel that older persons have too much influence or get more than their fair share of local government benefits. Most are positive about the role of older persons in their local communities. While the results are in many cases gratifying, the persistence of misconceptions remains a challenge.

Strength of Opinion in Death Penalty Decisions. Robert Ross, California State University, Chico (rross@csuchico.edu); Edward Bronson, California State University, Chico (ebronson@csuchico.edu)
This paper explores the impact of the gender and race of the respondent on prejudgment of guilt and imposing the death penalty in high-profile criminal cases. Our analyses are based on original survey data collected from four recent death penalty cases in California. In a series of earlier papers presented at AAPOR, as well as at other national and international meetings, we found that while overall our results were similar to published national data-that is, women and blacks are less likely to judge a defendant guilty and less likely to select death as the appropriate penalty-when the race of the defendant or the characteristics of the crime are considered these results are often reversed. In certain types of cases-violence against women, for example-women were actually more conviction prone than men and more willing to impose a sentence of death in that particular case. In some cases involving white defendants, Blacks were as willing as whites to convict and to impose the death sentence. In these papers, incorporating data from over fifty high-profile cases, we developed a salience model to explain the differences.For this paper, we conducted an experiment in these four cases, where we asked respondents who voted for the death penalty in that particular case to indicate if they would always impose the death penalty (ADP) and for those respondents who voted for Life Without the Possibility of Parole (LWOP) if they would never impose it. With open-ended questions, these positions were explored in more detail. We are thus able to refine our previous conjectures about ADP and LWOP positions as they relate to race and gender. More importantly, we are able to address some of the practical consequences of the exclusion of certain potential jurors on the representativeness and conviction proneness of the remaining jury pool.

Researching Refugees Arriving in the UK. Mark McConaghy, UK Home Office (mark.mcconaghy@homeoffice.gsi.gov.uk); Liz Pendry, UK Home Office (liz.pendry@homeoffice.gsi.gov.uk)
The UK is taking part in a United Nations High Commissioner for Refugees program to resettle refugees who have been living in refugee camps abroad and where there are poor prospects for local integration. To gain a better understanding of the early experiences of these resettled refugees, the Home Office has embarked on a series of longitudinal qualitative interviews with a sample of these refugees.The early work has centred on how successful the first steps have been for this group, their thoughts on moving to the UK, early experiences, bedding into the community and accessing education, training and employment opportunities.The research has identified that integration is impeded by some fundamental factors – limited fluency in English, having young dependents, equivalence of overseas academic and vocational qualifications; but it is also influenced by a range of host factors, including, where refugees are housed and quality of housing, ability to gain identity documentation, experiences of racial harassment and prospects for family reunion.The material generated from the qualitative interviews is being used to inform the development of a more structured series of questionnaires that will be used longitudinally with a wider cross section of refugees and new migrants arriving in the UK. This survey based approach will generate a better overall picture of how refugees integrate and how this varies depending on their characteristics and those of their new communities. The presentation will present evidence and findings coming from the qualitative interviews and how this is being used in the development of a social survey approach which also includes a new dimension of cross cultural equivalence and testing.

Attitude Polarization

The Enigma of the Role of Issue Salience in Voting. Amy Gershkoff, Princeton University (agershko@princeton.edu)
Previous studies have examined whether issue salience is a factor in predicting vote choice, and results have been mixed. Some studies have found that issue salience is a theoretically and empirically important predictor of vote choice (e.g., Enelow and Hinich 1984; Hutchings 2003), while others found that issue salience does not predict vote choice (e.g., Niemi and Bartels 1985). Each of the previous studies of the impact of issue salience on vote choice has used different methodologies for measuring issue salience, applied to different data, in different years, for different issues. These studies have produced conflicting results, but because of the differences in study design, it has been impossible to know whether or not to attribute these differences to variation in method, samples, issues, and years. Here I use 30 years of National Election Studies data to examine two dozen issues using 4 different methods for measuring issue salience. I conduct a side-by-side comparison in which I use the same issues, same years, and same samples to examine the differences in substantive conclusions about the role of issue salience in voting that are produced by using different methodologies for measuring issue salience. I demonstrate that when one of the methods is used, issue salience is consistently a significant predictor of vote choice, but when the other 3 methods are used, the results are mixed. My results suggest that substantive debates about the role of issue salience in voting have been borne of methodological differences in measuring issue salience. I conclude both that issue salience matters for voting behavior and that the method that produced the most consistent results should become the standard method for measuring issue salience.

Reassessing Issue Polarization: The 2004 Election. Sunshine Hillygus, Harvard University (shillygus@gov.harvard.edu)
There appears to be a growing consensus that U.S. political parties are more polarized today than at any time in recent history, but there remains debate regarding the response of the mass public to that polarization. Some have argued that partisans in the electorate have either fallen in line with their national party's positions or they have switched to the party that better reflects their policy views. So, it is assumed that partisans are now congruent with their affiliated party on most policy issues, especially the social issues that dominate political debate. However, we do not have a sense of the extent to which partisans disagree with their party on policy issues in this highly partisan political context. Do contemporary partisans face tensions between party loyalties and policy preferences or have identifiers so completely aligned themselves with party mandates that pervasive agreement is now the norm? To the extent that individuals are cross-pressured between their party affiliation and issue preferences, how does it affect voter decision making? Using a unique national survey following the 2004 presidential election, we explore the prevalence and influence of cross-pressures between party loyalties and issue preferences. We find that more than 80% of partisans disagree with their affiliated political party on at least one prominent issue; and we find similar numbers even among the politically sophisticated and strongest partisan identifiers. The greater the number of issue cross-pressures, the more likely an individual is to defect from her party's candidate at the ballot box (or consider doing so) and the less likely she is to feel that the party adequately represents her. Some issue cross-pressures, however, are more likely to induce such behavior than others. We argue that an issue cross-pressure can be activated if it is made accessible to the individual during the political campaign.

Values Competition and Attitudinal Ambivalence. David Jamieson, Environics Research Group (david_jamieson@environics.ca)
In pluralistic societies attitudes toward complex social issues are often rife with the quality of evaluative and decisional ambivalence. Competing values and value frames appeal to conflicting positive and negative sentiments toward the same attitude targets. While a variety of strategies are used by individuals to resolve approach-avoidance conflicts regarding social attitudes, more often attitude ambivalence may be left unresolved psychologically or may be compartmentalized through the adoption of situation-specific conditions under which both pro- and anti-evaluations may continue to co-exist and be accommodated. Using Kaplan's (1972) technique for the separate quantitative assessment of positive and negative sentiments toward social issues and the computation of scores of ambivalence from them, we report on an analysis of the attitude conflict felt by Canadians toward several topical societal issues. These were measured within an annual general population syndicated study of Canadian social values (n=2700), which allowed us to examine the values differentially related to opposing attitude sentiments, as well as to ambivalence per se after correcting for attitude polarization. We discuss the implications of the approach for understanding value conflicts underlying attitude ambivalence, argue that communications strategy and political persuasion may be built around exploiting such conflicts, and compare this method with other methods of ambivalence assessment in survey research.

When Americans Stare Across the Red-Blue Divide. Anthony Salvanto, CBS News (salvantoa@cbsnews.com)
What do Americans think of their fellow citizens from opposite sides of the political divide? When the nation's voters look at their partisan and ideological rivals – those who back the other candidate or align with the other party – do they see people with whom they disagree on policy, but who are otherwise much like themselves, or do they see those different political stripes marking much broader cultural and value differences, too? This paper presents findings from a series of national CBS News Poll questions that explore Kerry voters' views of Bush voters, liberals' views of conservatives, and vice-versa. Evaluation criteria include the extent to which the other side shares one's life goals outside of politics; one's moral values; whether they are patriotic, tolerant, or as informed as oneself; and the motivations they ascribe to those other voters. Analyses show how views of others relate to intensity of preference for one's own party or candidate, preferred media sources, daily-life exposure to different groups, and campaign effects (questions were asked in both 2004 and through 2005.) It also addresses methodological and question-wording issues related to presenting these concepts in a poll.The conclusions help show whether ordinary Americans really see their nation through the "Red versus Blue" framework that is so prevalent in political analysis today, and also if they harbor the same animosities toward opponents so often displayed by politicians and pundits. Those findings, in turn, contribute to the larger discussion of whether the nation is truly split along cultural, not just partisan, lines – a discussion that can be greatly informed by knowing whether citizens themselves believe such broad dividing lines exist.

What about the People? Impact of Ideologically Homogeneous Groups on False Consensus. Magdalena Wojcieszak, University of Pennsylvania (magdalena@asc.upenn.edu)
Scholars who point to perils to democracy introduced by the internet generally focus on extreme groups. Since intragroup homogeneity biases the within-group opinion sampling, members are likely to overestimate public support for their views. Not fearing social isolation, they are likely to express their opinions and might gain support for their extreme positions. However research on the importance of social networks to opinion dissemination suggests that extensive and heterogeneous groups should decrease the overestimation of public support (Huckfeld & Sparague, 1991, 1995). Also, news media contribute to opinion perception (Mutz & Martin, 2001), thus media exposure should also reduce pluralistic ignorance. This study assesses the effects of participation in ideologically extreme online discussion groups on pluralistic ignorance. It also tests the contingency of misperception on news media exposure and on size and heterogeneity of offline networks. It analyzes survey data obtained from over 300 participants of neo-Nazi and radical environmentalist online forums and finds that both groups overestimate the public support for their opinions (issues tested were equal rights and globalization). Participation in neo-Nazi groups significantly predicts misperception. Also, exposure to neo-Nazi online groups impacts opinion strength mediating the effects of online groups on misperception. For environmentalists the extremism, not the online group predicts misperception. Contrarily to research on the importance of social networks, the size and heterogeneity of offline groups did not affect the misperception, but the exposure to ideologically dissimilar news media did. Neo-Nazis exposed to liberal media and environmentalists exposed to conservative news media have accurate perception of public opinion distribution than those whose news sources are ideologically consonant. These findings indicate that participation in online groups results in pluralistic ignorance, a finding of conspicuous importance given the extremism of opinions, and that impersonal influence is of greater importance than personal one with regard to opinion perception.

Core Values in the U.S. and Canada

Are We Really Becoming Our Parents? Social Values and Social Change in Canada. **Keith Neuman, Environics Research Group (keith.neuman@environics.ca); David Jamieson, Environics Resarch Group (david_jamieson@environics.ca)**
Adults aged 50 years plus represent a large and growing segment of the North American population, who collectively are transforming this time of life. Their stamp at every generational milestone has been unique, and the manner in which they approach and experience the "golden years" of aging and retirement promises to be no different. While much of this change in the experience of older age will result from different economic circumstances and health status when compared with past generations, it will also be driven by the social values which characterize this cohort. With demography no longer the primary basis for determining identity and outlook, social values are now an essential framework for understanding change across generations.This paper addresses two central questions: First, how do the values of today's older generation compare with the values of this generation in past years, given that the first half of the Boomer cohort has now moved into this golden year segment? Second, to what extent, and in what ways, are Boomers' social values changing as the individuals in this cohort move from middle to older age? These questions are addressed through the analysis of data collected in a series of national surveys conducted between 1992 and 2004 with representative samples of Americans and Canadians. This research is grounded in an established model of social values ("Systeme Cofremca de Suivi des Courants Socio-Culturels", or "3SC") developed in the 1960s and used in more than 20 countries to gain a multi-dimensional perspective on social structures, value changes and consumer markets. The model encompasses more than 100 social value constructs covering important sociological and psychological dimensions (e.g. family relations, spirituality, adaptability) (the model was presented at the 2004 AAPOR Conference, and the current paper extends the application to understanding generational change).

The Cultural Orientation of Public Opinion. **John Gastil, University of Washington (jgastil@u.washington.edu); Don Braman, Yale University (don.braman@yale.edu); Dan Kahan, Yale University (dan.kahan@yale.edu); Paul Slovic, University of Oregon (pslovic@darkwing.uoregon.edu)**
Is the American electorate culturally divided? The question itself polarizes professional observers of American politics. Drawing on the cultural theory of Aaron Wildavsky and Mary Douglas, we argue that the preferences of the American electorate derive from a complex and largely cognitive synthesis of cultural and material concerns. Culture does matter, a lot, for average citizens, as well for partisan ideologues. But the way in which it matters is grossly misrepresented by the popular "culture war" metaphor. Cultural values do not so much motivate citizens as orient them. Citizens are guided by the stances political parties take on cultural issues not because citizens want to ram their values down their neighbors' throats, but because they see the congeniality of a candidate's worldview as the best evidence that he or she can be relied on to put food on their table. As a result, even citizens who are relatively tolerant of—or simply indifferent to—the values of persons who harbor cultural commitments alien to their own will find themselves consistently arrayed against those persons as they attend in common to their material needs.After systematizing Wildavsky and Douglas' theory and integrating it with existing accounts of mass opinion formation, we present the results of an original random-digit-dial survey of 1843 U.S. residents. Results showed that cultural orientations accounted for policy-related attitudes on gun control, environment, capital punishment, and gay marriage, even at low levels of political sophistication and after controlling for demographics, left-right ideology, and partisanship. By contrast, much of the predictive power of demographics, left-right ideology, and partisanship on policy attitudes dissipated after taking into account cultural orientations.

The Changing Nature of American Family Life. **Suzanne Bianchi, University of Maryland (SBIANCHI@SOCY.UMD.EDU); Melissa Milkie, University of Maryland (MMILKIE@SOCY.UMD.EDU); John Robinson, University of Maryland (ROBINSON@SOCY.UMD.EDU)**
National time-diary data provide public opinion analysts and social observers a unique opportunity to understand how American family life has been and is changing. Diary data offer important advantages over other survey methods in terms of measurement validity and reliability. In the present analysis, we employ data from the University-based time-diary studies conducted between 1965 and 2001, and including the 2003-04 Census Bureau studies for BLS (n>30,000), as well as national diary studies conducted in other countries to draw

some surprising conclusions about trends in family attitudes and behavior. Among some of these conclusions are that: 1)American parents, especially fathers, are spending more time with their children than 40 years ago 2)Similar trends are found for families in other Western countries, in which the upward parenting trend appears more dramatic in the last 15 years 3)This time apparently comes from less time spent on paid work and housework, and also less time with one's spouse 4)Weekly diaries confirm that, despite these increases, American parents are still able to average more than 30 hours a week on free time activities, particularly television 5)These weekly diaries further indicate that time spent with children by fathers is strongly correlated with time spent by mothers (after controls for age and number of children, and other demographic factors), meaning that some children's lives are greatly favored in terms of parental contact. 6)Despite these increases in parenting time, almost half of parents (particularly again fathers) feel they don't spend enough time with their children. 7)Parents, particularly mothers, report more multitasking than 30 years ago 8)Despite these trends, only a slight decline in families eating meals together is found.These findings are supported by several methodological advances and findings in the collection of diary data.

Changes in American Core Values: 1960-2005. John Robinson, University of Maryland (ROBINSON@SOCY.UMD.EDU); Steven Martin, University of Maryland (SMARTIN@SOCY.UMD.EDU)
Almost 50 years ago, prominent social scientists Robert Bales and Arthur Couch conducted an exhaustive literature review of various questions related to American values. They conducted factor analyses of several thousand such value items to identify four basic dimensions inherent in the meaning of these value statements: authoritarianism, egalitarianism, individualism and expressionism. Social psychologists at the Institute for Social Research at the University of Michigan subsequently administered a battery of three items loading most strongly on each of the four factors to a national sample in the early 1960s, in which they replicated this basic factor structure when applied to a cross-section of the US population. These items were then repeated with two national samples using telephone and Internet samples in 2001 and 2005, in which the same four-factor value structure remained intact. Changes in the public responses to these value dimensions are reported, along with interpretations of what might have led to these changes in values.

Experimenting with Incentives

Are One-Time Increases in Respondent Fee Payments Cost-Effective on a Longitudinal Survey? An Analysis of the Effect of Respondent Fee Experiments on Long-Term Participation in the NLSY97. Kymn Kochanek, National Opinion Research Center (kochanek-kymn@norc.uchicago.edu); Jodie Daquilanea, National Opinion Research Center (daquilanea-jodie@norc.uchicago.edu); Arleigh Dom, National Opinion Research Center (dom-arleigh@norc.uchicago.edu)
The NLSY97 provides a uniquely strong and timely environment in which to test the long-term impact of respondent fees. Fielding is conducted annually and data is made available each subsequent year. Over the last five years, NORC has conducted two experimental tests on the impact of adjusting respondent fees. Respondents were randomly assigned, controlling for sibling relationships only, to control or treatment. Respondents had the opportunity to participate in two subsequent rounds, allowing us to test both initial and long-term effects of the amount change. During Round 4, both the amount and timing of payment were adjusted. Respondents received $15 or $20, either as part of the advance mailing or at the time of interview. The full sample was included; siblings were treated similarly. Payment Groups: R3, R4, R5, R6, $10, $10, $20, $20, $10, $15, $20, $20, $10, $20, $20, $20. One comparison is whether larger, one-time respondent fee adjustments are as effective as smaller, more frequent raises.During Round 7, approximately 1100 previous non-respondents were separated into two groups. The treatment group received an additional $5 for each missed round, with a maximum of $15. Payment Groups: R7, R8, R9. Participated R6 and Controls $20, $20, $20. Missed 1: $25, $20, $20. Missed 2: $30, $20, $20. Missed 3+: $35, $20, $20. Initial findings suggest that a one-time payment in certain cells positively impacted both current and subsequent participation. We are further analyzing how key demographics respond to these changes. We will also measure whether sibling behavior is impacted by changes to payments made to respondents other than themselves.The findings will add to the body of knowledge for all longitudinal studies.

Personal Contact and Performance-Based Incentives. Rosemary Holden, Nielsen Media Research (rosemary.holden@nielsenmedia.com); Ling-Miean Heng, Nielsen Media Research (ling-miean.heng@nielsenmedia.com); Paul Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com); Scott Bell, Nielsen Media Research (scott.bell@nielsenmedia.com); Agnieszka Flizik, Nielson Media Research (agnieszka.flizik@nielsenmedia.com)
Personal Contact and Performance-Based Incentives to Raise Long-term Panel Compliance and Reducing Missing DataIn multi-wave longitudinal surveys, panel fatigue refers to the tendency of respondents to be less willing to cooperate and/or to provide less complete and accurate data in each subsequent wave of the panel. In most surveys, this means not being willing to be interviewed at all or not answering questions as completely and accurately in later waves of data collection compared to earlier waves. When measuring television tuning and viewing in Nielsen's long-term People Meter panels, the challenge is to gather complete and accurate data from all household members (aged 2+) in more than 10,000 panel households everyday of the year for 24 months. To counter panel fatigue and noncompliance among certain demographic cohorts in Nielsen's people meter households a comprehensive new program was introduced in 2005 that included a monthly performance-based incentive plan coupled with intensive personal contact from at least one Nielsen field staff member. This personal contact took the form of diagnosing the causes of noncompliance and identifying proactive solutions with the household's involvement, the judicious use of positive reinforcement, and routine feedback to the household members about their monthly performance.The paper will report a myriad of results comparing the before/after compliance and the amount of missing data for households assigned to the program with the before/after data of a group of demographically equivalent households not assigned to the program. The results show that the program was very successful in reducing missing data and raising long-term compliance in the vast majority of households assigned to the treatment.

Lottery Incentives with a College-Aged Population. **Margaret Parker, National Opinion Research Center (parker-maggie@norc.org); Lekha Venkataraman, National Opinion Research Center (venkataraman-lekha@norc.org)**
There has been limited research conducted on the effectiveness of lottery incentives. However, the existing research does indicate that the implementation of lottery incentives, specifically for a student aged population, can have a positive effect on response rates. In an attempt to boost response rates for the 2005 Cohort 3 First Follow-Up Gates Millennium Scholars (GMS) Tracking and Longitudinal Study, NORC chose to employ a lottery incentive. To assess the effectiveness of this new incentive structure, NORC implemented an experiment in which a $200 lottery prize was offered upon completion of the survey to half the sample of non-recipients of the GMS scholarship and all original recipients of the GMS scholarship who were no longer receiving the scholarship funds. This paper will explain the efforts made to monitor the completion rate among those offered the incentive, and compare the final response rates against those who were not selected to receive the incentive. Preliminary results of this experiment showed that the lottery incentive did not help to boost response rates for either targeted group. On the contrary, NORC received more completes from the non-lottery, control groups than from the lottery experiment group. This paper will discuss the outcomes of the lottery experiment and also suggest reasons for why it was not effective and make recommendations of how a lottery incentive could be used more effectively.

Factors Contributing to Non-Response

Jibum Kim, National Opinion Research Center (kim-jibum@norc.org); Tom W. Smith, National Opinion Research Center (smitht@norc.uchicago.edu); John Sokolowski, National Opinion Research Center (Sokolowski-John@norc.uchicago.edu)
Using the 2002 and 2004 General Social Survey (GSS) and the 2000 census, this study explores the association between neighborhood context and cooperation rate. The census-tract-level cooperation rate is based on the ratio of the respondents over respondents plus refusals. Although the GSS has been a flagship survey, very few studies have been conducted on the ecological correlates of cooperation rate. The 2002 and 2004 GSS used different sampling frames, which provides a unique opportunity to identify consistent factors related to cooperation rate. Using OLS regression, we found that in both years the percentage of people whose incomes are below the poverty level and the percentage of people aged 18 and under was positively related to cooperation rate, and the percentage of black population was not significantly associated with cooperation rate. These findings suggest that areas with high concentration of poverty and black do not reduce cooperation rate as social disorganization theory would predict.

An Examination of Non-Contact as a Component of Nonresponse in a Business Survey. **Jeffrey Dalzell, U.S. Census Bureau (jeffrey.l.dalzell@census.gov); Diane Willimack, U.S. Census Bureau (diane.k.willimack@census.gov)**
A common belief held by establishment survey practictioners is that nonresponse is often due to either response burden or the lack of the requested data being easily available in business records. The few formal studies available do tend to confirm that common belief, but also indicate that non-contact affected a substantial number of the attempts to communicate with nonrespondents The primary reasons for non-contact included the business no longer being in operation, or the difficulty in identifying and reaching the appropriate contact point in the business. Non-contact remains a largely unexplored portion of nonresponse in business surveys. For the 2003 Survey of Industrial Research and Development, an annual survey of businesses, which is co-sponsored by the U.S. National Science Foundation and the U.S. Census Bureau, there was a telephone follow-up that allowed further exploration of the issue of reasons for non-contact. Calls were made in an attempt to reach several hundred survey nonrespondents, and the result of each call attempt was recorded. The results were summarized, and the impact of several possible obstacles to contacting the appropriate data reporter was analyzed, such as gatekeepers, employee turnover, or voicemail. Results provide insight into considerations for addressing business survey nonresponse through strategies to reduce the amount of non-contact –an approach that has reduced the decline in response rates in household surveys.

Projecting Your Assets: Asset Value Nonresponse. **Natalie Otoo, Westat (natalieotoo@westat.com); Ryan Hubbard, Westat (ryanhubbard@westat.com)**
Wealth and asset estimates traditionally suffer from poor reporting. Economic studies have applied a bracketed unfolding approach for asset reporting in an effort to compensate for high rates of item nonresponse and to reduce imputation bias. This technique has been highly successful in producing partial-response information for asset values. Results from a recent round of the Medicare Current Beneficiary Survey (MCBS) replicate the general findings of the Juster and Smith (1997) analysis of asset value unfolding in the HRS and the AHEAD. Recently, the MCBS employed a new variation of unfolding procedures used in these studies, which produced a substantial reduction in full-item nonresponse. Unfolding produced a categorical asset value estimate for approximately 50% of initial nonresponders. This finding supports the Juster and Smith hypothesis that nonresponse is reduced by indicating to the respondent that a rough estimate is acceptable when a precise figure is unavailable. The reduction in nonresponse on the MCBS is comparable to results in earlier studies despite key differences in the unfolding approach. The MCBS uses a single indicator for the estimated value of all non-housing assets. This increases the complexity of calculating an exact figure, which increases respondent burden. The unfolding technique introduced on the MCBS was condensed, employing only a single bracketed item followed by a detailed categorical question. Response patterns for the MCBS asset value items are analyzed to produce a demographic profile of respondents who offer: 1) a full response, 2) a partial response, and 3) no response. Close attention is paid to those respondents who offer a "don't know" or "refuse" response. Additionally, this analysis examines the detailed asset profile of responders and nonresponders to identify any differences in response based on diversity of assets. These multivariate profiles may help explain asset value nonresponse and assist in survey design.

Changes in Nonresponse to Income Questions. **Ting Yan, University of Michigan (tingyan@isr.umich.edu); Matthew Jans, University of Michigan (mattjans@isr.umich.edu); Richard Curtin, University of Michigan (curtin@isr.umich.edu)**

Nonresponse, both unit and item, is a pressing issue in survey methodology; it has a great impact on making inference to the target population and on survey costs. This paper focuses on item nonresponse to income questions, because income data, collected in almost every survey, is associated with a large amount of missing data. We will examine changes in nonresponse to the income questions in the Survey of Consumer Attitudes (SCA). The SCA is a monthly RDD study; it asks respondents first to report their income in dollar amounts with an open-ended question. For those who do not provide an answer, they are followed up with a closed-ended question with income brackets. We will take a historical approach in studying 28 years of SCA data (from January 1978 through December 2005) and examine the trend of nonresponse to the income questions in SCA over time. Analysis of bracketed versus open-ended income questions will be conducted on data from June 1986 forward. Preliminary results showed that the overall nonresponse rate increases about 0.21 percentage points with each year.

Health Issues

Public Support for Drug Treatment Insurance. **Kenneth Rasinski, National Opinion Research Center (rasinski-ken@norc.org); Rosalyn Lee, National Opinion Research Center (lee-rosalyn@norc.org)**

According to a recent study, treatment cost was listed as the reason that most of the untreated 6 million people who suffered from drug addiction did not receive treatment (SAHMSA, 2003). We present results from the first national survey to examine determinants of public support for mandated insurance coverage of substance abuse treatment. Results indicate the nation is divided about equally in their support for no coverage of substance abuse treatment, limited coverage, and full parity (i.e., coverage with no restrictions). This did not vary by region or urbanicity. Surprisingly, there was no influence of perceived treatment effectiveness. Political liberals favored parity, women were supportive of some versus no insurance coverage, and those who held the addict accountable for their addiction problem were likely to support no insurance coverage. Those who had personal experience with substance abuse supported parity.All respondents were asked to rank their preference for restriction type – increasing a co-payment, limiting the number of visits per episode, or limiting the number of episodes – if treatment coverage was mandated but restrictions were necessary. Overall, limiting the number of episodes was the clear favorite. Those who did not support insurance coverage, when pressed, said that they would limit the number of treatment episodes rather than increase the co-payment, but that they would also limit the number of visits per episode. Those in the south supported limiting the number of treatment episodes rather than increasing the co-payment. Compared to suburban residents, those living in urban areas supported limiting visits per episode over limiting number of episodes.ReferenceReasons for not receiving substance abuse treatment. Office of Applied Studies, Substance Abuse and Mental Health Services Administration (SAMHSA, The NSDUH report (November 7th, 2003)

The New South versus the Old South. **Kelly Foster, University of Georgia (kfoster@cviog.uga.edu)**

The New South versus the Old South: Differing Perceptions on Obesity and Policies to Address Childhood Obesity in GeorgiaChildhood obesity is one of the leading public health issues of the 21st century for the nation in general and Georgia in particular. Currently, 15% of children in Georgia are overweight and another 11% are at risk for becoming overweight . There are a number of actions being considered at the state level aimed at combating childhood obesity. As legislators, public health officials, and concerned citizens move forward in combating childhood obesity, it is vital that they understand the attitudes of Georgians on childhood obesity as a public health concern, the roots of obesity, and Georgians' attitudes on possible legislation. However, gaining a consensus among Georgians is not as easy as it may appear. With the influx of new residents to Atlanta, Georgia's capital city has begun to transform into a new southern city where ideas and attitudes are much different from other areas of state. Atlanta has been called the "New South" and many native Georgians feeling as though Atlanta is so culturally different that it has become more of a distant cousin than a sister city. This paper examines data for the state of Georgia to assess whether or not the Atlanta area has differing perceptions on health related issues than does older, more rural areas of Georgia. Using data from the Peach State Poll—a quarterly general population survey in Georgia—this paper examines particular differences when it comes to public opinions on obesity and policies to address childhood obesity in the state of Georgia.

Culture, Caring, and Constituencies. **Kimberly McCaffrey, Press Ganey Associates, (kmccaffrey@pressganey.com); Kimberly Lawler, Press Ganey Associates (klawler@pressganey.com); Robert Wolosin, Press Ganey Associates (rwolosin@pressganey.com); Paul Clark, Press Ganey Associates (pclark@pressganey.com)**

Beliefs and core values are integral parts of organizational culture, which is among the most enduring of organizational attributes. In hospital settings, organizational culture is manifested in innumerable ways to affect patient care, employee retention, and physician loyalty. Thus, culture plays a key role in the viability of the institution through its effects on these three important constituencies, each of which interacts with the hospital in different ways and has differing expectations and goals. This presentation will offer a model of how hospital culture is linked to valued behaviors such as positive word of mouth. Beginning with a core triad of experience/evaluation/behavior, the model will be enlarged to include empirically-derived relationships among satisfaction ratings of patients, employees, and physicians. These relationships reveal how an underlying hospital culture affects patients, employees, and physicians in similar ways. Data for the presentation come from satisfaction surveys of patients, employees, and/or physicians conducted by a large research firm that contracts with hospitals for quality improvement. Client hospitals that use the firm to gauge satisfaction from at least two of the three groups were identified, and data from those clients (over 400,000 surveys representing over 150 hospitals) form the basis of the empirical relationships to be shown. Details of the survey process differ for each type of respondent; each features a psychometrically valid, reliable survey instrument and a process that minimizes response bias. Correlations among survey ratings will be used to derive aspects of hospital culture that determine respondents' experiences within their role in the hospital. In essence, the data show that hospital culture operates through senior administrators. These administrators promote caring relationships with patients, employees, and physicians; they allocate resources wisely and their institutions achieve process efficiency. The presentation will conclude with some practical implications of the model.

Physical Activity Interventions: What Works Best? Teresa Keenan, AARP (tkeenan@aarp.org); Laura Skufca, AARP (lskufca@aarp.org)

For many decades, health promotion professionals have been examining ways to increase physical activity and subsequently reduce obesity and prevent disease. As part of its health-related activities in concert with the HealthierUS objectives, AARP launched a 10-week walking pilot in June 2004. The purpose of the 10-week programs was to test the efficacy of different interventions to motivate individuals age 50 and older to exercise. The four participating cities were Raleigh, NC (media communications only/control city), Columbia, SC (media with step counters), Little Rock, AR (media with peer support), and Montgomery, AL (media with both step-counters and peer support). Baseline surveys were collected from 1,154 participants and post-program surveys were completed by 480 participants generating an overall response rate of 42%. All participants were over the age of 50. Participants were asked about (1) their general attitudes towards exercise, (2) their physical activity behaviors, (3) knowledge and use of step-counters, (4) the impact the walking program had on their health, and (5) their subsequent behavior. Results indicated that it is the combination of the step-counter and peer support that is the most motivating. More specifically, Montgomery, AL (media with both step-counters and peer support) demonstrated the highest gains in number of minutes spent in physical activity. Approximately half of the participants did not report using the step-counters at follow-up, however a large majority reported the step-counter to be helpful in getting them started, keeping motivated, and tracking their progress. It is recommended that walking programs incorporate both the step-counters and peer support to be most effective in changing behavior. Other elements that were found to be particularly helpful were the 10-week duration of the program, the educational kick-off, a weekly "touch" point, and a celebration of achievement at the program's conclusion.

A Values-Based Segmentation of Youth Smokers. **David Jamieson, Environics Research Group (djamieson@environics.ca); Donna Dasko, Environics Research Group (ddasko@environics.ca); Murray Kaiserman, Health Canada (murray.kaiserman@hc-sc.gc.ca); Judy Snider, Health Canada (judy_snider@hc-sc.gc.ca)**

Title: A Values-Based Segmentation of Youth Smokers Few surveys have sought to relate exhaustive motivational and social values assessments of smoking behaviour. Fewer still have attempted to segment smokers on this kind of motivational and values basis. Secondary analyses along these lines were conducted using four years of Environics' proprietary, annual, general population survey of Canadians' social values. Youth aged 15-24 were selected as the target of the investigation (n=1,842). In order to isolate a set of motivational and social values variables to serve as the basis for segmentation, stepwise discriminant and regression analyses were conducted to distinguish several outcome groups by their values (e.g., daily vs. occasional smokers, light vs. heavy smokers, smokers vs. ex-smokers, etc.). A consensualization of these empirical results and further variable reduction via PCA revealed 14 key values (from among the over 100 assessed) and five primary factors underlying the values and motivations linked to smoking in youth. These factors were: Anxiety, Impulse Control, Self-Expansion, Autonomy and Immediate Engagement. Anxiety and Impulse Control are, in particular, potent antagonistic drivers of smoking. Using the 14 key values, four youth smoking segments were then derived via classical Euclidean distance-based clustering (agglomerative and non-hierarchical under K-means) and were used to identify strategic targets for youth smoking cessation and prevention communications campaigns. We discuss the utility in social marketing of using values-based segmentations to construct motivational appeals, as well as the importance when interpreting youth motivation-based segments of considering youth values in the context of the lifespan development of values.

Mechanisms of Voting and Participating in Government

Ballot Design and Voting in the 2004 Elections. **Martha Kropf, University of Missouri-Kansas City (kropfm@umkc.edu); David Kimball, University of Missouri-St. Louis (kimballd@umsl.edu)**

The 2000 presidential election focused the attention of Americans on the problem of unrecorded votes, the difference between the number of voters going to the polls and the number of valid votes cast for a particular contest. Recent election reform activity in the United States has been devoted to voting equipment, while there is little research on the effects of ballot design. While some election officials have consulted with graphic design experts in the wake of the 2000 elections, many ballot features remain unexamined. We argue that unrecorded votes are analogous to survey non-response, and that researchers can draw from studies of questionnaire design in self-administered surveys to identify ballot features that may simplify or complicate the voting process. In an earlier study of six states in the 2002 midterm elections, we identified seven ballot features associated with high levels of unrecorded votes in gubernatorial races, which are near the top of the ballot.Our current study, funded by the National Science Foundation, is a larger analysis of ballot design in the 2004 general election. We are collecting ballots from roughly 1,800 counties and towns around the country that used paper-based ballots (either optically scanned or hand-counted ballots). We code the ballots in terms of several graphic design elements including whether ballot instructions are written in plain language, whether instructions are printed in a visible font, and whether lists of candidates running for the same office are clear and uncluttered. We apply our ballot design analysis to voting in the presidential election, several statewide contests, and ballot initiatives in 2004. We discuss the implications of ballot design having such a strong impact on voting. We believe that ballot design will play an important role in the implementation of the Help America Vote Act and other election reforms.

The Human Dimension of Elections: How Poll Workers Shape Public Confidence in Elections. **Thad Hall, University of Utah (thadhall@gmail.com); J. Monson, Brigham Young University (Quin.Monson@byu.edu); Kelly Patterson, Brigham Young University (kelly_patterson@byu.edu)**

The role of voting technologies in elections has received considerable attention since the 2000 election. However, the voter experience at the polling place and especially the voter-poll worker interaction is also of critical importance. Poll workers are often characterized as kindly volunteers doing a civic duty. Rarely are poll workers considered an arm of the government, even though they clearly operate as extensions of governmental actors. Furthermore, poll workers are autonomous individuals working in many cases without direct supervision by managers; this autonomy creates numerous principal-agent problems for election officials. As street-level bureaucrats, poll workers can exercise discretion in ways that directly affect the experience that a voter has in the polling place. We examine the relationship between voters' perceptions of the poll worker job performance and their confidence that the election process produces fair outcomes, their confidence that their ballot was counted correctly, and their overall satisfaction with the way democracy works. In an ordered logit model perceptions of poll workers is a significant predictor of all three variables related to voter confidence in the presence of numerous controls suggesting that overlooking the recruitment and training of competent poll worker can have a detrimental effect on voter confidence. The analysis uses survey data from an internet survey of Utah voters using a random sample derived from the 2004 Utah Colleges Exit Poll (see: http://utahvoterpoll.org). A random subset of exit poll respondents was invited to join an internet survey panel. The resulting sample is representative of the Utah electorate when compared to the exit poll results and provides an ideal vehicle to conduct a survey about the voting experience.

Literal Versus Conceptual Ballot Wording. **Val Smith, Sacramento State University (valsmith@csus.edu); John Nienstedt, Competititve Edge Research (john@cerc.net)**
Measuring vote share during races involving candidates can be relatively easy compared to the task of measuring vote share during initiative campaigns. In candidate elections, respondents typically examine a ballot containing candidate names, party affiliations and occupations. Ballots in initiative campaigns are more complicated. Voters are generally confronted with initiative numbers, ballot titles, summaries, cost considerations, etc. This format difference presents opinion researchers with a dilemma. Should ballot tests use the literal – but often arcane – wording of the proposition title and summary? Or should the ballot test reflect the basic concept of what the proposition would do if it passed? The implicit assumption of the literal test is that voters read their sample ballot or actual ballot fairly closely and this generally trumps other campaign messages. The conceptual ballot test assumes that, whether or not voters read the ballot wording, voters tend to focus on the outcomes of the proposed legislation. Of course, when crafting a potential initiative, researchers can only employ conceptual tests. As the election draws near, however, researchers must choose between literal tests and conceptual tests.In California's recent special election, research firms tracked statewide propositions using either literal or conceptual tests. Sharply divergent results were noted. The research summarized in this paper, however, made use of a direct comparison between the two question formats. Proposition 77 was tracked over the campaign's last three weeks. 2,180 respondents were randomly asked to respond to either the literal or conceptual ballot wordings using a split sample design and results diverged radically. The results demonstrate better predictive value for the literal ballot wording. Implications for questionnaire design, drafting ballot propositions, data interpretation and writing actual election ballots are discussed.

E-Government, the Web and the Promise of Democracy. **Michael Margolis, University of Cincinnati, (michael.margolis@uc.edu)**
When graphical browsers and the World Wide Web (WWW) popularized the Internet in the mid 1990s, political visionaries joined their business counterparts in predicting radical changes for governance in addition to those for commerce. Interaction among citizens in cyberspace would enrich public opinion and increase participation in democratic politics. In contrast to the established mass media, computer mediated communication would afford ordinary citizens opportunities to become their own publishers. Political activists—netizens—would employ email, newsgroups, and websites to form new political groups and build new coalitions. Cyber-democrats heralded the Internet's promise for realizing formerly impossible dreams of informed engagement in political and civic affairs. They anticipated that once citizens discovered this potential, the Internet would foster greater individual freedom as well as viable new parties and interest groups that would challenge the dominant political groups. It hasn't happened. Established parties, together with their candidates and officeholders, dominate political activity not only off line, but also on the Internet. Moreover, cyberspace is replete with heavily advertised websites of familiar commercial and political interests, websites that reflect their overwhelming dominance of economic, political and civic affairs in the real world. In short, contrary to cyber-democrats' predictions that the Internet would broaden democracy through citizens' increased involvement in and influence over public affairs, we have witnessed a normalization of the politics of cyberspace, the emergence of a political order that largely replicates that found in the physical world. This paper reviews how people use the Internet and assesses the extent to which it still presents new possibilities for positive democratic participation. It argues that positive democratic participation is more likely to occur by encouraging citizen feedback about how governmental policies affect them, not by encouraging citizen participation in formulating those policies.

Rating Scales

Measurement Quality and Response Scale Format. **Dagmar Krebs, University of Giessen (dagmar.krebs@sowi.uni-giessen.de); Bettina Langfeldt, University of Giessen (bettina.langfeldt@sowi.uni-giessen.de)**
The first question addressed in this paper regards the effect numbers attached to response categories may have on response behavior. Therefore response behavior is observed in a split-ballot design. Respondents (students) were asked to evaluate different job characteristics of a later job with respect to their subjective importance (job motivation). Judgements were given on an 8-point scale offering increasing (split 1: "not at all important" (=1) to "very important" (=8)) or decreasing (split 2: "very important" (=8) to "not at all important" (=1)) importance to the respondent. Only the extreme points of the 8-point scale were labeled. In split 3, however, while the response scale ran again from "very important" (=1) to "not at all important" (=8) numerical values attached to response categories were reversed. It is postulated that the direction of the response scale does not affect response behavior but that reversing the numerical values at the scale end points does have an effect. In addition to the split ballot design, the effect of reversing the direction of the response scale on response behavior is analyzed by using a panel design repeating the split 1 response format as well as the other two response formats described above. With repeated measures of each person on the same topic with same as well as different response format it is possible to observe individual changes in response behavior depending on the response format in question. In this part the hypothesis of (in)variance of measurement – as observed in the dimensional stability of indicators depending on different response formats – will be tested.Third, the effect of attitude strength on response behavior under the different response formats is analyzed and finally, a measurement model is presented displaying which of the three response scale formats has the strongest impact on reliability and validity of measurement.

How Successful I am Depends on What Number I Get: The Effects of Numerical Scale Labels and Need for Cognition on Survey Responses. **Ting Yan, University of Michigan (tingyan@isr.umich.edu)**
To further the understanding on the mechanism of the numerical scale values, this study varied the numerical labels for scale points and the font in which they were presented. Embedded in a web survey, this experiment succeeded in producing a variety of evidence that respondents worked out an inference from the numerical values and based their responses on that inference. The shift in responses induced by the numerical scale values was unexpectedly robust; when a scale started with a negative number, it pushed the responses to the right or positive end of the scale across items and across fonts. Process measures such as recall, response times, and answers to retrospective probes confirmed that respondents paid attention to the numerical labels on the scales and used them to interpret the verbal labels on the end points of the scale.However, not everyone was affected by the numbers on the scales. The hypothesized effect of the negative scale values was observed only among respondents with a high need for cognition, but not among those with a low need for cognition. This finding seemed to suggest two things. First, Gricean effects of this sort involve controlled processes; people need to process deeply for the numbers to affect the answers. Second, unlike the response errors committed by satisficing respondents (who skip or slack off on certain cognitive steps), Gricean effects are an optimizing error or high effort error, committed by respondents who try to be good, cooperative, and thorough respondents.

Is it Possible to Obtain Equivalent Answers to Scalar Questions in Web and Telephone Surveys? **Leah Christian, Washington State University (lmchristian@wsu.edu); Don Dillman, Washington State University (dillman@wsu.edu); Jolene Smyth, Washington State University (jsmyth@wsu.edu)**
The recent proliferation of mixed-mode surveys has increased the need to find question formats that translate effectively across modes. Results from recent experimental research conducted by the authors showed that telephone respondents consistently provided more positive answers than web respondents to scalar questions. The pattern was consistent for both five and eleven point scales and for scales where all of the categories are verbally labeled and only the polar endpoints labeled. Most of the questions would not be considered socially desirable and the order in which categories were presented on the telephone and web did not appear to influence the results. In this paper, we report the results from new experimentation that builds upon the previous experiments to determine whether alternative scalar formats may produce more equivalent answers across telephone and web modes. We compare scales with all of the categories labeled, only the endpoints labeled, and a branched format where respondents are first asked to indicate the direction (satisfied or dissatisfied) and then the intensity of their answer (completely, mostly, somewhat). It has been argued that decomposing the response task by asking two separate questions makes it easier for respondents to answer because they can think along one dimension at a time (direction, then intensity) rather than along two dimensions at once. We use 7-point bipolar scales to determine which of the three formats translates most effectively across web and telephone modes. These experimental comparisons are embedded in a survey of a random sample of undergraduate students at Washington State University to be fielded in February 2006, using similar implementation procedures as the previous survey. We use four experimental versions of the web survey and three versions of the telephone survey, with an expected 250-350 completed surveys per version, to allow us to simultaneously compare various scalar formats.

Use Filtered Questions to Improve Rating Scales. Kelly Myers, RKM Research (kmyers@rkm-research.com)
Traditional survey research relies heavily on self-reported, cognitive opinion recall data. While this information provides useful insight into the way that people think, it does not necessarily provide useful insight into the way that people feel. We also know that self-reported, cognitive opinion data do not always correlate strongly with behavior. Our paper discusses the cognitive and emotional antecedents of behavior. Specifically, we examine the relative influence of cognitive and emotional values on political activism. The research is based on surveys that model political activism as an expression of values that have a cognitive and emotional component. The results of the model indicate that predictions of behavior improve when emotional indicators of values are used alongside cognitive indicators. Our paper also discusses the techniques used to collect data on respondents' emotional values using traditional and non-traditional survey research methods.

FRIDAY, MAY 19, 2006 – 9:45AM – 11:15AM

Designing Questions II

Crafting Questions About Disabilities: Learning More About How the Question Determines the Answer. Janice Ballou, Mathematica Policy Research (jballou@mathematica-mpr.com); Cheryl DeSaw, Mathematica Policy Research (cdesaw@mathematica-mpr.com); Jennifer McGovern, Mathematica Policy Research (jmcgovern@mathematica-mpr.com)
It is well recognized that survey measures used to identify people with disabilities have limitations. To address these limitations empirical tests are needed to identify the strengths and weaknesses of the various measures used to assess disabilities. Data from two surveys conducted for the National Science Foundation can be used to address two key issues: (1) comparisons in question wording and (2) longitudinal variation in disability measurement. The Survey of Earned Doctorates (SED) is an annual census of all recipients of research doctoral degrees. The information from an average of about 40,000 SED responses is used as the sample frame for the Survey of Doctorate Recipients (SDR). The items used to measure disabilities in each of these studies are very different: the SED has a screening question followed by four disability categories; the SDR requires a "level of difficulty" response for each of the four activities assessed in this survey. We expect that the SED measure is more likely to be "exclusive" because only those who are screened in from the prior question can report a specific disability compared to the SDR item which we expect to be more "inclusive" because all respondents are required to respond to the activity classifications. The analysis will compare respondents' answers to both the SED and the SDR disability items. We will identify four analytic groups : (1) SED/SDR disability reported, (2) SED disability reported/SDR no disability reported, (3) SED no disability reported/SDR disability reported, and (4)SED/SDR no disability reported. In addition to this comparison, the SDR includes a panel that provides longitudinal data for an analysis of how the disability items in the SDR perform over time.

Experiments on the Structure and Specificity of Complex Survey Questions. Paul Beatty, National Center for Health Statistics (pbeatty@cdc.gov); Carol Cosenza, University of Massachusetts-Boston (carol.cosenza@umb.edu)
Survey questions must often present specific and complex information to respondents. Some questions include terms with meanings that are not completely self-evident, such as "routine medical care" or "strenuous activity," which need to either be defined or illuminated through examples. Questions may also include detailed instructions about factors that should be considered or not considered in responding, as well as carefully constructed answer categories. In considering these issues, questionnaire designers are faced with numerous decisions regarding how much information to present within a single question and how to structure that information.This paper presents results from several split-ballot experiments that were designed to provide more systematic guidance on several of these issues. We identified several questions that included complex concepts, definitions, or response categories and constructed alternative versions. In some cases the alternatives varied the overall question construction, keeping largely the same words; on other cases, definitions were abbreviated or replaced with examples.These alternative versions were fielded via split ballot in an RDD telephone survey (n=450). Most interviews were also tape recorded and behavior coded, allowing us to quantify respondent requests for clarification, interruptions, inadequate initial answers, and related behaviors. Our objective was to determine whether any of these design decisions made a difference, both in terms of response distributions and respondent difficulties as determined by the behavior coding. In discussing the range of results, we will discuss why some question alternatives had a more profound impact than others, and attempt to provide more general guidance about optimal construction of complex survey questions.

Using Graphical Elements to Convey Complex Economic Survey Concepts. Alfred Tuttle, U.S. Census Bureau (alfred.d.tutttle@census.gov); Rebecca Morrison, U.S. Census Bureau (rebecca.l.morrison@census.gov)
The Bureau of Economic Analysis (BEA) in the U.S. Department of Commerce produces economic statistics on, among other things, foreign direct investment (FDI) in the United States by businesses and individuals. Self-administered survey questionnaires collecting FDI can be difficult and time-consuming for respondents to complete, owing partly to the terminology used to describe the relationships among business entities in large complex multinational firms. In addition, some of the survey items request data on the basis of economic concepts, which may differ from U.S. Generally Accepted Accounting Principles (GAAP), the "language" spoken by the accountants who typically complete the forms. Working with BEA staff, survey methodologists at the U.S. Census Bureau drafted alternative versions of two survey forms based on "best practices" in questionnaire and visual design, and used cognitive research methods to test questionnaire modifications with respondents. To address the specific and complicated relationships among various companies in respondents' corporate families, we devised a diagram similar to an organizational chart – a visual aid familiar to business respondents – and "translated" BEA's economic concepts into the diagram format. Several iterative rounds of testing with a total of 60 business respondents led to the evolution and refinement of the diagram format and its integration with the survey questions themselves. Results indicate that, for the most part, our graphical approach to conveying these complex concepts leads to a visually appealing design that promotes clearer understanding of the forms' data requests and instructions, potentially improving data quality and reducing respondent burden, although with a few caveats. We draw some tentative conclusions about the use of diagrams to clarify economic survey questions.

Reducing Screening Costs in a Telephone Survey. Katherine Ballard LeFauve, Abt Associates. (kate_ballard@abtassoc.com); K. P. Srinath, Abt Associates (k.p._srinath@abtassoc.com)
In many telephone surveys, the sample from an eligible population is selected through screening a larger sample from a general population. The size of the sample for screening depends on the desired sample size and the proportion of the eligible population in the general population. If the effort and cost of screening are high, then it is desirable to minimize the required screening sample size. If the general population can be divided into strata with varying proportions of the eligible population, then it is possible to oversample strata with high proportions of eligible population. The Survey of the Racial and Ethnic Disparities in Immunization Initiative sought to compare vaccination rates for influenza and pneumonia in five sites among non-Hispanic Whites, non-Hispanic Blacks (four sites), and Hispanics (two sites) after a community intervention. The sampling frame identified Whites and Blacks, but it did not accurately identify Hispanics. In order to reduce survey costs, a stratified sampling method was used. In one site, a list sample was stratified by zip code and Hispanicity of the surname. The second site covered a smaller geographic area, and so stratification was done only by surname. We used a method of allocation to strata that depended on the eligibility rates and minimized the loss in precision due to disproportional allocation. The total number of screeners required to achieve the targeted number of interviews was reduced substantially as compared to proportional allocation. We will compare the standard errors of key variables under this design to standard errors under proportional allocation to weigh the costs of increased variance against the economic savings.

Drawing Causal Inferences about Racial Attitudes from Survey Data

The Promise of Racial Considerations: Differences in Gender and Race-Based Attitudes Towards Affirmative Action. David Wilson, The Gallup Organization (david_wilson@gallup.com)
The public plays favorites when it comes to supporting Affirmative Action. Women typically receive significantly higher levels of support than blacks or racial minorities; however, from an objective point of view women should pose the greater threat because of sheer numbers and their considerable economic gains. Thus, it appears that the threat of race trumps the threat of gender, but why? I test competing theories of principled objections and racial prejudice, asking to what extent is public support for Affirmative Action programs based on considerations of "who" benefits, and how do respondent's race, gender, and ideology influence these considerations? Employing a split-ballot experimental design, I test the direction of effects due to gendered and racial priming on a national representative sample of U.S. adults. The analysis shows that the public favors affirmative action for women over racial minorities because of racial considerations rather than self-interests, racial conservatism or principled objections. Methodological and political implications are discussed.

Between Social Theory and Survey Practice on Race. Taeku Lee, University of California at Berkeley (taekulee@berkeley.edu)
The idea that a person's "race" is not the indelible mark of one's bloodline or some other biologistic notion no longer raises eyebrows, but it remains mostly politely ignored by survey-based social science research. We acknowledge that race, like ethnicity, is a social construct but continue to measure racial/ethnic identity as a fixed, categorical variable. This gap between theory and practice may be consequential if a fluid, continuous reality is in fact being measured in fixed, categorical terms.This paper presents a new approach to measuring ethno-racial self-identification by explicitly taking variations in racial/ethnic self-identification as the object of inquiry. Specifically, it compares the standard approach in surveys to a new one that gives respondents ten "identity points" to allocate as they see fit across a set of racial/ethnic categories. This point allocation scheme allows respondents to identify with as many groups as they see fit and to weight the strength of their self-identification across these groups as they see fit.This approach is tested using original data collected in the 2003 and 2006 Golden Bear Omnibus (GBO) Survey, conducted by the Survey Research Center at the University of California, as well as a module in a 2006 Time-Sharing Experiments in the Social Sciences (TESS) survey. The data from the 2003 GBO show a strikingly greater proportion of respondents who define themselves multiracially under the '10-points' format than do so in conventional formats. In addition, respondents allocate their points in diverse combinations, leading to a substantially more continuous view of race in the aggregate. Too, the demographic and attitudinal characteristics we infer about a racial/ethnic group varies by how ask people to self-identify. For the 2006 TESS and 2006 GBO data, new variants on this 10-points format will be asked, including the use of split samples.

Won't You Be My Neighbor? Class, Race, & Residence. Camille Charles, University of Pennsylvania (ccharles@pop.upenn.edu)
Understanding attitudes toward living with people of different races/ethnicities is an important piece of the larger puzzle of why racial residential segregation persists in the U.S.. That these racial residential preferences are shaped by racial prejudice—and not merely social class—has been demonstrated. But the evidence about whether preferences have consequences for actual behavior has been largely circumstantial because of the endogeneity problem: Do attitudes shape the behavior (whether to live in a particular kind of neighborhood)? Or does living in a racially diverse neighborhood result in more open attitudes about living in integrated neighborhoods? The data are a large multi-racial/ethnic probability sample of Los Angeles county residents (n=3,772). I use 3-stage least squares regression (3SLS) to test a system of simultaneous equations—one predicting neighborhood-level outcome (neighborhood racial composition), the other predicting neighborhood racial composition preferences—in which each outcome is also an explanatory variable in the other model (e.g. preferences are a predictor of neighborhood outcomes and vice versa). In addition to using 3SLS to solve the thorny problem of endogeneity, this paper sheds new light by assessing the patterns and predictors of multi-ethnic racial attitudes in a field dominated by studies of blacks and whites. Importantly, I can examine minority-minority relations as well as the more typically studied minority-majority scenarios because of the survey's large samples of white, blacks, Asians and Latinos. Results show a strong effect of racial residential preferences on the respondents' neighborhood racial composition, though more so for whites and least so for Asians. There is little sign of the reverse effect. Interesting differences by racial/ethnic group (of the respondent and of the preferred neighborhood racial composition) and immigration status are highlighted. The paper includes a discussion of racial residential preferences in the broader context of historic and contemporary American race relations.

Neighborhood Effects on Racial Attitudes in Four Cities: Estimates from a Structural Equation Model for Clustered Data. Michael Massagli, Dana-Farber Cancer Institute (mikemassagli@comcast.net)
This paper provides a brief overview and critique of an analysis strategy for survey data that has been employed in so-called contextual analysis (neighborhood or community effects, for example) of a wide variety of topics in the social sciences and public health. The analysis strategy relies on general linear models to account for variation in individual outcomes as functions of individual attributes and group, or area, characteristics. Typical designs involve survey measures for a sample of individuals, augmented by Census measures of group composition for the census tract in which the sampled individual resided at the time of the survey. Using structural equation models, a review of some simple ideas about measurement error shows how error confounds the results of regression analysis and challenges conclusions about 'neighborhood effects'. Data are presented confirming measurement problems in the usual sources of data on neighborhoods. Structural equation models for clustered data are then specified for data from the Multi-City Study of Urban Inequality that permit estimation of the similarity among neighbors' racial attitudes, and estimates of the impact of individual and common sources of variation on variation in racial attitudes, both within and between cities.

Interpreting the Public

'Direction of the country': What does it tell us? Stacy DiAngelo, Princeton Survey Research Associates International (stacy.diangelo@psra.com); Larry Hugick, Princeton Survey Research Associates International (larry.hugick@psra.com)
"Direction of the country" questions have been a staple of national public opinion polls since the early 1970s. Unlike presidential approval, where question wording is basically the same across polling organizations, two different wordings of this question continue to be used – the "right direction/wrong track" version and the alternate "satisfied/dissatisfied" version. Despite the widespread use of these questions, even experienced pollsters don't know as much practical knowledge about them as they should. Using data from Princeton Survey Research surveys for NEWSWEEK magazine and the Pew Research Center, in addition to data from other national polling organizations, this paper will explore the history of these questions and attempt to answer the following questions: Do the two question wordings produce similar results? How are the results of direction of the country questions affected by question order when asked in combination with job approval questions? How closely do the results of direction of the country questions track with job approval? Compared with other measures, how useful are data from these questions in gauging the prospects of an incumbent elected official or his/her party in future elections?

Foreign Policy And The Rational Public In Canada. François Petry, Université Laval (francois.petry@pol.ulaval.ca); Dermot O'Connor, Université Laval (Derry@arias.or.cr)
Analysis of foreign policy questions from the 1997, 2000, and 2004 canadian election studies shows that the asymetric distribution of political knowledge, along with the public's low average level of knowledge, cause significant and systematic biases in Canadian public opinion on foreign policy issues. The mass public appears more anti-US and less interventionist than would be the case if all Canadians were equally well informed. These results indicate the inability of statistical agregation and heuristic shortcuts to compensate for the lack of political knowledge and they call into question the use of mass surveys as reliable inputs to some foreign policy decisions.

Political Polarization and the Rational Public. Yaeli Bloch-Elkon, Columbia University and Bar-Ilan University (ybe1@columbia.edu); Robert Shapiro, Columbia University (rys3@columbia.edu)
The Bush administration's ability since the September 11th attacks to lead – or manipulate – public opinion, especially concerning the invasion and war in Iraq, would appear to raise questions about the "The Rational Public" thesis (Page and Shapiro, 1992). This paper will show that what has transpired is not at odds with this thesis, since this thesis makes more modest (though important) claims than the term "rationality" connotes, and because the thesis warns precisely about the persuasive power of elite leadership – or even deception – under certain circumstances. What this thesis may have underestimated, however, were the potentially compelling consequences of political polarization, partisanship, and ideology, especially in the under-studied area of foreign policy. Examining extensive opinion trend data and other evidence before and after September 11, 2001, this paper will analyze recent patterns and trends in public as well as elite opinion, that need to be considered further in describing the qualities and characteristics of public opinion and political leadership in American democracy. We have already completed substantial data analysis and a working draft of much of the manuscript.

Scale of Foreign Attitudes Toward the U.S. Alvin Richman, U.S. Department of State (RichmanA@State.gov)
Multi-region surveys by the Pew Research Center since 2003 indicate that the wide range of foreign attitudes toward the United States and U.S. foreign policies can be represented along a unidimensional four-tier scale based on responses to certain questions contained in the survey.Most foreign publics in the Pew Center's 2005 survey, for example, can be categorized into one of four major groups defined by their public's predominant responses to three questions in the survey – views on survey country military involvement in Iraq, on U.S.-led counter-terrorism efforts, and on Americans. The countries range from majorities supportive of the U.S. on all three measures (Tier 1, only the Netherlands in 2005)to majorities consistently negative toward American foreign policies and Americans themselves (Tier 4, Pakistan, Jordan and Turkey). Other foreign publics can be divided into those who – while opposing intervention in Iraq – mainly support 'the U.S.-led efforts to fight terrorism' (Tier 2, e.g., Britain, France, Germany, Russia); and those who – while having a positive image of Americans – mainly oppose U.S.-led anti-terrorism effors (Tier 3, e.g, Spain, Lebanon, Morocco). This pattern of responses supports the thesis that the American people (and presumably some aspects of American society) are now viewed much more positively than American foreign policies in general, and that foreign publics also distinguish sharply between U.S. foreign policies many approve (e.g, counter-terrorism efforts) and those widely opposed (e.g, Iraq intervention). Alternate sets of questions regarding U.S. society and U.S. foreign policies modeled along these lines could yield a similar unidimensional pattern. The position of any country on this four-category scale represents an average of the individual responses of its public. Analyses of the data sets will be required to determine the extent of variation within each country around that country's overall tier position.

Over-Reports of Voting

Reducing Vote Over-Reporting: Conditions Under Which Self-Reports of Voter Turnout are Reduced by an Experimental Question Wording in the 2004 National Election Study Survey. Allyson Holbrook, University of Illinois at Chicago (allyson@uic.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu)
Scholars studying political behavior have long been troubled by the fact that survey respondents typically report having voted at a rate higher than citizens in fact turned out on Election Day. Although factors like nonresponse may explain some of the discrepancy between official reports and survey estimates, two primary explanations have been provided to explain why respondents might report having voted when they did not. First, it may reflect intentional misrepresentation by respondents who did not vote and would be embarrassed to admit it, especially when they are asked to report whether or not they voted to an interviewer (1). Second, respondents may misremember that they voted when they did not, possibly because they confuse voting in the target election with having voted in another (2). Several studies have now shown that a question wording manipulation designed to reduce both social desirability and memory errors can successfully reduce over-reporting (2). Our research examined a version of this manipulation in an experiment conducted as part of the 2004 National Election Study in which half of respondents were randomly assigned to receive an experimental question and half received the more traditional wording. The goal of our research was to assess whether the success of this manipulation varied across groups of respondents in order to test whether it was most successful among respondents most likely to over-report and to better understand why it was successful at reducing over-reporting of turnout.1. Holbrook and Krosnick. 2005. "Vote Over-Reporting: Testing the Social Desirability Hypothesis in Telephone and Internet Surveys." Paper presented at the 2005 AAPOR Conference.2. Belli, Traugott Young, and McGonagle. 1999. "Reducing Vote Over-Reporting in Surveys: Social Desirability, Memory Failure, and Source Monitoring." POQ 63:90–108.

Understanding Vote Over-Reporting, A Case Study: British General Elections 1992, 1997 and 2001. Ipek Bilgen, University of Nebraska-Lincoln (bilgenipek@yahoo.com); Allan McCutcheon, University of Nebraska-Lincoln (amccutch@unlserve.unl.edu); Robert Belli, University of Nebraska-Lincoln (bbelli2@unlnotes.unl.edu); Rene Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu)
In survey methodology, vote over-reporters have been frequently studied across many elections and nations (see e.g., Granberg and Holmberg 1991, Presser and Traugott 1992, McCutcheon and Belli 2003). In the literature, two hypotheses are often identified as the likely sources of vote over-reporting: (1) the social desirability hypothesis, which suggests that non-voting respondents intentionally over-report as a consequence of guilt feelings; and (2) the faulty memory hypothesis, which argues that intermittent voters have an inclination

to misremember their actual voting behavior in a specific election.In order to test these two hypotheses, this paper focuses on a case study involving the 1992, 1997 and 2001 general elections in the United Kingdom. A multinomial logistic regression model is used to explore the main differences among validated voters, vote over-reporters and admitted non-voters in three British Election Studies (BES) datasets (1992, 1997 and 2001)—the BES is one of the few nationwide studies which verify self-report voting vs. official voting records. Three types of independent variables are explored: (a) political orientation variables (pre-election interest, post-election interest, partisanship, political efficacy and vote intention); (b) demographic variables (race, age, gender, and education); and (c) length of lapsed-time from voting day to date of the post election interview. The results of the study suggest that vote over-reporting in the 1992 BES can be better explained by the faulty memory hypothesis, rather than by the social desirability hypothesis. Conversely, in 1997 and 2001 elections, vote over-reporting behavior can be better explained by the social desirability hypothesis. Interestingly, the 1992 British general election reached higher levels of turnout (77.6%) than did either the 1997 (71.4%) and 2001 (59.3%) general elections. These results suggest that lower turnout rates may yield stronger social desirability effects. The results of these, and other, analyses will be fully presented and discussed.

Modeling a Likely Electorate in Preelection Polls for Low Turnout Elections. **Robert Daves, Minneapolis Star Tribune (daves@startribune.com)**
There are many ways to ascertain a respondent's likelihood to vote in preelection polls for higher-turnout elections, such as presidential or statewide elections. Most involve using a series of questions to screen out unlikely voters and keep in the sample likely voters. This includes simple screens and the 'index cutoff' method used by Gallup and others. Some researchers use another way – developing probability weights for individual respondents in an RDD sample of the voting age population, then weighting the sample to model a likely electorate. Obviously some population parameters should be used for the probability weights. The Star Tribune (Minneapolis/St. Paul) and the New York Times have used this. But what method works best in low-turnout elections such as school board, referenda or mayoral elections? The literature offers a little help to the clever researcher: Believe people when they say they won't vote. This paper examines a number of ways, including various simple and complex screens, the index cutoff method, several weighting methods, and the 'deluxe combo' method of combining a screen and probability weighting to construct different electorates in the final 2005 mayoral polls in Minneapolis and St. Paul. The results show that a very constrictive screen works worst, and two methods that use weighting work equally well – and quite accurately.

Involvement, Memory Failure and Overreporting, **Volker Stocké, University of Mannheim (vstocke@rumms.uni-mannheim.de); Tobias Stark, University of Mannheim (tobi.stark@gmail.com)**
Survey respondents have been found to systematically overreport their participation in political elections. Although the socio-demographic correlates of this response bias are well known, only a few studies have analyzed determinants which are predicted from the two prominent theoretical explanations for vote overreporting: memory failure and socially desirable responding. Both explanations have received empirical support: Vote overreporting was found to increase (a) with the time between the election and the survey interview and (b) when respondents were more politically involved. In the present paper, it is argued that the effect of these determinants is not simply additive, but depends on the value of the respective other factor. This hypothesized interaction effect is tested with data from the American National Election Studies (ANES) from 1964 to 1980. Consistently with other results, the likelihood of overreporting was found to increase with the respondents' political efficiency, their political involvement and when more time has elapsed between the election and the survey interview. The new and main result from our study is that more political involvement has a significantly stronger positive effect on the probability of vote overreporting when increasingly more time has elapsed between the election under consideration and the subsequent survey interview.

Survey Mode Effects

Trends In Mode Effects In Physician Surveys Across Time; A Comparison of Internet and Telephone Methods. **Karl Feld, Johnston, Zabor, McManus (kfeld@jzm.com,); Robin Linehan, Johnston, Zabor, McManus (rlinehan@jzm.com); Steven Wakefield, Johnston, Zabor, McManus (swakefield@jzm.com)**
In the last 12 months, Internet surveys have been used for 65%+ of all physician surveys in the pharmaceutical industry in the US. This trend has been primarily at the expense of telephone surveys, which have declined to 11%. Yet little research has been conducted to determine the impact this mode change has on the data collected in the industry. JZM has conducted numerous multi-phase, multi-mode physician surveys for years. This paper reports findings of longitudinal mode effect research within studies on physicians, with an emphasis on inter- and intra-mode comparisons of change across time. Special attention is paid to trends in accuracy of self-reported prescribing behavior as compared to behavioral prescription data, physician incentive requirements across time by mode and specialty, changes in response and cooperation rates by mode and survey length. Trends in open end quality, rating scale reporting and online survey "cheating" behavior are also reported.

Respondent Mode Preference in a Multi-Mode Survey. **Lance Selfa, National Opinion Research Center (selfa-lance@norc.org); Scott Sederstrom, National Opinion Research Center (sederstrom-scott@norc.org)**
In the 2003 Survey of Doctorate Recipients, a biennial panel survey of the scientific and technical workforce, sample members were assigned to one of three survey modes (SAQ, CATI and Web). While most completed the survey in that mode, all had the option of selecting another mode. Regardless of the mode they ultimately used, all were asked to indicate their preferred mode for future rounds. Using a variety of indicators (time to complete, number of contacts needed, cost per case, data quality, etc.), this paper will evaluate not only the efficiencies of different modes themselves, but also, will consider if aligning a respondent's preference for completing a survey in a particular mode results in greater respondent cooperation and higher quality data. To investigate this question, we will employ a number of methods to untangle whether greater respondent cooperation is really a function of survey mode or simply a question of respondent predisposition to completing the survey, regardless of mode. These findings have implications for all types of surveys, but are particularly useful for managers of multi-year panel surveys where thousands of sample members are asked to respond to the same survey at regular intervals.

Supplementing RDD Surveys with Web Data. Karol Krotki, RTI International (kkrotki@rti.org)
As telephone survey response rates continue to decline it becomes increasingly important to seek cost-effective alternatives to the telephone survey mode. One candidate is the web-based survey which, even though it is not based on a probability sample, comes from a frame that in many respects resembles the entire population. Furthermore, biases can be identified, measured, and to some extent controlled through response propensity weighting adjustment. The approach studied in this research is to supplement RDD surveys with data from a web-based survey, which is much less expensive than telephone surveys. This allows for significant increases in sample size at very low cost with the important caveat that we still have not developed methodologies for treating these combined mixed-sample survey data.The specific goals of project are, first, to study the differences between the RDD and web-based survey data, using first unweighted and then weighted data. Second, we develop methodologies for combining the two sets of weights in a way that accurately reflects the underlying population and the processes that were used to develop the two samples. Finally, we develop design- and model-based strategies for the estimation process including variance calculations and significance testing.This will be, to our knowledge, the first empirical, and statistically rigorous, comparison of non-probability web-based surveys, and RDD survey efforts. It will not only provide a head to head comparison of the two methodologies, but it will be one of the first studies to empirically investigate the ways in which these two modes of data collection can compliment one another.

Web and Mail Surveys: A Mode Test. Vickie Stringfellow, University of Massachusetts-Boston (vickie.stringfellow@umb.edu); Anthony Roman, University of Massachusetts-Boston (anthony.roman@umb.edu)
Collecting survey data via the Internet can be an effective strategy for reducing overall data collection costs and field periods. Researchers have tested different strategies for increasing response rates and reducing nonresponse bias, but there are still many questions about how best to collect web survey data and whether it is comparable to data collected with other means of self-administration.We had the opportunity to conduct a mode test that will allow the comparison of data collected online and via a mail survey. The Group Insurance Commission (GIC) is the state agency in Massachusetts that is responsible for the health insurance offerings to state employees. During the summer of 2005, the GIC needed to conduct a a survey of state employees to get their opinions on many health insurance matters, such as why they chose the plan they did, what information they used to make their decision, how satisfied they are with their choice, and how they might feel about potential changes to health insurance plans that may take place in the future. The GIC was also keenly interested in testing whether it would be feasible for them to conduct future surveys solely online, eschewing all mailings.A sample of 3000 state employees between the ages of 18 and 64 was selected. Half the sample was randomly assigned to receive the questionnaire by mail and the other half was assigned to complete the survey on the web. Since email addresses were not available, it was necessary to send letters to the web group stating the address of the website they could access to complete the questionnaire online.This split-half design allows us to compare response rates, demographics, and substantive data for both modes of administration and to add to the larger discussion about the interchangeability of mail and web surveys.

The Impact of Monetary Incentives

'Downstream' Effect of Cash Incentives to Parents. Sue Mann, Fred Hutchinson Cancer Research Center (smann@fhcrc.org); Diana Lynn, Fred Hutchinson Cancer Research Center (dlynn@fhcrc.org); Arthur Peterson, Fred Hutchinson Cancer Research Center and University of Washington (avpeters@fhcrc.org)
Setting: The high rate of mobility among young adults makes it a challenge to follow up this population in longitudinal studies. Since the parents of young adults are likely to be less mobile, our survey procedures include contacting parents to request locator information on their young adult study participants (SPs) before attempting to contact the SPs for survey. For both the "location-information" request to the parents and the subsequent "survey" request to the SPs, we use a contact sequence consisting of an initial mailing, multiple non-responder mailings, and unlimited non-responder telephone calls. A $10 prepaid cash incentive is included in the initial survey mailing to SPs; SPs who have not responded within 30 days of the initial survey mailing are promised $20 upon receipt of their survey. Design: We tested the inclusion of token prepaid cash incentives in the initial parent "location-information" request mailing to determine their "downstream" impact on survey response from SPs. Parents were randomly assigned to three incentive conditions as follows: $0 (N=97), $1 (N=98), and $2 (N=97). Results: The "downstream" impact of the parental incentives on subsequent survey response from young adult SPs (for $0, $1, and $2, respectively) was 27.8%, 40.8%, and 39.2% at 50 days following the initial parent mailing, 53.6%, 69.4%, and 69.1% at 100 days following the initial parent mailing, and 85.6%, 91.8%, and 90.7% at the end of the survey effort (after completion of all non-responder phone calls). The "downstream" effect of parental cash incentives was more pronounced for female SPs, SPs with at least a high school education, and for SPs with parents still living in Washington state. Conclusions: Inclusion of a prepaid cash incentive of either $1 or $2 in an initial mailing to parents has the "downstream" effect of substantially improving survey response from their young adult children.

Effect of Letter with Cash to RDD Refusals. Jane Traub, Scarborough Research (jtraub@scarborough.com)
The effects of refusal conversion attempts on RDD phone surveys have been shown to increase overall cooperation rates. Typically these attempts are callbacks by experienced interviewers, skilled in convincing reluctant respondents. This paper examines the effect of a cash incentive mailed with a letter to telephone respondents who initially refused the survey. Scarborough research conducts syndicated consumer surveys in 80 local markets across the US, using probability sample designs. Our procedures involve a phone interview followed by a mailed self-completion survey. We have historically used verbal refusal conversion attempts by specially trained interviewers. As an enhancement to this procedure, starting in 2002 we began testing the impact of sending a letter to telephone refusals with cash enclosed. Typically mailings with incentives target mail survey cooperation rates; in this instance the goal was to increase response rates among an RDD phone sample. The letter explained the purpose of the survey, explained we were not selling anything and asked for cooperation when the interviewer called back. The enclosed cash was positioned as 'a small token to apologize for any upset we may have caused'. This treatment had a statistically significant, positive effect on the telephone survey response rate as well as an unexpected bonus impact on the self-completion survey return rate, and has now been expanded to a majority of our local market surveys procedures. This paper will explain the details of the treatment and it's effectiveness among different demographic groups.

An Experiment Testing a Promised Incentive for a Random Digit Dial Survey. **David Cantor, Westat (davidcantor@westat.com); Holly Schiffrin, University of Mary Washington (hschiffr@umw.edu); Inho Park, Westat (inhopark@westat.com); Bradford Hesse, National Cancer Institute, (hesseb@mail.nih.gov)**

Much of the research to date on the use of incentives in Random Digit Dial (RDD) surveys has tested small incentives (e.g., $2, $5) that are sent prior to screening the household for eligibility (e.g., Singer, at al., 2000; Brick, et al., 2006). However, there have been very few studies that have experimentally tested the use of a promised incentive for completing the extended interview. The purpose of this paper is to report the results of an incentive experiment that promised money to complete the second Health Information National Trends Survey (HINTS II). The HINTS II is a RDD survey sponsored by the National Cancer Institute conducted in 2005. The survey collected data on the communication channels citizens use to obtain health information. During the HINTS II field period, an experiment was conducted that randomly assigned respondents to one of three groups that were promised $0, $5, or $15. This experiment was done at the same time a second experiment tested a procedure that gave respondents a choice to complete the survey on either the Web or by telephone. This paper will describe the results of the incentive experiment with respect to three topics: 1) the effect on response rates; 2) the costs and savings related to offering the incentive; and 3) whether promising an incentive interacted with respondent propensity to complete the Web version of the questionnaire.

Prepaid Versus Promised Incentives for Recruiting Participants to an Online Health Intervention. **Gwen Alexander, Henry Ford Health System (GALEXAN2@hfhs.org); Victor Strecher, University of Michigan (strecher@umich.edu); Mick Couper, University of Michigan (mcouper@umich.edu); George Divine, Henry Ford Health System (gdivine1@hfhs.org); Christine Johnson, Henry Ford Health System (CJOHNSO1@hfhs.org)**

The literature on incentives for increasing survey response is well established. But how well, if at all, do these findings translate to the recruitment of participants for online randomized controlled trials (RCTs)? We evaluated 24 incentive combinations to encourage self-enrollment on a web-based program that encourages consumption of fruit and vegetables, with the goal of exploring the cost-effectiveness of incentives, both for initial recruitment (enrolling in the intervention) and retention (completing of a 3-month follow-up survey). The first wave of the study employed a 4*4 factorial design with 4 levels of initial incentive (($0, $5 prepaid, $10 promised, $20 promised) crossed with the same 4 levels for the follow-up survey. Over 7,100 members of a Midwestern HMO were randomly assigned to the conditions, and invitations were sent by mail. The $5 prepaid for enrollment and $20 promised for follow-up achieved the highest response rates but proved costly given the low overall enrollment. We thus conducted a second wave of the study, using a 2*4 factorial design. Almost 2,600 members of the HMO were randomly assigned to one of two enrollment conditions ($1 prepaid, $2 prepaid) crossed with the original four follow-up conditions. Overall enrollment rates ranged from 1% to 11%, averaging 4%. The most effective combination (in terms of initial response rate, retention, and costs) was $2 prepaid for enrollment and $20 promised for the follow-up survey. These findings suggest that the survey findings on the effectiveness of prepaid incentives appear to translate to the recruitment of subjects for online RCTs.

The Politics of Special Populations

Political Partisanship in the Army. **Jason Dempsey, Columbia University and the U.S. Military Academy (jkd2004@columbia.edu); Robert Shapiro, Columbia University (rys3@columbia.edu); Craig Cummings, U.S. Army (cc1150@columbia.edu)**

Analyzing the first-ever random sample survey of Army personnel the authors were able to quantify, for the first time, the political attitudes and activities of members of the United States Army. Comparing these results to similar surveys of West Point cadets, the authors are able to approach the question of whether Army officers acquire their political attitudes prior to entering service, or if institutional norms have developed whereby overt Republican Party identification is encouraged or at least tacitly accepted within the profession.

The Politics of the American Professoriate. **Sid Groeneman, Groeneman Research & Consulting (sid@groeneman.com); Gary Tobin, Institute for Jewish & Community Research (gatobin@jewishresearch.org)**

College faculty are sometimes described as a homogeneous elite having liberal or left-wing political values, beliefs, and opinions. They have been characterized as more liberal/leftist than the public at large, particularly faculty in the social science and humanities, where such distinctive views would matter the most. Some claim that faculty liberalism is sufficiently coherent, structured, and broad-ranging as to constitute a political ideology. Others respond that such allegations are exaggerated or concede that academic leftism exists but it poses no detrimental consequences.Although the origins of this debate are older, research on these questions accelerated during the 1960s' social upheavals on campus. Lipset and Ladd were among the first to present systematic evidence of the liberal/leftist views of faculty. In more recent years, controversy over the political views of college faculty has fueled the culture wars, with conservatives maintaining that, as a group, professors are outside the mainstream on such matters as religion and moral relativism as well as on more manifestly political orientations (like patriotism, internationalism, anti-capitalism). More recently, Rothman, Lichter, and Nevitte have presented evidence supporting the belief that professors holding conservative views experience systematic discrimination in hiring and promotion. Our paper examines politically relevant faculty beliefs and behavior using data from a survey of 1,269 faculty members at 4-year U.S. colleges and universities conducted in 2005. We investigate the question of belief structure among faculty – the extent to which similar beliefs, especially concepts thought to be associated with liberalism, cluster together – what proportion of faculty can be characterized by coherent belief structures; and who they are demographically and in terms of professional attributes and field. Faculty beliefs are then compared with those of the general public to assess their distinctiveness. The paper also contains data on political party identification and 2004 voting.

Military Families' Views of the War in Iraq. Sarah Dutton, CBS News (sld@cbsnews.com)

Cindy Sheehan, the mother of soldier Casey Sheehan who was killed in Iraq, has become a vocal opponent of the war in Iraq – asking President Bush to meet with her and explain why the U.S. is involved in Iraq, protesting against the war, and calling for bringing U.S. troops home as quickly as possible. To what extent do her anti-war views represent the views of other families of military personnel? Are military families generally anti-war, or do most support the war in Iraq? Do they think U.S. troops should be brought home as soon as possible? How do they think the war is going? How do they evaluate President Bush's handling of the war? In addition, public opinion about the war in Iraq has deteriorated since the war began in 2003; a growing number of Americans think the war is going badly and is not worth its costs, more Americans are questioning why the U.S. went to war in Iraq in the first place, and fewer Americans are willing to keep U.S. troops there. Are those trends also identifiable among military families? Have their views changed since the war began, and if so, how? Using data from recent CBS News Polls, this paper will explore the views and attitudes of the families of U.S. military personnel who are serving or have served in Iraq. In addition, comparisons will be made to the views of military families as measured in CBS News Polls conducted in 1991, during the first Gulf War.

FRIDAY, MAY 19, 2006 – 2:00PM – 3:30PM

Core Values International

Comparing Personal Value Orientations in the EU. **Peter Mohler, ZUMA (mohler@zuma-mannheim.de); Katrin Wohn, ZUMA (wohn@zuma-mannheim.de)**

The Schwartz-value items are among the most widely used today. Their heritage can be traced back to Rokeach, while their explicit formulations indicate a strong relationship to 'whom am I' or personality inventories. Schwartz assumes universal patterns across cultures, languages and social systems. This assumption can be tested using a short (21 item) Schwartz scale and the data from two consecutive waves of the European Social Survey (ESS, 2002, 2004 – www.europeansocialsurvey.org). However, these data do not support the general universal pattern assumption, indeed. While some European countries follow the predicted pattern, others deviate, sometimes grossly. Most of the deviant patterns show up in both waves of the ESS despite some major changes of sampling frames or change of the fielding institute. Any classification of deviant cases seemingly leads to incoherent classification schemes. This leads to the suspicion that there are third, intervening variables which distort the universal pattern. Recently developed techniques (Latent Class) will be used to identify latent classes which are non-comparable, singular and thus culture specific, while other classes follow the universal pattern. The paper will identify such culture specific classes and discuss what makes them so specific in terms of their value orientations. It will also adress the structure of the other classess which will be comparable across Europe

Measuring International Socio-Religious Values and Conflict by Coding U.S. State Department Reports. **Brian Grim, Pennsylvania State University (grim@psu.edu); Roger Finke, Pennsylvania State University & Association of Religion Data Archives (rfinke@la.psu.edu); Catherine Meyers, Pennsylvania State University (cem275@psu.edu); Jaime Harris, Pennsylvania State University (jdh362@psu.edu) Julie VanEerden, Pennsylvania State University (jav204@psu.edu)**

Values, culture and religion are sources of cohesion and conflict. Though some excellent international survey data exist on socio-religious values such as the World Values Survey and ISSP, these are limited in the number of countries covered and in the types of sensitive questions that can be asked in the countries where those very questions are of most interest. We overcome these limitations by providing coded measures on socio-religious values and conflict for 195 different countries. Coding of events, transcripts, and reports is used in many disciplines to gauge public values and opinions. Using a "survey questionnaire-type" codebook, we coded up to 250 different variables for 195 countries based on data in the U.S. State Department's International Religious Freedom Reports (www.state.gov/g/drl/rls/irf/). These reports are some of the best data available on religion and religious conflict. The advantage of these reports is that they cover the problems that governments of restrictive countries try to exclude from public surveys. In compliance with the 1998 International Religious Freedom Act, each U.S. Embassy must prepare an annual report on religious freedom in their host country. Reporting adheres to a common set of guidelines and training is given to embassy staff who investigate the situation and prepare the reports. The reports are vetted by State Department offices with expertise in the affairs of each country and in human rights. We provide a detailed account of our coding of the 2001 and 2003 International Religious Freedom Reports. Special attention is given to coder training, inter-rater reliability, bias, and tests of the validity of the coded measures. These data will be freely available at the Association of Religion Data Archives (www.TheARDA.com) housed at Penn State University and supported by grants from the Lilly Endowment and the John Templeton Foundations. (The 2005 reports will be coded next.)

National Pride in Global Perspective. **Tom W. Smith, National Opinion Research Center (smitht@norc.uchicago.edu)**

The International Social Survey Program carried out cross-national studies of national identity in 1995/96 and 2003/04. This paper focuses to two scales measuring national pride. The first measures general pride with six agree/disagree statements. The second measures domain-specific national pride in 10 areas (e.g. economic, military, history, and science). Results show great variation in national pride across countries with fairly stable country rankings across time. Across countries national pride is consistently higher for earlier cohorts, especially regarding general national pride. National pride is also higher among the majority cultural group within a country (e.g. Whites in the US, British Canadians in Canada, non-Turks in Bulgaria). Gender on the other hand is not a strong and regular predictor of national pride.

Determinants of Support for Terrorism Among Muslim Publics: Findings from the Pew Global Attitudes Surveys. **Richard Wike, Pew Research Center (rwike@pewresearch.org); Nilanthi Samaranayake, Pew Research Center; Nicole Speulda**

Although the causes and consequences of terrorism continue to be an important topic for policymakers and scholars, there is relatively little literature on public opinion in the Muslim world regarding this issue. This paper examines the determinants of support for terrorism among citizens of six majority Muslim countries – Indonesia, Jordan, Lebanon, Morocco, Pakistan, and Turkey – using data from the 2005 Pew Global Attitudes survey, as well as previous Pew Global Attitudes surveys from 2002 and 2004. A variety of measures related to terrorism will be examined, including support for attacks against civilians in one's own country to defend Islam from its enemies; attacks against civilians generally to defend Islam; support for bombings against Americans and other Westerners in Iraq; and confidence in Osama bin Laden. Variables will include demographic measures; views regarding the appropriate role of Islam in politics; perceptions of threats to Islam; views about U.S. foreign policy; and feelings towards Americans. Importantly, we will examine the extent to which determinants vary across measures, across countries, and over time. Preliminary analysis suggests several interesting results: for instance, support is generally stronger among men and lower income groups. Additionally, the belief that there are serious threats to Islam is associated with support for terrorism. The results should add to our understanding of the sources of support for terrorism and anti-Americanism, and the challenges facing U.S. public diplomacy.

Media Effects Revisited

Impact of News Exposure on Beliefs about the Likelihood of Terrorist Attacks. Kenneth Winneg, University of Pennsylvania (kwinneg@asc.upenn.edu)
During the 2004 election, safety, security, and the War on Terrorism became central campaign issues. Among many items, the 2004 National Annenberg Election Survey (NAES), sought to measure Americans' beliefs about the likelihood of a future terrorist attack in the United States. A question about the likelihood of such an attack was placed on the survey during the entire 2004 campaign field period. NAES' rolling cross section design allows us to measure the impact of events on beliefs so we were able to track such changes across time. From a communications perspective, I am interested in learning if mediated events or external events such as the war in Iraq or the terrorist bombings in Madrid had any effect on Americans' belief in a threat. Was there any particular event or events that increased Americans belief in a future attack? Further, I am interested in learning if those with high news exposure are more likely to believe in the likelihood of such an attack. Finally, a third question of interest is what relationship if any exists between a belief in a future terrorist attack and evaluations of candidates Kerry and Bush. The theoretical underpinnings for this research include priming and persuasion.The 2004 NAES will serve as the data source for my research. Using a rolling cross-section sampling methodology, this research will analyze the entire period the question was in the field prior to the general election (12/29/03-11/1/04). In addition, we will focus on a period around which an event caused a significant increase in beliefs about an attack to better understand news exposure and those beliefs.

The Relative Contributions of Print and Broadcast. Cecilie Gaziano, Research Solutions (cgaziano@prodigy.net)
This study examined the relative contributions of broadcast and print media to the potential reduction of knowledge gaps between more and less advantaged segments of the population during presidential campaigns in 1992 and 2000, using American National Election Study data. It also concerns changes in education-based and age-based differentials in media use, public affairs interest, and knowledge between the two elections. The classic knowledge gap hypothesis predicts that increasing the amounts of information in a social system will lead to larger differentials between higher and lower socioeconomic segments rather than to smaller gaps because of greater resources of higher socioeconomic segments of the population. National election and political knowledge also is compared with knowledge of the congressional campaigns. Mass media are the most critical element in citizens' information environments, yet their relative contributions to knowledge inequalities are unclear. In addition, media publicity can contribute both to increased knowledge levels and increased knowledge gaps. The role of knowledge inequalities in shaping election outcomes is of concern, especially if information does not reach those who might benefit from it most, since the primary function of political campaigns is to communicate information to potential voters. Access and orientation to newspapers, magazines, books, computers, and some specialized media tends to depend on education and income, although use of radios and television tends to be more widely distributed within the United States. The study examined the role of television and radio in the potential reduction of knowledge gaps in each election and between the two elections. Among the findings is that the broadcast media contributed to decreased knowledge gaps in some cases but not others. Results also indicate that a decrease in interest in government and public affairs news occurred between the two elections, especially among younger people and even among the most educated respondents.

Media Use, National Attachment, and Citizenship. Patricia Moy, University of Washington (pmoy@u.washington.edu); Andrea Hickerson, University of Washington (andrea3@u.washington.edu); Brandon Bosch, University of Washington (boschb@u.washington.edu)
Contemporary scholars easily acknowledge how media use can shape political attitudes and behaviors (see Kaid, 2005 for an overview). After all, what citizens know about politics (Delli Carpini & Keeter, 1996), the attitudes they hold regarding political issues (Kinder, 1985), and the extent to which they are politically engaged (Verba, Schlozman, & Brady, 1995) and trust others (Putnam, 1995, 2000) are a function of their information environments, of which media and interpersonal communication are large components. Despite recognizing the political effects of media use, scholars concede that media effects can be highly contingent on individual-level factors (Jeffres, 1997; McLeod, Kosicki, & McLeod, 2002). This study examines communication effects on various dimensions of citizenship, with a particular focus on the individual-level concept of national attachment (Schatz, Staub, & Lavine, 1999). We analyze American National Election Study data to answer a series of related research questions. First, to what extent is one's level of national attachment shaped by his/her social location, various forms of media use, and information processing? Second, how do individuals' levels of national attachment function as antecedents (or moderating variables) to mainstays of citizenship? That is, to what extent can national attachment hinder or enhance democratic processes? In particular, we are interested in outcome variables that include citizens' political knowledge (as measured by traditional civics-textbook questions and open-ended questions as advocated by Graber, 1994), campaign-related activity and interpersonal talk, political and civic engagement, and trust in democracy.

Incivility and Campaigns. Deborah Jordan Brooks, Dartmouth University (Deborah.j.brooks@dartmouth.edu); John Geer, Dartmouth University
There is increasing concern among pundits and political observers that incivility undermines our electoral process. Yet we have little evidence that actually documents whether incivility has such pernicious effects. This paper seeks to advance our understanding of the influence of incivility on the public. We argue that three dimensions are central to understanding both the perceptions and effects of

different types of campaign messages: tone (negative versus positive); civility (civil versus uncivil); and focus (issue versus trait-based message content). Using an experimental manipulation on a large national sample, we find that harsh attacks in campaigns do not appear to be as worrisome as its detractors fear. While uncivil messages in general -- and uncivil trait-based messages in particular - are generally seen by the public as being less fair, less informative, and less important than both their civil negative and positive counterparts, they are no more likely to lead to detrimental effects among the public. In fact, incivility appears to have some modest positive consequences for the political engagement of the electorate. These findings are important, since attacks and counter attacks will continue to shape the American political landscape.

Mixed-Mode Studies

Developing Harmonised Questions for Use in a Mixed-Mode Data Collection Environment. Amanda Wilmot, UK Office for National Statistics (amanda.wilmot@ons.gov.uk); Abigail Dewar, UK Office for National Statistics (Abigail.Dewar@ons.gov.uk)
A major factor behind the creation of National Statistics is the desire to make statistics accessible to everyone, providing a more coherent picture of British society. Supporting the concept of National Statistics is a programme of harmonisation of survey questions, concepts and classifications in an attempt to make results more comparable. In the past, the harmonisation programme has focussed on developing questions for a single mode of administration, commonly Computer Assisted Personal Interviewing (CAPI). Nowadays there is more emphasis on improving survey response by administering surveys in a mixed-mode environment, and to collecting data of sufficient quality at a local, as well as national level.As part of the overall strategy, the ONS commissioned a study into the conversion of a harmonised core set of questions on social capital from CAPI to postal format, since there is increasing demand in collecting these data at a local level and most local authorities use postal self-completion as their preferred mode. The effects of converting the harmonised question set were measured by comparing outcomes between the postal and CAPI samples. To be reasonably sure that any differences found were modal:1. The samples were drawn from the same postcode sectors.2.The surveys were conducted at the same time.3.The questions were identical in both surveys where appropriate, or were adapted to a postal environment using Dillman's Total Design Method.4. Propensity score matching of the two samples was used to remove any differences in sample composition.Preliminary findings show significant differences in some of the results from the two surveys. In the following paper the researchers conclude that to fulfil the commitment of National Statistics a unimode approach to the design of harmonised questions should be adopted from the outset, if they are to be suitably operationalised in a mixed mode environment.

Mixing Modes on the European Social Survey. Caroline Roberts, City University (c.e.roberts@city.ac.uk); Peter Lynn, University of Essex (plynn@essex.ac.uk); Annette Jaeckle, University of Essex (aejack@essex.ac.uk)
The European Social Survey currently insists on face-to-face interviewing as its sole mode of data collection. However, owing to the mounting costs of carrying out face-to-face interviews and the divergent traditions and experiences of survey research across the different countries participating in the survey, there is a growing need to explore alternatives. In the near future, the most likely mixed-mode scenario for the ESS, if any, would be for countries meeting appropriately strict quality criteria to switch to telephone interviewing for the survey, either in conjunction with, or instead of face-to-face interviews. However, longer-term, alternative designs for multiple-mode data collection must be considered, in order to meet the challenges of rising survey costs and falling response rates, as well as to take advantage of the opportunities presented by new technologies. Even relatively simple mixed mode designs – such as a switch to CATI in a small number of countries – could potentially threaten data quality, disrupting the continuity of the time-series for the countries concerned, as well as affecting the validity of cross-cultural comparisons. The present research was aimed at exploring the extent and nature of that threat, and possible ways of mitigating it.This paper reports on two mode experiments conducted in Hungary and Portugal in 2005. Three experimental groups were included in the design. Two groups were interviewed using face-to-face interviewing and one was interviewed by telephone. Of the face-to-face groups, one group used showcards (as is currently the practice on the ESS), and the other used no showcards, to ensure comparability with the telephone group. The analysis assesses the impact of mode on data quality and focuses on identifying the causes of observed differences between groups, distinguishing what we refer to as 'stimulus effects' from 'pure mode effects'.

Mixed Modes and Mode Effects: Focus on the Web. Laurie Lewis, Westat (LaurieLewis@westat.com); Izabella Zandberg, Westat (IzabellaZandberg@westat.com); Brian Kleiner, Westat (briankleiner@westat.com)
In recent years, web-based surveys have been welcomed into the battery of modes available to researchers. However, while a considerable amount of research has been devoted to mode mixing and mode effects with respect to telephone, mail, and in-person administration, systematic comparisons with the web-based mode are still scarce. Responding to calls for more systematic research on mixed-mode systems and the web in particular (e.g., de Leeuw, 2005), our work addresses two broad research questions relating to the web-based mode. First, under what conditions is it appropriate and cost-effective to employ the web in mixed-mode designs? We examine mode selection from seven mixed-mode national surveys conducted for the National Center for Education Statistics under comparable conditions (e.g., length of survey and collection period, collection procedures, and mix of modes, including web). Findings indicate that mode selection varied depending on type of respondent, survey topic, and factors such as whether the survey required one or multiple respondents and the number of items needing record-checking. Less than 20 percent of school principals selected the web mode in surveys on physical activity and school facilities, whereas 62 percent of school-level technology coordinators chose to complete a survey on Internet access using the web. These findings will be related to other studies of mixed-mode data collections, and recommendations made regarding the use of mixed-modality for similar types of surveys.The second research question addresses whether there are systematic differences in item response that are directly attributable to mode. Bivariate tests of data from the seven surveys reveal that while there were statistically significant differences by mode (web versus mail) for a small percentage of survey items, such differences disappeared in multivariate analyses when controlling for other variables, such as institution size and type. In sum, under controlled circumstances, no mode effects were detected.

Sampling and Nonresponse Issues

Cluster Sampling: A False Economy? Andrew Zelin, Ipsos-MORI (andrew.zelin@mori.com); Roger Stubbs, Ipsos-MORI (roger.stubbs@mori.com)
For convenience and to save on fieldwork costs, many random samples involve an element of clustering. This presentation seeks to explain how clustering of a sample can have a detrimental effect on its statistical reliability, reducing effective sample size, and how precision can be improved more effectively by increasing the number of clusters, rather than increasing the number of respondents per cluster. There is increased pressure amongst agencies to release results as quickly and inexpensively as possible. In response to this, this paper makes both a methodological and practical "Return on Investment" based approach to illustrate that reducing the number of clusters in order to get costs as low as possible for a given sample size may often turn out to be a false economy.This topic is particularly relevant to the area of "Core Values" and these can vary substantially between geographic areas; people within an area having more similar views that those in different areas. The paper highlights the statistical pitfalls of cluster sampling, which involves selecting interviews in some areas and excluding other areas, and therefore running the risk of not picking up the full amount of variability in values and opinions across the population, widening confidence intervals and losing ones effective sample. The effect of interviews collected from the same interviewer being similar to each other, and thus acting as clusters is also discussed. The authors do not intend to advocate unconditionally, the use of simple random samples over clustered ones in every situation, which may be unrealistic. However, it would be worth researchers considering a Trade-off situation (ie increasing the number of clusters and using fewer units within these clusters, maintaining the same overall number of interviews).

Causal Inference Based on Probability-Sampling. Joel Hanson, University of California, Berkeley (jhanson@stat.berkeley.edu)
In this paper we are concerned with causal inference from a sample to a finite population. Relying on recent results in the causal analysis literature, counterfactual causal effects are defined as finite population parameters based on the causal structure of the population. Only a non-parametric model for the joint distribution corresponding to the causal structure must be assumed. This joint distribution can be expressed as a directed acyclic graphical model, which implies the finite population causal effects. We emphasize both that super-population parametric statistical models are not required for causal inference and that the parameters of such models are generally inadequate as estimates of causal effects. In reasonably large samples, finite population causal effects can be consistently estimated using variations on common sampling estimators, with inference based on the randomization distribution induced by the sampling design. When the sample size is not large enough, especially in some of the strata, more parametric causal estimation methods may be needed. However, since the causal effect being estimated does not depend on modelling assumptions, we can compare inference dependent upon some common model assumptions with inference based solely on probability-sampling. Comparisons are based on simulations drawn from a finite population derived from Government Accounting Office forms filled out by the clerk of the court at the termination of every federal court case from 1970 until 2003. This finite population is also used to demonstrate a severe publication bias in empirical legal research based on selecting cases from Lexis/Westlaw. In particular, the finite population provides a sampling frame for a model-free methodology to study changes over time in the decision-making of federal judges that properly controls for confounding caused by the concomitant changes in other causal variables including publication and procedural postures. This methodology naturally extends to any causal inference based on sampled data.

A Zip-Code Based Correction for Non-Response. Leonie Huddy, SUNY Stony Brook (leonie.huddy@sunysb.edu); Stanley Feldman, SUNY Stony Brook (stanley.feldman@sunysb.edu); Ivana Eterovic, SUNY Stony Brook (ivana.eterovic@sunysb.edu); Inna Burdein, SUNY Stony Brook (inna.burdein@sunysb.edu); Maxwell Mak, SUNY Stony Brook (ackomax@hotmail.com); Linda Pfeiffer, SUNY Stony Brook (Linda.Pfeiffer@sunysb.edu)
Growing non-response rates pose a continuing threat of unknown magnitude to public opinion research. Different techniques have been proposed to compensate for potential non-response. The most commonly used technique, post-stratification weights, relies solely on information gathered about respondents and rests on the assumption that respondents and non-respondents with similar demographic characteristics are interchangeable. But this is a questionable assumption. We test a different technique that draws on additional information about the demographic characteristics of a non-respondent's zip code to adjust for missing respondents. More specifically, we develop a selection model to predict non-response and then use that information to adjust for absent respondents in a second stage of analysis. This technique has been used with modest success by Brehm (1993) to examine the effects of non-response in multistage area households surveys using basic interviewer-coded information about non-respondents, and more successfully by Berinsky (1999) to examine the impact of item non-response on racial opinions within a single survey. We draw on the sample used to conduct the American Racial Opinion Survey, a three-wave panel in which there were 1,583 respondents in the first wave which was conducted in the fall of 2003. We extract zip code information from telephone numbers (using a Genesys module) and combine this with fine-grained characteristics of a potential respondent's zip code (including aggregate information about local residents' area's age, racial and ethnic makeup, home language, occupation, poverty levels, and so on derived form the 2000 census). In the first stage of the selection model, we assess whether it is possible to predict survey participation with the zip code information. If successful, we will then make the selection correction on key analytic models concerning the origins of racial policy attitudes to determine whether the adjustment for non-response alters our quantitative findings and substantive conclusions.

Weighting Surveys: Identifying Key Poststratifiers. Michael Battaglia, Abt Associates (mike_battaglia@abtassoc.com); Martin Frankel, Abt Associates (martin_frankel@abtassoc.com); Michael Link, Centers for Disease Control and Prevention (awi5@cdc.gov)
Random-digit-dialing surveys such as the Behavioral Risk Factor Surveillance System (BRFSS) typically poststratify on age by gender cells using control totals from an appropriate source such as the 2000 Census, the Current Population Survey (CPS), or private sector companies such as Claritas. Rao at al. (2005) used the 2000 Public Use Microdata Sample (PUMS) and the CPS to identify underrepresented sociodemographic subgroups in the BRFSS. This approach identifies potential poststratification variables on the basis of nonresponse and noncoverage. In our research we modeled key BRFSS risk factor outcome variables rather than modeling nonresponse. Using logistic

regression and CHAID to examine the risk factor variables, we identified key "main effect" sociodemographic variables and important sociodemographic two-factor interactions. Using raking (Battaglia et al. 2005) we show how to incorporate several main effects and two-factor interactions into the weighting of the BRFSS survey data, and compare the resulting weighted risk factor estimates with those based on the usual BRFSS weights.

Translating and Evaluating Questionnaires

Methods for Translating Survey Questionnaires. **Barbara Forsyth, Westat (barbaraforsyth@westat.com); Martha Stapleton Kudela, Westat (marthastapletonkudela@westat.com); Deirdre Lawrence, National Cancer Institute (dl177n@nih.gov); Kerry Levin, Westat (kerrylevin@westat.com); Gordon Willis, National Cancer Institute (willisg@mail.nih.gov)**
The successful translation of questionnaires to languages other than English is an important area of survey methodology that is gaining increased attention (Harkness et al., 2003). This paper describes research using a 5-step model for translation and evaluation. The 5-step model is adapted from the framework presented in Harkness et al., 2003 (also see De la Puente, Pan, & Rose, 2003; U.S. Census Bureau, 2004; European Social Survey, 2002). We used the 5-step model to translate the Tobacco Use Supplement of the Current Population Survey (TUS-CPS) from English into Mandarin Chinese, Cantonese Chinese, Korean and Vietnamese. In step 1, professional translators developed the initial target-language translations. In step 2, bilingual reviewers examined the initial translations and identified potential revisions to improve them. In step 3, adjudicators made decisions about reviewers' recommendations and selected translation wordings for pretesting. In step 4, monolingual volunteer respondents participated in cognitive pretest interviews. Cognitive interview results helped identify additional recommendations for revision. In Step 5, an adjudicator selected final revisions for the translations. The paper describes our experiences implementing the 5-step model. It discusses staffing, staff training, research task definition, and procedures for ensuring communication among translators, reviewers, evaluators and adjudicators. The 5-step translation and evaluation model was successful for producing effective questionnaire translations. The iterative nature of the model and the team-based approach the model encourages were particularly important to the success. At the same time, our experiences identified ways to improve the 5-step model and the paper discusses these "lessons learned."

Behavior Coding Real-time Survey Interpreters. **Michael Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Larry Osborn, Abt Associates (Larry_Osborn@abtassoc.com); Holly Hoegh, Public Halth Institute (HHoegh@surveyresearchgroup.com); Michael Battaglia, Abt Associates (Mike_Battaglia@abtassoc.com); Martin Frankel, Abt Associates and Baruch College (Martin_Frankel@abtassoc.com)**
Despite the dramatic growth in the non-English/non-Spanish-speaking population in the United States over the past decade, most surveys are still conducted only in English or Spanish. One approach to expanding the number of languages offered in a survey is to use a third-party interpreter, offering real-time translations on the telephone as the survey is conducted. This approach allows the interview to be conducted in a broader range of languages and typically makes more effective use of language specialists than does hiring native speakers as interviewers. While this has been shown to be an effective means of improving survey response among non-English/Spanish speakers, there are still questions about the quality of the translation process given that for most languages the interview is not pre-translated and concerns about how real-time translation might affect survey responses. We provide a detailed assessment of the quality of the real-time interpreter approach, using behavior coding of more than 200 interviews conducted as part of the Behavioral Risk Factor Surveillance System (BRFSS), one of the world's largest, on-going random digit-dialed telephone surveys. The interviews were conducted in California with a set of respondents that otherwise would have been given a final code of "language barrier" and counted as survey nonrespondents. With the permission of the respondents, interviews were recorded and later behavior coded, quantifying for each question administered (1) the accuracy of the question translation, (2) the accuracy of the translated response, (3) the degree of difficulty administering the question, (4) the number of times the question needed to be repeated, and (5) the number of times the interpreter engaged in dialogue with the respondent which was not relayed to the interviewer.

Cognitive Interviewing versus Behavior Coding. **Deirdre Lawrence, National Cancer Institute (dl177n@nih.gov); Kerry Levin, Westat (kerrylevin@westat.com)**
Translating survey instruments into languages other than English has become more important within the field of survey research as we attempt to reach populations that may not otherwise be represented by the data (Harkness et al., 2004). A growing body of literature describes methods for translating survey instruments and testing them (Harkness et al., 2003; De la Puente et al., 2003; Census Bureau, 2004). While comparisons in methods of testing survey items have been done extensively in English (see, for example, Forsyth et al., 2004), little, if any, work has compared these methodologies in other languages. This paper discusses results from the comparison of cognitive testing and behavior coding methodologies used to identify problems with the comprehension of items from the Tobacco Use Supplement to the Current Population Survey (TUS-CPS).Westat conducted 40 cognitive interviews testing the Chinese, Korean, Spanish, and Vietnamese translations of the TUS-CPS. In addition, the translated instruments were fielded in a small pilot study (n=418). The translated instruments were administered over the telephone and each interview was tape recorded. A team of behavior coders listened to the recorded interviews and coded selected items for interviewer and respondent problems. The design permitted analyses comparing cognitive interviewing and behavior coding results, and this paper reports results from these analyses. Many of the cognitive testing results were supported by the behavior coding results. However, some interesting differences also emerged between the two. Furthermore, the behavior coding results sometimes served to augment and explain the cognitive testing results.We will describe similarities and differences between the two sets of results, use examples to illustrate them, suggest reasons for differences, and develop preliminary recommendations for ways to use cognitive interviews and behavior coding to assist in developing and evaluating questionnaire translation.

Bilingual Behavior Coding in Practice. Jennifer Childs, U.S. Census Bureau (jennifer.e.hunter@census.gov); Ashley Landreth, U.S. Census Bureau (ashley.d.landreth@census.gov)
The U.S. Census Bureau conducted its first bilingual behavior coding project in 2004. This was a very successful endeavor and we plan to continue this practice in future field tests of surveys that are fielded in multiple languages. This paper provides a detailed description of the methodology used to put bilingual behavior coding into practice in a production field test. A key component of the method was the use of a bilingual research team to lead this project and a team of fully bilingual interviewers trained in behavior coding techniques to perform the task. By enlisting the aid of a Spanish-speaking social science researcher, we gained the following invaluable tools: 1) a training tailored to deal with culturally appropriate, but minor, linguistic changes that should not be considered "major" changes to a question's intent or wording; 2) the ability to calculate inter-coder reliability score comparisons in both languages between coders and principal researchers, to evaluate how closely coders adhered to the training; and 3) a detailed qualitative analysis of results in the original language of the interview. This paper also describes results of this behavior coding project, specifically how analyzing results from both languages of the interview yielded insight that might not have been as evident by examining interviews in each language alone. Finally, we explicate lessons learned to evolve this strategy for the next field test and offer suggestions for survey designers who wish to conduct simultaneous behavior coding of surveys in multiple languages as a method of evaluating the survey instrument.

Understanding Translation Effects in Adapting Questions from English into Spanish: A Case Study of Attitudinal Questions. Rene Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu); Ana Villar, University of Nebraska-Lincoln (mtvillar@unlserve.unl.edu); David Palmer, University of Nebraska-Lincoln (dpalmer1@bigred.unl.edu); Janet Harkness, University of Nebraska-Lincoln and ZUMA (jharkness2@unlnotes.unl.edu); Francisco Abundis, Parametria SA de CV (fabundis@parametria.com.mx)
In cross cultural surveys, inadequately translated questionnaires may result in wording effects reducing possibilities for comparisons. The implications of misrepresenting the original source construct are critical in comparative studies. This paper addresses differences among translated versions of the same set of questions from the English into the Spanish language. An experiment was conducted in order to determine whether these different translations have an impact on survey results. Six questions from the "Family and Changing Gender Roles III" survey (ISSP, 2002) were selected from the Chilean, Spanish and Mexican translations of the English source. The different wording of each Spanish translation introduced potentially important differences in meaning, sentence structure and level of diction. In order to determine which translations should be used as "awkward" vs. "natural" versions, the questions were evaluated in cognitive interviews by native Spanish speakers. Due to sample size considerations only 2 of the 3 translations were tested. The survey was conducted in November 2005, with a nationwide probabilistic sample of 1,100 adults in Mexico. A total of six pairs of questions (natural vs. awkward) were included using a split ballot design. Results indicate that, for some questions, the effect of inadequate translations can yield an aggregate shift, ranging from 3 to 10 points in the marginal distributions. The response distribution for other questions, however, appear unaffected by differences in wording such as "debe" (must) vs. "debería" (should) which are interpreted as synonyms. Additionally, interviewers were briefed to report their perception on respondents' ability to comprehend the "awkward" vs. "natural" questions. No differences were observed between conditions. The results of these and other analyses are presented and discussed.

Trying To Overcome Nonresponse

When is Enough, Enough: Do Extraordinary Recruitment Efforts Improve Data Quality? Kathleen Tiefenwerth, Battelle Centers for Public Health Research and Evaluation (tiefenwerthk@battelle.org); Patti Hawse, Johns Hopkins School of Public Health (phawse@jhmi.edu)
Respondent cooperation rates continue to be a major concern for survey researchers, and maximizing response rates to minimize survey error introduced by non-response must be balanced with cost and feasibility considerations. In a population-based study of pediatric eye disease prevalence, we enumerated households with children (ages 6 to 72 months) in a medium sized city, collected 10 minutes of background information on each child identified, and scheduled almost 3,000 children to come to a clinic for an intensive eye exam. We will use multivariate modeling to differentiate the 3 types of clinic respondents encountered over a 2-year period: (1) respondents who kept their initial scheduled appointment; (2) respondents who subsequently rescheduled their appointments (some on multiple occasions), but who eventually kept an appointment; and (3) respondents who were "no shows" (despite multiple reschedules). Possible predictive factors include the known presence of eye disease, as well as other disease processes, as well as race, gender, income group, and access to health care. This analysis will help determine whether the high effort levels required to reschedule missed appointments actually reduce non-response bias. For example, if respondents requiring multiple rescheduling are not significantly different from those who keep their initial scheduled appointment, the time and effort expended in rescheduling may not be a cost effective way to increase data quality. Findings from this analysis contribute to the discussion on response rates and survey data quality.

Microsimulation of Alternative Survey Designs. Sonja Ziniel, University of Michigan (sziniel@isr.umich.edu); Robert Groves, University of Michigan (bgroves@isr.umich.edu); Barbara O'Hare, Arbitron (barbara.o'hare@arbitron.com)
Increases in noncontacts of sample households and reluctance of respondents to participate in a survey have led over the past two decades to declining survey response rates (Curtin, et al., 2005). This has led to dramatic increases in costs of RDD surveys, as organizations try to maintain response rates and address potential nonresponse error.Response propensity models can offer insight into how survey features affect the likelihood of survey participation across subgroups of the survey population(Groves and Heeringa, 2004; Lavrakas et al., 2005; Burks et al., 2004.) Further, these models allow for microsimulation of response rate outcomes under alternative sets of survey features. This study presents microsimulations of response outcomes in the Arbitron mixed-mode, multi-stage diary survey of radio listening. The survey has evolved into a complex design of highly differentiated survey features across population subgroups of key importance to the measurement of radio listening. Expected response propensities are modeled under alternative conditions, varying the measured relationships between design features and observed subgroup membership of the sample case. To simulate the effect of changes in design elements outside the observed survey designs, estimates will be calculated under varying assumptions of subgroup propensities. Given the

models each sampled person is assigned an expected propensity to respond, given a constellation of design features. These propensities are then used as weights in estimation of response rates for key sociodemographic subgroups. Further, under these response patterns, the effect on estimated radio listening levels can be simulated.

Unintended Consequences: How Purging Business Numbers in RDD Surveys Can Increase Noncoverage. Daniel Merkle, ABC News (daniel.m.merkle@abc.com); Gary Langer, ABC News (gary.e.langer@abc.com); Jon Cohen, ABC News (Jon.cohen@abc.com); Linda Piekarski, Survey Sampling (linda_piekarski@surveysampling.com); Robert Benford, TNS, (Robert.Benford@tns-global.com); David Lambert, TNS (dave.lambert@tns-global.com)
Survey researchers commonly use RDD samples that are purged of listed business telephone numbers to increase interviewer productively by removing numbers that are assumed to be ineligible for household surveys. This study investigates this practice and finds an unintended consequence, an increase in household noncoverage.The data come from three national RDD surveys (total n = 3,012) using samples that were not purged of listed business numbers. Phone numbers were flagged as listed businesses or not, and respondents were asked about how their phone lines are used.Five percent of respondents were interviewed on lines classified as business numbers that normally would have been purged from the sample. But were these valid household interviews, or should they have been excluded? The data show that these are, in fact, primarily households. Ninety-four percent of these numbers rang at residences. Just six percent of these respondents said the number was listed only in the Yellow Pages; the rest said it was listed in the White Pages only (70 percent), in both the Yellow and White Pages (13 percent) or was unlisted (nine percent). In practice, moreover, these phone numbers are used as household rather than business-only lines: Ninety-three percent said any adult in the household can answer the phone line in question.Our more important finding is that business-line purging increases noncoverage. Sixty-five percent of those contacted on numbers that normally would have been purged from the sample said they had no other phone lines in the household – a noncoverage rate of three percentage points had these numbers been excluded from the sample. The paper concludes with an examination of the characteristics of those interviewed on presumed business numbers, and considers the cost/benefit implications of including these numbers in the sample.

The Effect of Login Procedure on Survey Response. Benjamin Healey, Massey University (b.j.healey@massey.ac.nz); Allan Smee, Massey University (a.k.smee@massey.ac.nz)
Online surveys often suffer from low response rates and coverage problems, in part due to the paucity of appropriate sampling frames and the ubiquity of anti-spam software. Researchers are, therefore, turning to traditional frames for online or mixed-mode studies, and traditional channels such as postal mail to deliver invitations. However, strategies for maximising response to surveys delivered in this manner are yet to be developed. One aspect of such surveys that has the potential to influence response is the login procedure. Access to web surveys is often restricted to sampled individuals by the use of login codes. These codes can be entered as part of the survey URL (an 'inline' or 'automated' procedure) or via a login screen at the beginning of the survey (a 'manual' procedure). Studies examining the effect of different procedures in an email invitation delivery context suggest those with a manual component produce higher response rates and data quality than inline methods requiring a click-through from the invitation message.Both inline and manual procedures can be employed in invitations delivered via postal mail, but there is no opportunity for click-through automation in this context, thus procedural effects on response may be different. The research reported in this paper examined whether logon procedure type affected response to an online survey, with postal invitation, of 2400 people selected randomly from the New Zealand electoral roll (AAPOR RR2=30%). The effect of access code format (number vs. word-based) was also investigated as part of the experimental design. The inline procedures led to three times as many login errors as the manual procedures. Moreover, the manual number-code treatment had a higher number of survey starts than its word-based manual counterpart, and the word-code was associated with significantly higher drop-outs. However, time spent answering the survey was the same across the treatments.

Impact of Disclosure Risk on Survey Participation Decisions. Frederick Conrad, University of Michigan (fconrad@isr.umich.edu); Hyunjoo Park, RTI International (mpark@rti.org); Eleanor Singer, University of Michigan (esinger@isr.umich.edu); Mick Couper, University of Michigan (mcouper@umich.edu); Frost Hubbard, University of Michigan (fhubbard@umich.edu); Robert Groves, University of Michigan (bgroves@isr.umich.edu)
When invited to participate in surveys, do people weigh the possibility that an "intruder" might obtain their answers and connect them to their names? If the survey invitation includes this kind of disclosure risk information, how, if at all, do prospective respondents use it? This talk reports two laboratory experiments on these issues. Experimental participants read 8 fictional survey invitations. The surveys differed in topic sensitivity, the objective level of disclosure risk, the mode, the likely social benefit and other attributes. The experimental participants indicated how likely they would be (on an 11-point scale) to participate in each survey and then provided a verbal report about how they reached their decision. In the first experiment, low disclosure risk was either "one in a million" (quantitative) or "extremely unlikely" (qualitative), and high risk was either "one in one hundred" (quantitative) or "unlikely" (qualitative). Risk level had no overall impact on likelihood judgments and was infrequently mentioned in the verbal reports. However, when examined by topic sensitivity, risk did affect participation decisions: for non-sensitive topics, likelihood increased with lower risk but for sensitive topics – for which participation likelihood was low – there was no effect of risk. This suggests that if the topic is sensitive, then any risk is intolerable, but if the risk were zero, participation likelihood might increase. In the second experiment we tested this hypothesis by providing extreme risk values: either 0% (quantitative) or "no chance" (qualitative) and high risk is either 100% (quantitative) or "certain" (qualitative). Zero risk did, in fact, lead to greater participation likelihood than certain disclosure, especially for sensitive topics. We conclude by presenting a conceptual model of how people make decide to participate in surveys for when they have been provided information about disclosure risk.

Who Really Won Election 2004?

Was the 2004 Election Stolen? Ohio Data Analysis. Ron Baiman, University of Illinois at Chicago (rbaiman@uic.edu)
A comparison of Ohio precinct level exit poll data recently released by the Election Science Institute (SEI) with tabulations from individual 2004 exit poll interviews for Ohio deposited by Edison/Mitofsky (EM) with ICPSR shows that the ESI exit poll data do not match the ICPSR data and have particularly large deviations in two precincts. In both cases large ICPSR pro-Kerry discrepancies are significantly reduced in the ESI data. The ICPSR data includes 2042 records which is the total number of exit poll interviews in Ohio according to a Methodology Statement released by NEP/EM. A comparison of either the ESI or ICPSR exit poll data with blurred officially reported results released by ESI shows statistically highly significant (almost exclusively) pro-Kerry discrepancies in a large number of Ohio exit polled precincts. An adjustment of the exit poll results with a pervasive reluctant Bush voter exit poll response "bias" function (see USCountvotes July 8 2005 paper and Elizabeth Liddle paper) does not remove these discrepancies. No "explanation" offered to date appears to explain these discrepancies.Finally, the methodology used in a recent report by ESI claiming to demonstrate that the Ohio precinct level exit poll data suggest no "smoking gun" for election fraud is shown to be both empirically and logically fallacious and without merit. These conclusions highlight the need for: 1) A full release of, and explanation and investigation, of all Ohio exit poll data and of the 2004 Presidential election; 2) A national election data archive that would make real time detailed precinct level election data available to the public; 3) Regular random audits of elections; 4) Publicly accessible and transparent exit polls that are not adjusted to match reported election outcomes; 5) Other critically important reforms of the U.S. election process as listed in the March, and July USCountvotes reports.

Polling Bias or Corrupted Count? Accepted Improbabilities and Neglected Correlations in 2004 U.S. Presidential Exit Poll Data. Steve Freeman, University of Pennsylvania (steven.f.freeman@verizon.net)
Improbabilities in 2004 US Presidential Exit Poll Data point sharply toward a corrupted count: 1)Huge and unprecedented Precinct Level Disparity (PLD) between official counts and respondent reports in these same precincts; 2)An extraordinary distribution of standard deviations among state PLDs; 3)Lack of theory that could explain disproportionate response (Interviewer effects at most could only explain some portion of it); 4) Lack of substantiation of disproportionate response; 5)Higher response rates in precincts where Bush voters predominated; 6) Higher response rates in states where Bush voters predominated; 7)Reported Presidential vote in 2000 among respondents (Bush 41%-Gore 39%), also indicates that Bush voters were over, rather than under-represented in the exit polls;8) Near mathematical impossibility of disproportionate response given state and precinct response rates; 9) In Bush strongholds across the country, Kerry received only two-thirds of the votes that respondents reported to have cast for him;10) PLD was Significantly higher in swing states where electoral votes were at stake, and still higher in critical battleground states (Florida, Ohio & Pennsylvania); 11) PLD was within polling margins of error among precincts using manually counted paper ballots; far, far beyond in precincts with machine technologies; 12) PLD significantly higher in states with Republican governors; 13) African American population is a robust predictor of PLD. Given the many ways in which this population has long been disenfranchised, count corruption would seem the most likely cause; 14) Election day voting problems correlates significantly with PLD; 15) To "correct" for presumed disproportionate response, NEP created a mathematical impossibility: a 2004 electorate consisting of 52 million Bush 2000 voters (he received only 50 million votes in 2000); 16) Even after making many implausible and impossible adjustments, corrected exit polls still deviate from the official count beyond the margin of polling error.

The True Electorate. Michael McDonald, George Mason University (mmcdon@gmu.edu)
Information on statewide voter registration files – such as age, gender, and race – combined with a history of voting make it possible to construct a demographic profile of a state's 2004 electorate. This profile is compared to the national election poll (NEP) and Current Population Survey (CPS) voters for seven states. Analysis demonstrates that while the voter files and the CPS show generally the same demographic profile, the NEP reports an electorate that is much younger and multi-ethnic. By analyzing the mode of voting – early or in-person – the voter files reveal a possible source of the age discrepancy between the voter files, CPS and NEP: absentee voters are much older than in-person voters. This research has several important implications. First, the pro-Democratic bias on the 2004 NEP is partially explained by a bias towards young and minority voters. Second, for those that are interested in civic engagement, the increased use of early voting may confound patterns of youth engagement over time as drawn from the NEP. Third, working with the 2004 NEP principals, the analysis here suggests alternative weighting strategies and corrections for early voters.

Beyond Exit Poll Fundamentalism: Surveying the 2004 Election Debate. Mark Lindeman, Bard College (lindeman@bard.edu)
Doubts about the legitimacy of the 2004 U.S. presidential election have given rise to – and in turn been bolstered by – a belief system that I here call "exit poll fundamentalism." (The term "fundamentalism" here refers to credal rigidity and, in particular, to a propensity to invest exit polls with great authority while interpreting their results selectively.) This belief system, alien to most survey researchers, warrants attention, and its inaccurate assumptions should be challenged. Exit poll fundamentalism embraces several credal convictions: that exit polls are generally accurate to within the limits of random sampling error; that the 2004 NEP presidential exit poll gave John Kerry a decisive lead, as confirmed by scientific experts; that efforts were made on election night – and continue – to suppress and/or obscure this evidence of election theft; and that releasing the data would likely lead to direct proof that the 2004 presidential election was stolen. Although this belief system's doubts about election integrity are rationally defensible, its certainties are not. Regrettably, many concerned observers are unaware of the factual objections to these views. Their understanding of "the science of survey research" bears little resemblance to reality. I consider all these convictions, with particular attention to empirical analyses that explore whether the 2004 exit polls evince massive fraud. Fraud cannot be ruled out a priori, but there is little reason to believe that the exit polls offer crucial proof of fraud at any level of analysis, or that John Kerry actually won the popular vote. I develop this argument with attention to work by Steve Freeman, US Count Votes, and other analysts who have asserted that the exit polls evince massive and decisive fraud. I also offer suggestions for conducting and reporting the results of future exit polls.

Poster Session I

Impact of High School Preparation and Available Resources on Future Education and Career Goal. **David Jones, Wright State University (david.jones@wright.edu); Nicole Couchot, Wright State University (couchot.5@wright.edu); Amanda Smith, Wright State University (smith.531@wright.edu)**

For more than a decade, national, state and local policy makers have focused on the performance of public schools. Many discussions about school performance center around student achievement on standardized tests. What began as an effort to improve education may have actually created unintended consequences. As some schools "teach to the test" to verify educational quality, one must question whether test scores truly measure student preparation for life beyond high school. Our study allows for exploration of this issue by examining other factors which may influence student success. Our research develops a new data set used to assess high school student outcomes. The study examines several factors which may contribute to student preparation, including the intellectual capital available to students at public schools in the form of teachers, counselors, principals, etc. as well as economic resources available to the school district. Specifically, the project explores how the role of education, extracurricular activities, staff support, and parental or caregiver involvement affected the academic preparation of high school students and their planning for their futures.Our study examines effectiveness in preparing students for life after graduation by surveying more than 4,000 high school juniors at 30 public school districts in southwest Ohio. This study serves as the first stage of a longitudinal data collection effort on college and career preparation in Ohio. Future stages of this research will examine private and charter schools, allowing researchers to compare the perceived preparation level of public school students to their private and charter school counterparts.School districts used in the study were selected proportionally using an Ohio Department of Education typology that classifies districts based upon poverty level, median income, student population, and district type. Researchers hypothesized that these variables contribute to the availability of resources within a district, and thus would impact student preparation.

Judgments of Responses to Peer Provocations. **Yael Kidron, American Institutes for Research (ykidron@air.org); Shirley Feldman, Stanford University (ssf@stanford.edu)**

The purpose of this study was to assess the relationship between students' perceptions about responses to peer verbal provocations, moral attitudes, and social-emotional skills. Approximately 800 seventh grade students of various racial/ethnic backgrounds from two middle schools in northern California participated in this study. The main study questionnaire was developed for the purposes of this study. It was based on open-ended surveys and interviews with adolescents asking about types of situations in which aggressive retaliation to teasing is justified. The questionnaire included hypothetical vignettes depicting situations of teasing. The vignettes were designed to capture the language and content of situations regarded by adolescents as offensive (e.g., referring to one's parents or ethnic origin in an offensive manner). For each vignette, students rated the likelihood they will use verbal aggression, physical aggression, adult's assistance, and avoidance as a response to the provocation. In addition to the peer provocations questionnaire, participants completed demographic questionnaires on which they indicated their sex, race, and immigrant status. Moral attitudes were measured by the moral disengagement questionnaire (Bandura, A., Barbaranelli, C., Caprara, G. V. & Pastorelli, 1996); students' distress (i.e., anxiety, depression, low self-esteem, and low well-being) was measured by the Weinberger Adjustment Inventory (WAI; Weinberger, 1991). Interpersonal skills were measured by the Adolescent Interpersonal Competence Questionnaire (AICQ; Buhrmester et al.,1988). Factor analysis revealed a three-factor solution, indicating similarity in the way students perceive varying levels of aggressive retaliation. In about one third of the cases, students indicated that they would not tell an adult about the provocation. Judgments of aggressive responses were associated with gender, ethnicity, moral attitudes and social skills.

Developing an Industry Identifier for Survey Research. **Patrick Glaser, Council for Marketing and Opinion Research (pglaser@cmor.org)**

The U.S. Public has little knowledge of which companies that contact them for surveys are legitimate and which are not.CMOR (The Council for Marketing and Opinion Research) has developed an Industry Identifier program and surveyed over 400 members of major corporate trade groups to explore the potential for this identifier.The history, rationale, design and research of this Identifier will be reviewed as well as the results of the survey. An update will be presented on the progress of this program as well as the design of a study to track the impact of the Identifier on Respondent Cooperation Rates.

Is a User-Friendly Diary More Effective? **Nhien To, U.S. Bureau of Labor Statistics (to.nhien@bls.gov); Lucilla Tan, U.S. Bureau of Labor Statistics (tan.lucilla@bls.gov)**

The Consumer Expenditure Diary Survey (CED) is a nationwide survey conducted by the Bureau of Labor Statistics (BLS). Its purpose is to collect household expenditures on small frequently purchased items. Beginning in 2000, BLS conducted research leading to the design of a more "user-friendly" diary. The goal of the research was to increase response rates and improve data quality. The research included cognitive testing of several diary prototypes to identify "user-friendly" features (Davis et al., 2002), followed by a field test of the Redesigned Diary. Based on the results of the field test, we added cues to the item entry pages of the Redesigned Diary and retested the diary prototypes with additional cues (To et al., 2004). In January 2005, BLS began to implement the Redesigned Diary in production. This paper assesses the performance of the Redesigned Diary by comparing Redesigned Diary data collected in 2005 with data collected using the old Diary for the same period in 2004. We focus our comparisons on drop off rates and on measurements resulting directly from format changes, so as to isolate effects attributable to form design from time sensitive measurements such as expenditures, which could be biased by changes in economic conditions across the two years. We hypothesize that the "user-friendly" features of the Redesigned Diary will lead to increased response rates, and that they will elicit more complete and detailed recording of entries for better quality data.

Tattoos, Directions and Mode of Administration, Todd Rockwood, University of Minnesota (rockwood@mn.rr.com); Melissa Constantine, University of Minnesota (rockwood@mn.rr.com); Karen Virnig, University of Minnesota (virni002@umn.edu)
Over the past two decades there has been a marked increase in tattooing. The familiar anchor tattoo of the World War II era has been replaced with diverse and dramatic visualizations. This paper reports findings from a general population survey conducted in Minnesota in which respondents were randomly assigned to Mail (n=473) or Telephone (n=667) modes. The survey had six questions regarding tattoos, four of the items asking about perceptions of individuals with tattoos and two items focused on willingness to approach a person with tattoos to ask for directions. All four of the perception items demonstrate significant differences between the mail and telephone modes. Telephone respondents appear to be more willing to provide positive evaluations regarding internal aspects of tattoos: Someone with a tattoo thinks of their body as art (ART: Telephone 17% Strongly Agree, Mail 11%); When you see someone with a tattoo, you think they are expressing themselves (EXPRESSION: Telephone 28% Strongly Agree, Mail 22%). Alternatively, mail mode respondents appear more likely provide negative evaluations regarding what tattoos symbolize externally: When you see someone with a tattoo, you think they are rebelling against society (REBEL: Telephone 32% Agree, Mail 38%), When you see someone with a tattoo, you think they have poor moral character (MORAL: Telephone 12% Agree, Mail 24%). When age and gender are controlled for, three of items still demonstrate significant differences by mode (ART, REBEL, MORAL). Alternatively, the two items focusing on asking for directions did not demonstrate significant differences between the telephone and mail modes, even when controlling for age and gender. The results from this research demonstrate that perceptual evaluations about individuals with tattoos are subject to mode affects, but the behavior oriented items (ask for directions) are not affected by mode.

Applying Field-based Pretesting Methods. Kerry Levin, Westat (kerrylevin@westat.com); Barbara H. Forsyth, Westat (barbarahforsyth@westat.com); Martha Stapleton Kudela, Westat (marthakudela@westat.com); Deirdre Lawrence, National Cancer Institute (dl177n@nih.gov); Gordon Willis, National Cancer Institute (willisg@mail.nih.gov)
In the U.S. there is a relatively large number of subpopulations that are difficult to reach with English language methods (Ro, 2000), and many of these subpopulations are growing (Census Bureau, 2004; Ma et al., 2003; Ro, 2000). Furthermore, some of them are vulnerable to health risks. For example, Asian American smoking risks are relatively high (Centers for Disease Control and Prevention, 1998). This paper reports on work performed for the National Cancer Institute (NCI) to test translations of its Tobacco Use Supplement to the Current Population Survey (TUS-CPS). Specifically, we used behavior coding, retrospective debriefing of respondents, and feedback from coders and interviewers to test the TUS-CPS in four languages.Chinese, Korean, Spanish, and Vietnamese translations of the TUS-CPS were fielded in a small pilot study (n=418). The translated instruments were administered over the telephone and each interview was tape recorded. To evaluate the translations, we examined data from a variety of sources: the telephone interviews themselves; results from a retrospective debriefing questionnaire that was conducted with 20 percent of the pilot study respondents; results of behavior coding performed on the tape recorded interviews; debriefing sessions with the behavior coders; and debriefing sessions with the telephone interviewers. For the debriefing sessions, interviewers and behavior coders were asked to provide their insights into the reasons for problems with the questionnaire and its translations. Results from each of the data sources supplemented, but sometimes contradicted, those from the others.This paper provides detailed information about the methods used to collect results from each data source, compares results across the data sources, and describes noteworthy examples of problems found.

Customer Satisfaction and Hispanic Acculturation. Jose Márquez-Ortiz, Service Management Group (jmarquez@servicemanagement.com)
Hispanics are becoming an increasing demographic, social and economic force in the United States; therefore, the need arises to better understand how this segment of the population perceives services provided by institutions and businesses. There is a general consensus, but scarce literature, that degree of acculturation influences customer satisfaction, such that highly acculturated Hispanic respondents provide lower scores than less acculturated ones. Language is frequently used as a proxy for acculturation. This paper looks at differences in customer satisfaction between Spanish-speaking and English-speaking Hispanics surveyed by a multiunit retailer. Respondents had the option of taking the survey in English or Spanish and provided their ethnic background during the survey. This information was used to infer acculturation status. Results suggest that Spanish-speaking Hispanics provide significantly higher customer satisfaction and loyalty scores and that the predictors of overall customer satisfaction vary by language choice. This suggests that customer satisfaction may be in part influenced by acculturation in terms of primary language preference. Future assessment of perceptions of Hispanics regarding services received should consider the inclusion of items providing direct information on respondent acculturation to better understand this segment of the population.

The BFI-10: Validation and Predictive Power. Beatrice Rammstedt, ZUMA (rammstedt@zuma-mannheim.de)
Even though the individual's personality proved to be a valid predictor for numerous outcome variables in social survey research, the basic dimensions of personality have only rarely been assessed. The most prominent reason for that can be seen in the fact that personality inventories are much too lengthy for settings with severely limited time. For such settings, an extremely brief measure is the only possible way to include a personality assessment. The 10 Item Big Five Inventory (BFI-10) was developed to address this problem. It measures the Big Five using ten items adopted from the Big Five Inventory (BFI), a well established inventory for the assessment of the Big Five dimensions of personality, the most widely accepted model of personality for the last decades. To facilitate cross-language applications, the BFI-10 was developed simultaneously in German and English, yielding parallel forms in the two languages. Alongside other countries, Germany assessed the BFI-10 in the ISSP 2003/2004. Psychometric properties of the BFI-10 are presented; evidence for construct validity of the instrument includes the factor structure of the ten items and convergent and discriminant correlations with the scales and facets of the NEO-PI-R, a commonly used measure of the Five-Factor Model. To investigate the predictive power, correlations with and regressions on commonly used outcome variables are reported. Results suggest that given its brevity, the BFI-10 proved a surprisingly reliable and valid (for both construct and predictive validity) instrument to measure personality in settings with severe time limitation such as national survey research.

Robustness Study of the 2004 BRFSS Prevalence Estimates. Henry Roberts, Centers for Disease Control and Prevention (hdr9@cdc.gov)
This research assesses the robustness of the 2004 North Carolina BRFSS prevalence estimates for the following public health conditions and behaviors: asthma, diabetes, mammogram status, pap smear status, access to healthcare, smoking status, influenza vaccination, and pneumococcal vaccination.The motivation for assessing the robustness of BRFSS prevalence estimates culminates from an effort to answer fundamental questions about the effects of weighting BRFSS survey responses.The 2004 North Carolina BRFSS database consists of 15,052 completed surveys from adults being of age 18 or more. We developed a systematic process to study the extent that weighting the survey responses affected the precision and accuracy of the BRFSS prevalence estimates. The process has four distinct sequential assessments: 1. calculate the difference between the weighted and unweighted prevalence estimates; 2. assess if the unweighted estimate falls outside the 95% CI for the weighted estimate; 3. assess the size of each estimate's standard error; and 4. assess the size of inefficiency. Overall comparisons, and comparisons while controlling for gender and race/ethnicity were observed prior to drawing an inference about the robustness of the weighted and unweighted prevalence estimates.

Are You There? Evaluating Sources for Locating Respondents. Andrew **Zukerberg**, U.S. Census Bureau (andrew.l.zukerberg@census.gov); **Megan Henly, U.S. Census Bureau (megan.m.henly@census.gov); Amy Herron, U.S. Census Bureau (amy.b.herron@census.gov);** John Finamore, U.S. Census Bureau (john.m.finamore@census.gov); Neil Ferraiuolo, U.S. Census Bureau (neil.c.ferraiuolo@census.gov)
Locating sampled respondents provides a unique challenge to researchers conducting person-based surveys. Individuals are far more mobile than housing units or telephone exchanges. As a result, locating respondents to interview them is a critical component to conducting a person-based survey. In recent years, the use of third party data brokers (e.g., credit bureaus, public records aggregators) has grown in popularity among survey research organizations as a means of finding current address and telephone information for respondents. The quality of data provided by these brokers varies widely. This research will present the results of an experimental comparison of the quality of data from three data brokers. The comparison will be made using a highly mobile population, recent college graduates. Data brokers will be provided with an identical input file of respondent data. The file will contain varying types of data (e.g., an address and no phone number, phone number but no address). We will then attempt to contact respondents by telephone and/or mail to verify the data returned by each of the brokers. This will enable us to compare the broker's ability to provide current telephone and address information. We will report results and recommendations for researchers conducting person-based surveys.

Approach the Bench: Reaching the Attorney Population. Kathleen Dalton, National Opinion Research Center (dalton-kate@norc.org); **M. Mandy Sha, National Opinion Research Center (shamandy@hotmail.com); Arin Reeves. American Bar Association Commission on** Women in the Profession
The World Wide Web (WWW) has presented new options for data collection, such as web surveys. Other WWW utilities, when incorporated into a multi-mode approach, can provide further opportunities in survey research. We used email and search engines to contact, gain cooperation, and trace hard-to-reach attorneys in a survey about their experiences in private law firms. We will compare and contrast this method to mail surveys, covering issues such as visual layout of the questionnaire, cost and efficiency, and junkmail filters. We will also discuss respondent interaction through e-mail, as electronic communication makes it possible to gauge whether an e-mail has been read by a respondent. Finally, we will suggest areas for future research in this new approach.

Community and Survey Nonresponse. Ryan Hubbard, Westat (RyanHubbard@westat.com); **Thomas Guterbock, University of Virginia (tmg1p@virginia.edu)**
Within the nonresponse literature, community attachment is often conceptualized as a psychological attribute and operationalized with gross measures such as population density or urban-rural status. Community attachment is thought to affect both noncontact and noncooperation rates though individual psychological propensities. While this research suggests a moderate negative correlation between attachment and nonresponse, it fails to account for the community level influences that attachment has on survey response. Population density is not a psychological attribute and "urbanicity" is at best an inadequate proxy for community attachment. While community attachment varies on the individual level, it holds more explanatory power as a geographic survey response indicator. An ecological or community-level explanation transcends measures of density and urbanicity and more adequately measures attachment. By reconceptualizing community attachment as a community level indicator (Samson, Putnam) and modeling attachment as a characteristic of the area, not only of the individual, we can properly specify the relationship between community attachment and survey nonresponse. Areas with high levels of attachment should have higher response rates. And persons with greater place attachment will be more likely to respond.This poster describes the results of an alternative operationalization of community attachment that offers general applicability to survey sampling. Detailed community-attachment data on respondents from the 1996 AARP Survey of Civic Involvement, process data on call outcomes, and Census geographical correlates of attachment can be analytically mapped to census tracts. Mapping levels of community attachment to geographically bound areas through the use of national and local detailed indicators allows us to begin to develop a national landscape of attachment. This information can then be applied to studies of nonresponse to assess the effect of attachment. By placing the potential survey respondent in the community context, we can better understand and account for the relationship between community and survey nonresponse.

Surfing for Soulmates. Lee Rainie, Pew Internet and American Life Project (rainee@pewinternet.org); Seth Sanders, University of **Maryland (sanders@econ.umd.edu)**
The public has begun to realize and exploit the various advantages of the Internet as a means of mate identification and selection: anonymity, safety, speed and geographic reach among others. In this national telephone survey, respondents were asked about their awareness of, interest in and experiences with Internet dating sites, both for themselves and for others they know. Analyses of these survey data will focus on gender, age, marital status and other demographic differences in the use of and attitudes toward these websites, with particular interest in respondents' currently in a long-term relationship, whether the Internet was involved in its initiation and on the possibly greater use of such services by people living in remote geographical locations.

Judging Companies' Performance: Corporate Social Responsibility in the Philippines. **Linda Luz Guerrero, Social Weather Stations (guerrero@sws.org.ph); Jose Bayani Baylon, The Coca-Cola Export Corporation (jbaylon@apac.ko.com); Gerardo Sandoval, Social Weather Stations (jay.sandoval@sws.org.ph)**

Judging Companies' Performance: Corporate Social Responsibility in the PhilippinesWith more and more companies going beyond profit making by also focusing on their role in the society and the community, the nationwide survey conducted by Social Weather Stations (SWS) in the first quarter of 2003 measured the Filipino public's awareness of Corporate Social Responsibility (CSR). It found that only a tenth were aware of it, and that their understanding of CSR pertained to companies providing various kinds of help to the people, their community and the society. They expected companies to voluntarily increase wages of employees according to price increases of basic commodities, help in taking care of the environment, send volunteers from the company for community development programs, and give substantial donations to the poor or communities in need. Although awareness of CSR was low, two-fifths of the public knew a corporation with projects for the development of the country. Building from these results and in the effort to understand whether Filipinos value or have become more aware of CSR, a multinational company sponsored a questionnaire module in the 4th quarter 2005 nationwide survey of SWS.Currently at the fieldwork stage, the recent CSR module measures the Filipino public's awareness and level of knowledge of CSR, as well as what they understand about it. The survey also inquires whether a company with social responsibility is an important factor when consumers purchase a product or service. Opinion on important areas for companies to contribute to or support is also obtained. This paper presents the findings of the CSR module in the SWS fourth quarter 2005 nationwide survey, and when available, compares the results with previous surveys.

Personality Testing as a Tool for Interviewer Selection. **Jennifer Harding, Franklin & Marshall College (jharding@fandm.edu); Christina Abbott, Franklin & Marshall College (cabbott@fandm.edu); Berwood Yost, Franklin & Marshall College (byost@fandm.edu); Angela Knittle, Franklin & Marshall College (aknittle@fandm.edu)**

Recruiting and selecting qualified interviewing staff remains a challenge for many survey research organizations. In the past two decades, there have been great advances in research validating the use of personality testing as a tool for personnel selection; these studies indicate that properly constructed personality tests are predictive of job performance across many occupational types. Much of the research has been structured by the Five Factor Model, a taxonomy of human personality developed in the 1980s to provide a framework for research. The current study will examine the relationship between "Big Five" personality dimensions (Extraversion, Conscientiousness, Agreeableness, Emotional Stability, and Openness to Experience) and telephone interviewer performance, both quantitative and qualitative. We hypothesize that extraversion, conscientiousness, and emotional stability will be predictive of high interviewer performance. To test these hypotheses, scales for each Big Five factor will be developed from the International Personality Item Pool (IPIP) and the resulting personality questionnaire will be administered to current interviewing staff. This study is an extension to one presented at the 2004 AAPOR conference in which the Myers Briggs Type Indicator did not appear to be associated with interviewer performance.

A Remedy for the Publicly Defamed. **Jeong-Nam Kim, Xavier University (kimj2@xavier.edu); Randy Patnode, Xavier University (patnode@xavier.edu); Harrison De Stefano, University of Maryland (Run4msj@aol.com)**

This study tests three message strategies that publicly defamed individuals or organizations may use to repair damage to their reputations: frequency of the retraction, amount of the retraction message, and wording of the retraction. One common course of action for a defamed organization or individual is to ask for a correctional statement (i.e., a retraction) from the news organization. However, retractions often take the form of an innuendo message, "a statement about something combined with a qualifier about the statement" (Wegner, 1984, p. 694). For example, the headline "Jones Did Not Lie to Grand Jury, Prosecutor Says" is an innuendo message, with "not" as the qualifier. Research has shown that audiences do not always accurately process innuendo messages. This innuendo effect refers to message recipients' insensitivity to the qualifier even when they have processed the entire message. As a result, audiences often maintain a negative impression of the individual or organization despite the intent of the retraction. Although past studies suggest that retractions may be ineffective, Kim and Chun (2005) found that personal relevance can moderate the innuendo effect. Applying Kim and Chun's (2005) finding, we designed three experiments to test message strategies and personal relevance in a media retraction situation. We tested 1) whether repeated retractions would be more effective than a single retraction; 2) whether a longer retraction message would be more effective than a shorter one; and 3) whether avoiding an innuendo structure through positive rephrasing would reduce the innuendo effect. Our findings suggest that, in general, public communicators should pursue a remedial strategy involving one longer message using positive rephrasing. Public communicators can use this remedial strategy without much concern for the "tradeoffs" across different situational contexts.

The Red Herring Test: Detecting Guesses in Surveys. **Patrick Sturgis, University of Surrey (p.sturgis@surrey.ac.uk); Nick Allum, University of Surrey (n.allum@surrey.ac.uk); Patten Smith, BMRB International (patten.smith@bmrb.co.uk); Rachel Owen, BMRB International (rachel.owen@bmrb.co.uk)**

It is increasingly apparent that factual knowledge is an important determinant of heterogeneity in public opinion in a broad range of areas (Delli Carpini and Keeter 1996). Presidential voting, issue preference and electoral participation are only some of the more prominent areas of political decision making that have been shown to depend crucially on an individual's level of political knowledge. The measurement of this key construct in surveys is, however, far from straightforward. In addition to the potentially adverse effects on response of administering test batteries, contextual cues and personality related 'propensity to guess' have both been argued to bias estimates of between group differences in political knowledge (Mondak 2000; Nadeau and Niemi 1995). This has led Mondak to recommend "closed-ended items on which DKs are discouraged" (2004, p509) as the standard format for political knowledge items in surveys. This strategy is, however, problematic because it is not currently clear to what extent respondents make 'blind' guesses on these items. This is because it is not possible, on the one hand, to distinguish incorrect guesses from incorrect beliefs nor, on the other, correct guesses from correct beliefs.In this paper we report on a study in which we develop a method of directly estimating the degree of guessing on knowledge items. Respondents are presented with multiple choice questions in which none of the response alternatives contains the correct answer. This allows us to estimate directly the proportion of respondents who 'blind guess' on this type of question and to determine whether this propensity is systematically related to respondent characteristics. We find guessing to be systematically higher amongst men and amongst more self-confident individuals. Intriguingly, the guessing rate is also substantially higher amongst more politically knowledgeable respondents.

Enhancing Interviewer Quality on NLSY97. Kyle Fennell, National Opinion Research Center (fennell-kyle@norc.org)
As part of a larger initiative aimed at providing more professional development opportunities for field interviewers and improving the quality of field work, NORC adopted an enhanced field interviewer performance review process for the National Longitudinal Survey of Youth 1997 Round 9 (NLSY97 R9). This process was adopted because of a recognition that due to cost and schedule pressures, as well as the decentralized nature of field work, it is often difficult to invest the attention and provide the leeway necessary to help interviewers with weaknesses work on their performance. Rather, these interviewers are released when data collection progresses to the point where more advanced field interviewer skills are required. This paper investigates the effects of the new performance review process on interviewer performance. It begins by summarizing the types of data field managers use when initiating a review and the procedures used to ensure a consistent application of the process by all field managers. Because the key assumption driving the new process is that early interventions present interviewers with an opportunity for professional growth, the central question asked in this paper is whether this review process results in significant, measurable differences in the quality of interviewer work before and after the completion of performance reviews. This analysis uses review forms and other reports submitted by field managers to categorize types of performance issues. Disposition codes, hours charged, interviews completed, and other quantitative measures are used to analyze the effects of the review process on interviewer behavior. Although the process adopted by NORC is tightly integrated with NLSY97 R9, it can be adopted for use on other studies and by other organizations. This paper concludes by summarizing the key components of the NORC performance review process which are generalizable and by discussing several enhancements planned for future NORC field efforts.

AAPOR's Standard Definitions & Academic Journals. Thomas Marshall, University of Texas-Arlington (tmarshall@uta.edu)
Nearly a decade ago AAPOR urged researchers to report standardized response rates for survey research, and subsequently the standards were twice revised. How widely are these standards actually being reported in academic journals? This paper examines academic journal articles based on survey research from 1998 through 2005 to determine how widely the standards are actually reported. Survey-based articles in public opinion, political science, sociology, and health science are reviewed, with attention paid to differences in reporting rates for primary versus secondary survey research, journal prestige, publication date, and research field. Results suggest that reporting completion rates by AAPOR standards vary widely, and remain far from complete.

Organic Assessed: Attitudes & Purchase Intentions. Robin Sherk, Boston University (robin.sherk@gmail.com)
Organic foods have expanded into the mainstream market, and the products now vary anywhere from jelly beans to pasta sauces. Research regarding attitudes and purchase motives of organic food has concentrated on within-subject comparisons of fresh produce and dairy products. This study sought to assess the public response to pitching products as organic by measuring their attitudes of prepared frozen dinners in a more naturalistic setting. Participants from a national sample (n=523) completed a survey distributed over the internet in November, 2005 about their impressions of a novel frozen meal package. Using a between subject design, half saw a label with the term organic and half saw the term original. Attitudes about taste, nutrition, availability, price and willingness to purchase were assessed. Results from a linear regression analysis indicated that labeling the package organic did not increase respondent's willingness to purchase the product. For certain demographics the organic label lowered willingness to purchase. Implications of this indirect assessment of perceptions to reliably assess trends in packaged food and directions for further research are discussed.

'Where Does Charity Begin?'. **Stephanie Williams, Nielsen Media Research (stephanie.williams@NielsenMedia.com); Paul Lavrakas, Nielsen Media Research (Paul.Lavrakas@NielsenMedia.com)**
According to the saying, "Charity Begins at Home". Like many things in life, these words mean different things to different people. However, the most common meaning of these few words is that one learns about the concept of giving from one's own upbringing or home-training. This paper will uncover some of today's ideas of what charity means, who gives, and to which organizations. The data for this paper come from an RDD survey conducted by Nielsen Media Research for the National Urban League in the summer of 2005. The sampling design yielded interviews with 2,080 adults who were 18-69 years of age, most of whom were either Black or White. The questionnaire gathered data on many topics including: problems facing the nation; use of the news and entertainment media; and how one's free time is used, including volunteer and charitable activities.

The Place of the Library in the Community. Angela Cecina, University of Missouri-Kansas City; Marcus Leach, University of Missouri-Kansas City; Rebecca Showers, University of Missouri-Kansas City; Caroline Simpson, University of Missouri-Kansas City; Christopher White, University of Missouri-Kansas City; Ryan White, University of Missouri-Kansas City; Therese Bigelow, Kansas City Public Library (theresebigelow@kclibrary.org); Martha Kropf, University of Missouri-Kansas City (kropfm@umkc.edu)
There are many ways for students to learn about survey research, but one of the most effective is in an active learning atmosphere where students are able to design, implement and analyze their own survey research. My undergraduate class, "Survey Research and Analysis' offered at the University of Missouri-Kansas City, was designed to do so. The students explore an important community issue: how do citizens perceive the role public libraries play in their city? They will survey a population of individuals from the Kansas City, MO library district. The students will also hold three focus groups comprised of library users and neighborhood association members in order to both create the questionnaire as well as provide qualitative data to supplement survey findings. My past students have followed a similar model with great success and presented their results at AAPOR in 2002 and 2004.In particular, this survey will explore the public's perceived "place" of the library in the community, and the role of the library in enhancing a city's social capital. The library's role in enhancing the sense of community has been hotly debated for the past several years among library scholars, especially since Robert Putnam's book, Bowling Alone. The survey will address whether people think that Kansas City libraries fulfill their potential in enhancing the sense of community in Kansas City.

Coorientation in a Public Opinion Context: Predicting Accurate Perceptions of Community Opinion. Lindsay H. Hoffman, Ohio State University; Jason B. Reineke, Ohio State University

Perceptions of public opinion and the accuracy of those perceptions have long been of interest to social scientists. Historically, one model for assessing accuracy in interpersonal contexts has been Newcomb's coorientation model, which suggests that the more people communicate their opinions to each other, the more accurate their perceptions of the other's opinions. In the current study, we used the coorientation model in order to investigate majority and minority group opinions concerning a local ballot issue and the relationship between accuracy and community attachment. In assessing individual accuracy about community opinions toward the ballot issue, we found that discussion with others of different opinions was a significant positive predictor of accurate perceptions of community support for the issue. Additionally, individuals who talked more frequently about the issue expressed more attachment toward their community. However, attachment to community did not result in increased accuracy of assessment of community opinion. Group-level analysis revealed that majority and minority groups differed in the accuracy of perceptions for community opinions. Implications for conceptualizing coorientation at the group level and limitations are addressed.

Prediction of Final Response Rates in Field Surveys. Stephanie Eckman, National Opinion Research Center (eckman-stephanie@norc.uchicago.edu); Colm O'Muircheartaigh, National Opinion Research Center (colm@norc.uchicago.edu); Heidi Upchurch, National Opinion Research Center (upchurch-heidi@norc.uchicago.edu)

Timely evaluation of the success or otherwise of field operations is critical to survey management. Actual response rates at different stages of fieldwork are in general poor predictors of final outcomes, unless the intensity of effort and the intermediate status of uncompleted cases are taken into account. At NORC we have developed several models to predict final response rates for field projects based on the dispositions of early cases. Using methods developed in a set of surveys for the Making Connections project, our current models use the empirical relationship between early dispositions (temporary or permanent outcomes) and final outcomes to predict final response rates early in the field period. These predictions, if accurate, can guide both the size of sample to be released and the level of effort required to reach response rate targets. Our current models use record-of-call (ROC) data from the 2004 round of the General Social Survey (GSS) to predict yield for current field studies. From the GSS ROC dataset we calculate the probability that cases of a given type will complete the interview; we apply these probabilities to corresponding cases in projects currently in the field. The models differ in how they categorize cases: by length of time in the field, by most recent disposition, by refusal category, etc. Our paper will present the models and their predicted response rates in two current studies, NSHAP and RECS. The results demonstrate considerable robustness in the models, and suggest that they may be generalizable to a broad class of surveys.

Cognitive Assessment of Geospatial Survey Data. David Roe, RTI International (droe@rti.org); Douglas Currivan, RTI International (dcurrivan@rti.org); James Holt, Centers for Disease Control and Prevention (jgh4@cdc.gov); George Ghneim, RTI International (gsghneim@rti.org)

Mapping survey data has become an increasingly important means of displaying survey information and highlighting differences across geographic areas. In public health, geospatial data are used by policy-makers, researchers, and other health professionals to identify and address issues of public health concern. Traditionally, geospatial data are presented in choropleth maps, where defined geographic units (i.e., political boundaries) are filled with a uniform color or pattern. Such maps are appropriate for data that have been scaled or normalized. For example, high school graduation rates displayed by county are typically represented using choropleth maps. Alternatively, geospatial data can be displayed using isopleth maps, in which the data are not aggregated to pre-defined geographic units, but rather are typically "smoothed" across adjacent geographic boundaries. There is little empirical research, however, on the differential effectiveness of choropleth versus isopleth maps. In particular, how do these two different mapping techniques affect the user's ability to extract information from the map? Using maps of health data collected from the Behavioral Risk Factor Surveillance System (BRFSS), a widely used source of public health information, we present the results from a series of focus groups and cognitive testing sessions which were used to evaluate the way in which public health professionals and epidemiologists commonly use mapped data. Among the issues explored are overall usability, general user preferences, ease of pattern recognition and ease of rate retrieval for both choropleth and isopleth maps. A clear majority of participants preferred the isopleth format, however, their assessment varied somewhat by the data retrieval task. The color scheme used also had an impact, regardless of the type of map used. The paper closes with recommended best practices for assessing and reporting survey data in a geospatial format.

Analysis of Attrition on Travel Estimates. Thomas Duffy, ORC Macro (Thomas.P.Duffy.Jr@ORCMacro.Com); Randal ZuWallack, ORC Macro (randal.s.zuwallack@burlington.orcmacro.com); Paul Gurwitz, Renaissance Research and Consulting (postmaster@renaiss.com)

Longitudinal survey designs are an effective way to monitor travel behaviors over time. In addition to providing information about behavior changes and correlates at the individual-level, repeatedly measuring the same individuals reduces variability of change statistics. Assuming positive correlation over time, repeated measures of the same sample negates much of the variability associated with repeated independent samples. Longitudinal designs are susceptible to nonsampling errors such as panel conditioning and attrition. The main focus of this paper is to evaluate the effect of attrition on travel behavior estimates. Due to the nature of repeated measures, the negative impact of attrition compounds over time since those who are more likely to attrit continue dropping out until eventually only the most dedicated panel members remain. Estimates are biased if the remaining panel members differ in terms of the survey estimates from those who dropped out. Thus, attrition biases survey statistics if the propensity to attrit is correlated with the survey statistics. Since January 1995, New York City Transit has been conducting a panel study among New York City residents in order to determine transit market share, levels of service satisfaction for current and potential public transit customers, and reasons for use of bus and subway versus other modes. Using historical data from this survey, we investigate the effects of attrition on survey estimates. Further we evaluate the panel replenishment design and it's effectiveness in slowing the compounding effects of attrition.

Inside the Within Precinct Error. Michael Butterworth, CBS News (mxb@cbsnews.com)
The WPE is the average of individual precinct errors: the difference Within each Precinct between the exit poll and the vote count. This average is too large, and varies too much between elections, to be explained by random precinct errors with zero expected value, or even with a constant non-zero expected value. On the other hand, if the precinct error is due to systematic effects of the precinct and/or the measurement process, then the precinct error is large enough to account for the WPE; and small changes in exit poll procedures, or other changes, could account for changes in WPE between elections. In their evaluation of the November 2004 US exit polls, Edison Media Research and Mitofsky International showed that some of the precinct error in that election was systematic, by comparing the WPE for groups of precincts (and interviewers) with different characteristics. We use similar comparisons for VNS exit polls in the November 1996 US presidential election. We estimate the amount of systematic precinct error by subtracting the random sampling error. We use the bootstrap to construct confidence intervals for this systematic error. We find that: 1) There were precinct/interviewer effects large enough to explain the WPE; and 2) even within groups of precincts/interviewers with homogeneous characteristics, the variance of the systematic precinct error is reduced only slightly or not at all.

Adjusting for Attrition and Intermittent Wave Nonresponse, Moh Yin Chang, University of Nebraska-Lincoln (mohyin@unlserve.unl.edu)
The analysis of longitudinal data is often complicated by "nonignorable" missing data. Missing data are called nonignorable when their "missingness" correlates with other variables of interest. This problem is especially common in health and epidemiological studies in which respondents' attrition or intermittent wave missingness are due to poor health conditions or noncompliance to treatments. Similarly, sample selection is nonignorable when a relationship exists between the variables of interest and the selection mechanism. This relationship may be direct, e.g. cancer patients are assigned a larger weight than the healthy population, or through some auxiliary variables related to the variables of interest. At present, most large-scale, longitudinal surveys embed nonignorable selection mechanism, which are shown from the biased parameter and variance estimates when weights are not incorporated in the analysis. The relationship between the sampling weights and the variable of interest, in addition to using the covariates, can be used to estimate the missing values. To date, most established statistical methods for handling nonignorable missing data assume an ignorable selection mechanism. These statistical methods include models such as the selection model, the latent pattern-mixture model, and frailty models. These models consider the relationship between the variables of interest and the response probability conditional on the covariates. In this paper, I will extend the nonignorable missing data models to incorporate information from the sampling weights. Specifically, I examine the empirical relationship between the weights and the variables of interest, conditional on the covariates, and then use the empirical model to estimate the missing values. The example analyses illustrate the improvements in population estimates that are obtainable by incorporating this information into the models. Data from the U.S. Longitudinal Study of Aging and the Survey of Income and Program Participation are used in these analyses.

Evaluating RDD Surveys Conducted Offshore. LinChiat Chang, Opinion Research Corporation (linchiat.chang@opinionresearch.com); Todd Myers, Opinion Research Corporation (todd.myers@opinionresearch.com)
An increasing number of survey firms are turning to offshore call centers to conduct telephone interviews with respondents residing in the USA. Although outsourcing often makes good financial sense, little research has been conducted to assess the quality of survey data collected by offshore call centers. To this end, ORC implemented an RDD telephone survey through call centers located in 4 foreign countries (the Philippines, Dominican Republic, India, and Costa Rica) as well as a call center within the USA. Each call center was commissioned to deliver 1,000 completed interviews with adults 18 years and older. To ensure comparability, ORC pulled an RDD sample and randomly assign telephone numbers within each geographical region to the different call centers. Care was taken to administer the same procedures in all locations (same field period, dialer, quota, introduction script, etc.). Call dispositions required for computations of AAPOR response rates, contact and cooperation rates were required from each call center, as well as information on number of callbacks. ORC also completed the CATI programming to ensure that the exact same questionnaire was administered at the different call centers. Survey items covered a broad range of topics, including health status, health insurance, automobile ownership, travel, purchase plans for big ticket items, participation in surveys, demographics, as well as a series of embedded experiments that to test threats to data quality such as the social desirability bias, acquiescence bias, response order effects, item nonresponse, and items that respondents may answer differently because they happen to be speaking to an interviewer with a foreign accent.

The Nature of Nonresponse in a Survey of Medicare. Patricia Gallagher, University of Massachusetts-Boston (patricia.gallagher@umb.edu); Floyd Fowler, University of Massachusetts-Boston (Floyd.Fowler@umb.edu)
This study examines the effect of dual mode data collection on 1) the representativeness of the respondents and 2) survey responses to substantive items for a sample of Medicare beneficiaries. A survey instrument developed to collect information about regional variation in Medicare spending was administered to a sample of n=3,568. The study was originally designed for telephone administration only, but the response rate by telephone was much lower (AAPOR RR1 = 35%) than our experience with other samples provided by CMS. The decision was made to offer telephone nonrespondents the opportunity to respond by mail. This strategy brought the final response rate to over 60%. Using administrative claims data, we are able to compare demographic and health characteristics of respondents to each mode, as well as cumulatively, with the characteristics of the total sample.

A Sampling Revolution: Alternative Sampling Frames for Probability-Based Household Surveys

Validating a Sampling Revolution: Benchmarking Address Lists Against Traditional Field Listing. Colm O'Muircheartaigh, National Opinion Research Center (colm@norc.uchicago.edu); Ned English, National Opinion Research Center (english-ned@norc.org); Stephanie Eckman, National Opinion Research Center (eckman-stephanie@norc.org); Heidi Upchurch, National Opinion Research Center (upchurch-heidi@norc.org); Erika Garcia Lopez, National Opinion Research Center (malena@uchicago.edu); James Lepkowski, University of Michigan (jimlep@isr.umich.edu)
The paper will present empirical findings from a comparison of two major frames for national area probability sampling. The National Opinion Research Center (NORC) at the University of Chicago and the Institute for Social Research (ISR) at the University of Michigan are collaborating to compare two national area-probability sampling frames for household surveys: (i) the frame produced by traditional listing, using survey field staff, and (ii) the list of postal addresses compiled by the United States Postal Service (USPS). We are conducting this comparison in an ongoing survey operation which combines the current wave of the Health and Retirement Survey (HRS) with the first wave of the National Social Life, Health, and Aging Project (NSHAP). Since 2000, survey samplers have been exploring the potential of the United States Postal Service (USPS) address lists to serve as a sampling frame for probability samples from the general population. Though the early work has demonstrated the strengths of the USPS address lists, there has not been a comparison of the two methods on a national scale. We will report the relative coverage properties of the two frames, as well as deriving predictors of the coverage and performance of the USPS frame. The research provides insight into the coverage and cost/benefit trade-offs that researchers can expect from traditionally listed frames and USPS address databases.

Using Residential Mailing Lists as a Sampling Frame for In-Person Surveys. Vincent Iannacchione, RTI International (vince@rti.org)
The benefits of using mailing addresses instead of traditional field enumeration as a sampling frame for household surveys include:Cost Savings and Flexibility. A sampling frame based on mailing addresses can be developed in a matter of weeks instead of the months usually required for field enumeration. The time savings means that survey planners have more time to re-target the sample in reaction to findings from a pilot or other events that can happen during the development of the sampling design. The reduced costs associated with mailing addresses means that more resources to training interviewers and improving response rates.Coverage. Our experience with the use of residential mailing addresses as a sampling frame for national household surveys has shown that mailing addresses, when supplemented with missed households discovered in the field, provide reasonably complete coverage of the household population. The only known sources of under-representation are the estimated 1.3 percent of households that are located in areas without home delivery of mail, and the less than 4 percent of households with 'simplified' rural addresses. Geographic Diversity. Sampling frames that rely on field enumeration are constrained by costs to relatively small areas (or segments) such as Census Blocks. Small segments can reduce efficiency by introducing intra-cluster correlation into survey estimates. In contrast, the segments for a frame based on mailing addresses can be based on postal Carrier Routes, which are usually two or three times larger than Census Blocks. These larger segments produce a more geographically diverse sample of households which improves efficiency.We describe our experiences with the use of mailing lists as a sampling frame for household surveys; how we evaluated the coverage of mailing lists; how the coverage of mailing lists can be supplemented; and, how demographic data can be combined with mailing lists to improve sampling efficiency.

Mixed-Mode and Address Frame Alternatives to RDD. Michael Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Michael Battaglia, Abt Associates (Mike_Battaglia@abtassoc.com); Martin Frankel, Abt Associates and Baruch College (Martin_Frankel@abtassoc.com); Larry Osborn, Abt Associates (Larry_Osborn@abtassoc.com); Ali Mokdad, Centers for Disease Control and Prevention (AMokdad@cdc.gov)
Random digit-dialed (RDD) telephone surveys have served as the primary engine of survey research for more than a quarter century. Yet, concerns about declining participation and decreasing frame integrity in RDD studies have led researchers to consider other alternatives for collecting survey data from the general public. Two pilot studies were conducted as part of the Behavioral Risk Factor Surveillance System (BRFSS), the world's largest on-going RDD health survey, testing the use of mixed-modes and alternative sampling frames. The first pilot used RDD methods to draw a sample of telephone numbers, which were reverse-matched to identify addresses linked to the telephone number, while the second pilot started with an address-based frame (the US Postal Service Delivery Sequence File) and matched the addresses to identify telephone numbers. For each pilot, a mail survey version of the BRFSS instrument was used with computer-assisted telephone survey follow-up of nonrespondents after 5 weeks. The two pilots were run in parallel with the on-going RDD-based BRFSS in 6 states, with approximately 4,800 completed interviews were obtained per pilot. We provide comparisons of the response rates and demographic characteristics of the respondents across the two pilot studies and on-going RDD survey.

Cognitive Interviewing

Cognitive Interview Methodology Revisited: Development of Best Practices for Pretesting Spanish Survey Instrument. Patricia Goerman, U.S. Census Bureau (patricia.l.goerman@census.gov)
Due to growth in globalization and migration in recent years, there has been an increased awareness of the need to develop equivalent survey instruments in multiple languages. The pretesting of survey translations can be a critical step in reducing potential bias. The development of cognitive interviewing as a method for pretesting questionnaires has been underway for over 20 years. There has been an increased focus on the evaluation of this methodology in recent years (Presser, et al. (eds.), 2004; Willis, 2005). A number of researchers have identified difficulties with widely accepted cognitive interview techniques when used with English-speaking respondents with low educational levels (Willis, 2005; Bickert & Felcher, 1996; Wellens, 1994).Even greater difficulties have been encountered in conducting cognitive interviews using standard techniques in non-English languages (Pan, 2004; Carrasco, 2003; Potaka and Cochrane, 2002, 2004; Coronado and Earle, 2002; Blumberg & Goerman, 2000; Kissam, et al., 1993). These difficulties have often been noted regardless of the educational level of respondents. While many research reports discuss difficulties conducting cognitive interviews in non-English

languages, little methodological research has been conducted to evaluate the techniques used. In addition, challenges and best practices in conducting cognitive interviews in non-English languages are rarely documented. The present study systematically documents difficulties and challenges encountered in conducting cognitive interviews with Spanish-speaking respondents. The paper discusses the findings from cognitive interviews with Spanish speakers of both high and low educational levels. Half of the respondents were interviewed using widely accepted cognitive interview techniques and the other half were interviewed using more experimental techniques. This study offers examples of ways to tailor the cognitive interview process to a specific cultural or linguistic group. In addition, it offers a description of new techniques that can be added to the cognitive interviewer's "tool kit" of interviewing strategies.

Common Survey Question Design Problems and their Role in Communicating Question Intent. Stephanie Willson, National Center for Health Statistics (zex8@cdc.gov)
Much work on survey question design focuses on problems related to sentence structure (double-barreled questions; multiple clauses and the use of conjunctions), language (uncommon terms; jargon), and the ordering of questions (primacy and recency effects). This paper explores common question-design mistakes associated with these features which, in addition to obscuring the intent of the question, thereby confusing respondents, may actually convey an intent completely different from the one desired. In the former case, respondents may ask for clarification, thus solving the problem. But in the latter situation, misunderstandings of meaning can go undetected, thus undermining construct validity.Data for this paper come from a cognitive evaluation of survey questions that are part of the National Immunization Survey. These items are designed to measure the extent to which parents would be qualified to participate in the Vaccines for Children (VFC) Federal program, and as such, focus on insurance coverage of children between the ages of 19 and 35 months. Since public insurance coverage is a primary part of VFC eligibility, the questions were principally designed to capture whether parents have public, private, or no health insurance coverage for their children. Analyses revealed that the key outcome of sentence structure, language, and question order problems was the inability of the questions to effectively communicate their intent, often causing respondents to impart a different meaning to them than intended. Specifically, respondents understood the questions as simply asking whether their children had health insurance at all, not whether the insurance they had was public or private. Moreover, depending upon respondents' personal experiences with public or private insurance, these misunderstandings occurred unnoticed in a typical interviewer-administered survey format.

Efficient Respondent Selection for Cognitive Interviewing. Allison Ackermann, Abt Associates (allison_castellano_ackermann@abtassoc.com); Johnny Blair, Abt Associates (johnny_blair@abtassoc.com)
This paper will explore a previously unsettled area of cognitive interviewing best practices: sample selection. The questions we pose are: Do different types of respondents produce different results? What criteria should guide the selection of cognitive interview respondents? Often a convenience sample is selected for cognitive interviewing, possibly with some attention to the "variety" of the sample. It seems logical that respondents more knowledgeable about the survey topic may uncover problems that less knowledgeable respondents do not notice; conversely, less knowledgeable respondents may have difficulty with some questions that are easy for the more expert respondents. But is there empirical support for these conjectures? And, if so, would that suggest that there are more efficient ways to decide on the 'mix' of respondent types? Due to resource constraints, the number of cognitive interviews is generally small, making it impossible to cover a wide range of types of respondents. This paper explores the idea of stratifying a convenience sample based on respondent characteristics that may correlate with knowledge about different aspects of the survey.To explore this idea, we analyzed data from an experiment with 90 cognitive interviews. The questionnaire used covered such topics as attitudes toward the environment, internet use, and health. Each of the questionnaire items was purposely "damaged" to introduce particular problems. Data from the 90 interviews included problems identified in each interview and the respondent's age, sex, and education level. Preliminary results show a positive correlation between the number of problems identified by respondents and their education levels. For this paper we will analyze the complete data set and all demographic variables. We will also examine the correlations between respondent characteristics and the categories of problems (e.g., semantic vs. response task) identified by question type (behavior vs. attitude). The implications of these results for practice will be discussed.

Core Values and Behavior

The Role of Core Values in Creating Effective Communications and Outreach Campaigns. Nancy Belden, Belden Russonello & Stewart (nancybelden@brspoll.com); Kate Stewart, Belden Russonello & Stewart (katestewart@brspoll.com); John Russonello, Belden Russonello & Stewart (johnrussonello@brspoll.com)
To help progressive organizations and campaigns win, our research needs to find ways to link their issues to core American values that are shared by all of us and underlie how we view issues. This presentation will use case histories from campaigns for civil rights, reproductive rights, and the environment to illustrate how focus group and survey research can identify ways to relate core values to the issues at hand and create winning communications strategies and language.

Personal Values and Political Opinions. Whitt Kilburn, Florida International University (kilburn@fiu.edu)
Values are widely considered a key ingredient of mass political behavior. While in theory values are general principles that motivate human behavior, in the discipline of political science, values have been assessed more narrowly, often as core beliefs about desirable policy means or ends. In this paper, I study the consequences for European public opinion of a more general, two dimensional theory and assessment of human values (Schwartz 1992). Within one dimension, individuals are motivated by a desire for independent thought and action versus conformity to traditional social norms; in the second individuals are motivated by a desire to care for others versus control or achieve superior social status over them. Across fifteen western European nations, the two dimensions of human values are consistently related to citizens' left-right and party identifications. Exceptional cases in Scandinavian social democracies show that the values are appropriately sensitive to party system context. Further, these human values help explain citizens' attitudes toward ethnic minority immigration and show strong direct effects even when controlling for reasonable alternate explanations. The overall results suggest that general human

values have a marked influence on political attitudes and behavior. I discuss the implications of the results for the conceptualization and assessment of values.

Family Values and Conflicting Messages. Susanna Kung, ORC Macro (Susanna.Kung@ORCMacro.com); Thomas Duffy, ORC Macro (Thomas.P.Duffy@ORCMacro.com)
Family Values and Conflicting Messages: Abstinence Education in FloridaAbstinence education is a contentious topic that receives considerable press coverage; however, there is a paucity of research that explores potential conflicts between the public's values and their practices. In 2005, the Florida Dept. of Health (FDOH) commissioned ORC Macro to conduct market research that would help them better understand attitudes toward, and awareness of, abstinence among Floridian youth between the ages of 9 to 18, as well as their parents and educators. ORC Macro has utilized both qualitative and quantitative research methods in order to provide FDOH with comprehensive data on the targeted populations' perceptions of, and opinions surrounding, sexual abstinence for youth. Researchers encountered a number of obstacles in gathering data on high-risk immigrant populations, particularly Hispanic and Haitian immigrants due to cultural taboos, and preliminary results suggest potential conflicts between respondents' values, their attitudes, and their behaviors.

Core Values and Instrumental Information-Seeking Behavior among Business Executives. **Tim Gohmann, Decision Analyst (tgohman@decisionanalyst.com); Rebecca Quarles, QSA Research and Strategy (bquarles@aol.com); Robert W. Schnurr, QSA Research and Strategy**
This study, conducted in March and April of 2006, explores linkages between core values, worries experienced, issue positions, and the media consumers and business executives choose for news and information. The study explores the use of traditional media, such as newspapers, magazines and television, and newer media, such as online magazines, blogs and news alerts. It also explores the degree to which media use is linked to perceptions about the health of the economy. The study is based on two large national Internet panels.

Estimates of Cell Phone Usage

Wireless Substitution: 2005 Update and Its Impact on Surveys of Children. Stephen Blumberg, National Center for Health Statistics (sblumberg@cdc.gov); Julian Luke, National Center for Health Statistics (jluke@cdc.gov)
The National Health Interview Survey (NHIS) provides data for current estimates of the prevalence of persons who have substituted a wireless telephone for their residential landline telephone. Conducted by the National Center for Health Statistics of the Centers for Disease Control and Prevention, the NHIS is an annual face-to-face survey that collects comprehensive health-related information from a large sample of households representing the civilian noninstitutionalized household population of the United States. At the 2005 AAPOR conference, we reported late 2004 estimates that approximately 6.1% of U.S. civilian noninstitutionalized households did not have a landline telephone but had a wireless telephone. Only 2.2% of households did not have any telephone service (landline or wireless). For the 2006 AAPOR conference, we will update these analyses with data from 2005.Household prevalence estimates will be presented by household size, family composition, income, home ownership, and region. Person-level prevalence estimates will be presented by age, sex, race/ethnicity, education, and employment status, as well as by household size, family composition, income, home ownership, and region. The presentation will then focus on children, considering the prevalence and characteristics of wireless-only households with children and the implications for random-digit-dial surveys of children.

Identifying Recent Cell Phone-Only Households. Deborah Jay, Field Research Corporation (edj@field.com); Mark DiCamillo, Field Research Corporation (markd@field.com)
In 2004 Field Research Corporation conducted a large-scale telephone survey of California households (n=4,122) for the state's Public Utilities Commission (CPUC). In it we identified current (landline) telephone households who reported having gone without telephone service for one month or longer at some point in the past three years. These households were administered a battery of questions asking about their reasons for going without telephone service, which was of interest to the CPUC.However, of greater interest to survey researchers was an examination of the recent non-telephone households who reported having access to a household cell phone during the time of their service interruption. These households, who currently have landline telephone service but were recently without such service and had access to a cell phone during this period, can be referred to as "recent cell phone-only households." An examination of the demographic characteristics of these California households finds that they share many of the same demographic characteristics as those reported by NHIS and others in its surveys of U.S. cell phone-only households. This leads us to believe that recent cell phone-only households can be identified in other large-scale RDD telephone surveys and can be used as surrogates for the population of cell phone-only households not included in RDD sample frames. Weights can then be applied to households identified as recent cell phone-only households to take into account the exclusion of cell phone-only households, thereby improving the representativeness of RDD surveys.

Ownership and Usage Patterns of the Cell Phone: 2000-2006. Peter Tuckel, Hunter College (ptuckel@hunter.cuny.edu); Sally Daniels, GfK NOP (Sally.Daniels@gfk.com); Geoff Feinberg, GfK NOP
This paper will have two major objectives: (1) to measure both the changes over time and the current (2006) level of ownership and usage patterns of the cell phone and (2) to examine the effect of this evolving technology on the conduct of telephone survey research. Particular attention will be paid to measuring the incidence of those who have totally abandoned their land-line phones as well as those who are "heavy users" of cell phones. Among the topics to be explored in the 2006 survey will be the following: (1) the frequency with which the respondent's household uses a land-line phone to answer voice calls, (2) ownership of a cell phone, (3) the percentage of all personal calls respondents make and receive using a cell phone, (4) whether respondents use their cell phones mainly for work-related purposes or personal use, (5), frequency of leaving their cell phones on during the day, and (6) the likelihood of the respondent's household jettisoning all land-line phones and relying exclusively on cell phones to both initiate and receive voice calls. Additionally, respondents will be asked about their level of willingness to have their cell phone number listed in a directory of cell phone numbers and, if they are reluctant to do so, the reasons underlying their reluctance (e.g., preserving their privacy, costs, etc). Finally, respondents will be asked about their willingness to participate in a telephone survey via their cell phones. For comparative purposes, they will also be asked about their willingness to participate in a telephone survey via a regular land-line phone.The data for this study will be based on six nationwide

surveys of face-to-face interviews (each survey consisting of approximately 2,000 individuals) conducted in respondent's homes between 2000 and 2006.

Event Reporting

Identifying Societal Events. **Juliane Landmann, ZUMA (landmann@zuma-mannheim.de); Cornelia Zuell, ZUMA (zuell@zuma-mannheim.de)**
Societal events are events like elections, significant changes in laws, demonstrations, but also extreme weather conditions. All such events can have an effect on a society and, consequently, influence the attitudes of its population. The assumption for surveys is that respondent behavior or answers to some questions are influenced by significant societal events in various areas. When conducting a survey, the impact of an event must be considered and, whenever possible, controlled especially in survey projects in which different countries participate. However, manual identification of significant events that occur during the data collection phase is a very error-prone and time-consuming task. Therefore, we have developed an approach to identify events using computer-assisted content analysis. On the basis of distinctive features of word usage in a so called reference text corpus and in newspaper texts of a specific time period in which events should be located, words are selected and classified by means of multivariate techniques. The identified groups can be used as indicators for societal events. We will demonstrate this procedure by means of an example. As the base for identifying events, we will use newspaper texts from a one month period. First, we will describe the composition of a reference text corpus. Thereafter, we will provide details for the calculation of relative differences between the relative frequencies for each word in the reference corpus and in the newspaper text. We will use the words with the highest relative differences as keywords for further analysis. Based on the co-occurrence of these keywords in each newspaper article, we will calculate a correlation matrix for a further factor analysis. The resulting factors characterize the societal events during a specific time period.

Comparing Event History Data to Focused Queries. **Vincent Welch, National Opinion Research Center (welch-vince@norc.org); Kim Williams, National Opinion Research Center, (william-kim@norc.org); Brian Lisek, National Opinion Research Center (lisek-brian@norc.org); Thomas Hoffer, National Opinion Research Center (hoffer-tom@norc.org)**
When conducting survey research, we are often tempted to query respondents in the broadest manner possible in an effort to satisfy the broadest range of analytic interests. The archetypal form this takes is the event-history format where respondents are asked to provide a complete record of all starts and stops related to education or employment over some specified period. However, this broad-net technique is not without cost, particularly in the commonly-encountered context of increasingly uncooperative populations. Items that require respondents to recall and report on many pieces of information are necessarily more complex and it is less clear to respondents what the truly important data are. The complexity of survey items is directly related to the cognitive burden placed on respondents. If survey researchers create items that are too general, requesting a wide breadth of information from respondents, they run the risk of over-burdening respondents and increasing non-response. In an effort to decrease the cognitive load on respondents in a survey of research doctorate recipients, the Survey of Earned Doctorates (SED) modified items regarding the collection of educational history information. These changes were such that rather than asking doctorate recipients to detail every post-secondary institution attended, respondents were only asked about institutions and dates of attendance that are of particular interest.The current study evaluates the impact of changes in the collection of education history on item non-response and data quality. We hypothesize that increasing the specificity of the education history items will decrease item-non response on items regarding first baccalaureate degree and commencement of post-baccalaureate education. Results will be discussed within a cognitive framework examining the steps of item interpretation, recall, and reporting. Suggestions for the collection of autobiographical data on surveys will be discussed.

Does the Event History Calendar Improve the Reporting of When Events Happened? **Robert Belli, University of Nebraska-Lincoln (bbelli2@unl.edu); Frank Stafford, University of Michigan (fstaffor@umich.edu)**
Event History Calendars (EHCs) are expected to encourage respondents to use idiosyncratic retrieval cues, improving the quality of retrospective reports. In a direct comparison between paper and pencil EHC (n = 309; 84.4% response rate) and standardized conventional questionnaire (CQ; n = 307; 84.1% response rate) interviewing methodologies, the EHC has led to higher quality survey retrospective reports for a reference period of one to two years previously on variables that measure the quantity and frequency of social and economic behaviors. In an extension of these analyses, we seek to determine any advantages for EHC interviews in the retrospective reporting of when events happened. EHC and CQ interviews were conducted during 1998 concerning 1996 events. In 1997, all respondents answered questions about 1996 events with a CQ interview. Importantly, the CQ interviews conducted in both 1997 and 1998 used month strings, in which respondents reported in which specific calendar months experiences occurred. Using data collected during 1997 as a standard of comparison, the quality of retrospective reports collected during 1998 about specific months in 1996 that one had been working, unemployed, out of the labor force, and in receipt of AFDC and food stamps, was assessed. The EHC led respondents to significantly better match specific months during 1996 of being employed and unemployed between the 1998 and 1997 interviews, but the Q-list led to significantly better matches for receipt of AFDC. Matches for months being out-of-the labor force of receipt of food stamps did not significantly differ between conditions. Results do not unequivocally demonstrate advantages to EHC interviewing. Results are interpreted in terms of the EHC providing consistency checks for labor but not for entitlement histories, and in terms of the month string interviewing technique used in CQ interviews as utilizing some advantages of calendar-based interviewing.

News Media and Attitudes

Think about Him This Way. **Sei-Hill Kim, Auburn University (kimseih@auburn.edu); Miejeong Han, Hanyang University (mjhan909@hanyang.ac.kr); Dietram Scheufele, University of Wisconsin-Madison (scheufele@journalism.wisc.edu)**

This study examines the priming function of news media, which refers to the media influence on the standards by which the public evaluates a political figure. Analyzing controversial issues in South Korea, more specifically, we look into whether there is a high degree of correspondence between prominent issues in television news and important dimensions of presidential evaluation.The issues we used include labor policy, real estate, political corruption, North Korea's nuclear development, the "cash-for-summit" scandal, and the relations with the United States. Our content analysis first examined the salience of six issues in primetime newscasts, assessing how much news coverage was devoted to each. Using data from a telephone survey of 378 randomly-selected respondents, we then explored how important each issue was when the public evaluated the president. To assess how important each issue was, respondents' overall satisfaction with the president was regressed onto their evaluations of his performance on each issue. The priming effect was tested by comparing the salience of each issue in the media with its importance in evaluating the president.Our findings offer a considerable support for the idea that the public's evaluation of the president can be predicted by how salient certain issues are in news media. There was a close correspondence between prominent issues in the media and important dimensions of presidential evaluation. We also found that heavy viewers were responding more quickly, than light viewers, to the changes in prominent issues in the media. Heavy viewers evaluated the president in terms of topics emphasized in the media most recently, whereas light viewers lagged somewhat behind in keeping up with recent issues in news coverage. Taken together, we conclude that the media, by emphasizing certain issues in their news coverage, may hint us "what is important to think about" when making a political judgment.

The Media's Role in Fragmenting Public Agendas. **Natalie Stroud, University of Pennsylvania (tstroud@asc.upenn.edu)**
Research in agenda setting investigates the idea that the media convey the importance of issues to the public. Though in some applications, agenda setting refers to the transmission of a single agenda from the media to the public, it is clear that agenda setting occurs based on the transmission of specific content. Therefore, if content differed between media outlets, one would anticipate that the transmitted agenda would differ depending on which media outlet one chooses. Given the presence of partisan media outlets and a documented propensity for people to prefer news media expressing beliefs that match their partisan inclinations, partisan media may further divide people into different publics by transmitting different partisan agendas. The ability of the media to fragment citizens has arguable consequences not only in terms of social cohesion, but also in terms of the development of public opinion and beliefs of political legitimacy. Using data from the 2004 National Annenberg Election Survey, this paper investigates the hypothesis that exposure to partisan media outlets matching one's political predispositions is related to divergent views of the most important problem facing the nation. In a sample of 16,463 Republicans gathered between June 9 and Election Day, 32% of those watching FOX named terrorism as the most important problem while only 16% of those watching other cable news outlets did. Among the 17,830 Democrats interviewed, 24% watching CNN/MSNBC named the economy as the most important problem compared to 18% watching some other cable channel. The same pattern appears for those listening to conservative/liberal talk radio and reading newspapers that endorsed George W. Bush/John Kerry in the 2004 election. After controlling for many possible third variables using regression and looking at over-time panel analysis, results suggest that exposure to partisan media can enhance differences in perceptions of the most important problem.

News Coverage of the New York Times on Epidemic Hazards: Linking Framing and Issue Attention Cycle toward an Integrated Theory of Print News Coverage of Epidemic Hazards. Tsung-Jen Shih, University of Wisconsin-Madison (tshih@wisc.edu); Rosalyna Wijaya, University of Wisconsin-Madison (rosalyna@cae.wisc.edu)
Gamson and Modigliani (1989) argue that it is important to look at media content in order to make sense of public opinions or perceptions of hazardous events. One approach to examining media content is through the investigation of "media frames." Gamson and Modigliani's (1989) seminal piece about media discourse and public opinion on nuclear power has provided a fairly solid foundation for research on technological hazards. However, news coverage of epidemic hazards has yet been significantly explored. This study attempts to understand how a leading newspaper in the United States frames hazardous epidemics, such as mad cow disease, West Nile virus, and avian flu by conducting a content analysis on the New York Times' coverage of the epidemics. Our study utilizes Entman's (1993) widely cited conceptualization of framing, which states that framing is the way certain aspects of an issue are made salient. We expect to find human interest, consequence, mystery, solution, warning/caution, comforting, spectator, and controversy frames in the news coverage of these epidemics. Mad cow disease, West Nile virus, and avian flu are chosen due to their similarities: the nature of the diseases, the initial outbreaks outside the United States, and the potential for major outbreaks in the United States. These similarities generate an interesting question: how are these epidemics covered and framed? We aim to find out if the aforementioned frames occur consistently in the news coverage of each disease. However, since the three epidemics are at different stages, we also consider the idea of "issue attention cycle." According to Down (1972), this idea refers to the ups and downs of media attention to certain issues, which has been analyzed in the context of global warming (McComas and Shanahan, 1999), but has yet been explored for health-related issues.

SATURDAY, MAY 20, 2006 – 8:30AM – 10:00AM

Converting Non-Respondents

Survey Terminators: They Won't Be Back, But Does It Matter? Scott Keeter, Pew Research Center (skeeter@pewresearch.org); Carolyn L. Funk, Pew Research Center (clfunk@pewresearch.org); Courtney Kennedy, Pew Research Center (ckennedy@pewresearch.org); Nilanthi Samaranayake, Pew Research Center (nilanthi@pewresearch.org)
Survey organizations are increasingly concerned about the issue of nonresponse bias in national RDD surveys. One source of nonresponse is the group of people who agree to participate in a survey but terminate before completion. Unlike other nonrespondents, we have some information about their opinions and characteristics by virtue of the fact they answer at least the initial survey questions. These answers provide some insight as to whether nonresponse for a given survey resulted in nonresponse bias. According to Leverage-Salience Theory (Groves et al., 2000), one potential mechanism of nonresponse bias is differential interest in the survey topic. This study of terminators

investigates the effect of survey topic using two large (N=3,000) national surveys conducted by the Pew Research Center in the Fall 2005. The surveys differed greatly in subject matter; one examines attitudes toward American foreign policy and the other examines familial relationships and responsibilities. The paper also draws on several other Pew Research Center surveys from 2003 through 2006 to describe who terminators are and how they differ from those who complete the survey. Comparisons are made on presidential approval, attention to various news stories, media use, voting intentions, voter registration, personal happiness, satisfaction with the state of the nation, and gender. For a limited number of cases, we compare some of the demographic characteristics of terminators and those who complete the entire survey. We also document the size of the terminator group in a typical survey, and compare termination rates across different types of survey content.

Finding Converts: Who Becomes a Refusal Conversion. David Dutwin, ICR/International Communications Research (ddutwin@icrsurvey.com); Melissa Herrmann, ICR/International Communications Research (mherrmann@icrsurvey.com)
As recent reports indicate (for example, Curtin, Presser and Singer, 2005), refusal rates in surveys have gone up significantly in the past ten years. As survey researchers battle a host of variables potentially detrimental to response rates, and that are to some degree out of their control (for example, increased frequencies of non-working numbers, cell-phone-only households and number portability), it has become evermore important to minimize the number of refusals that occur in their surveys, and to convert the refusals that are acquired into completed interviews.Regardless of these strategies, it has come to a point where the number of refusals created in large-scale surveys can in fact place a burden on survey research companies, since typically only a select few of the best interviewers work the conversions. It can therefore become difficult for this small number of talented interviewers to adequately attempt all sample pieces, especially when field periods are short.This paper sets out to determine whether certain refusals are more likely to be converted into completed interviews across two variables. In a recent study, the authors required its interviewers to ask refusers why they were refusing the interview. Subsequent analyses show substantive differences in conversion rates based on the responses given. In a separate analysis, the authors conducted a study where interviewers rated the hostility of the refusal. In this case there were less substantive and predictable differences, though still some significant variations were detected. The results of these analyses suggest that there is information available to better allocate conversion resources where such resources are limited.

Which Refusers are Most Likely to be Converted. Mary Outwater, University of Oklahoma OU POLL (outwater@ou.edu)
Maximizing response rates has always been a priority for much of the survey research industry. With high response rates becoming more difficult to obtain as the years go by, survey researchers need to go to greater lengths to obtain the largest possible number of completed interviews from the smallest amount of sample. One method widely employed is convincing of respondents who have already refused to complete the survey, known as refusal conversions. Unfortunately pursuing refusal conversions requires additional resources, such as time and money, which are often scarce. Additionally, many sampled individuals are extremely unlikely to be converted which wastes more resources thereby compounding the problem. This research addresses the problem by focusing on different types of respondents with the intent of discovering which ones are more likely to be converted from refusals into completed interviews. Specifically, it focuses on reasons respondents give when they first refuse (such as they are not interested, they are too busy, etc.) and statistically measuring which explanations come from households and/or individuals who are most likely to be converted and who are least likely to be converted. This ultimate goal of this research is to create a more efficient process of refusal conversions for survey researchers who want to maximize response rates but have a need to minimize the resources devoted to such an undertaking by allowing respondents who are most likely to be converted to be targeted.

A Theoretical Framework for Survey Breakoffs. Andy Peytchev, University of Michigan (andrey@isr.umich.edu)
Breakoffs occur in all types of surveys, albeit observable only in some modes. Meta-analyses of web surveys have found median breakoff rates between 16 to 34%. However, there is very little known about how this form of nonresponse affects survey data. In order to understand and anticipate the effects of breakoffs, we need to identify the causes; both respondent-related and questionnaire related.This paper presents a theoretical framework for systematic study of participation decisions in surveys. Breakoffs can be viewed as the result of respondents' reassessment of their participation on every page and question in a survey. These participation decisions can be associated with four sets of factors: respondent characteristics, respondent predispositions and behaviors, survey design, and question characteristics. An empirical test of the framework was conducted with two concatenated large-scale web surveys with identical sample design, each with approximately 3,000 respondents from two panels. Data were augmented with various sources of information to create indicators of the factors in the theoretical model: respondent characteristics (e.g. age, education), paradata collected at logging-in (e.g. operating system, screen size), respondent behavior (e.g. response time, changing responses), survey design experiments (e.g. display of definitions, progress indicator), and question/page characteristics (for each respondent, pages were coded for characteristics like number of questions, type of input, questions requiring retrieval processes, judgment processes, sensitive topic).Significant causes of breakoffs were found in all four sets of factors in the proposed framework. While characteristics of previous pages did not affect breakoff, there was some indication that the cognitive demand on the current page did. Pages with multiple questions increased the probability of breakoff, but decreased it per question. Implications of these and other findings are discussed with respect to survey design, post-survey adjustments, and auxiliary information that should be collected.

Evaluating Data Quality

Cost Structures and Data Quality for Surveys. John Eltinge, U.S. Bureau of Labor Statistics (Eltinge.John@bls.gov)
In practical survey work, designers often must consider complex trade-offs between prospective costs and effects on data quality. The past three decades have seen extensive research in data quality and components of total survey error. However, with some notable exceptions (e.g., Groves, 1989), survey cost components have received less systematic attention, and empirical studies of survey costs have tended to be rather case-specific. This paper reviews the available theoretical and empirical literature on survey costs; suggests a framework for

more systematic treatment of survey cost structures; and links this framework with conceptual models commonly used for evaluation of total survey error and multiple components of data quality (e.g., Brackstone, 1999). Three areas receive primary consideration. First, we review and synthesize available information on costs associated with, respectively: frame development and refinement; sample design and periodicity of panel surveys; interviewer training and assignment; screening and determination of subpopulation membership; contact methods, collection modes, incentives, callbacks and other features of the data collection process related to nonresponse and reporting error; methods for data edit and review; and use of auxiliary information in adjusted estimation methods. Second, we consider fundamental limitations on the availability of cost information arising from peak-workload staffing patterns, combined reporting of fixed and variable costs, and other forms of aggregated reporting of workload and costs. Third, we discuss the use of available cost information in global and local approaches to optimization of trade-offs between survey data quality and survey costs, and suggest several areas in which additional empirical information on survey costs would be of critical importance.

Research Synthesis of National Survey Estimates of Religious Identity. **Elizabeth Tighe, Brandeis University (tighe@brandeis.edu); Leonard Saxe, Brandeis University (Saxe@Brandeis.edu); David Livert, Pennsylvania State University-Lehigh Valley (del11@psu.edu)**
Surveying "rare" populations presents a host of problems and they have been particularly vexing for those interested in estimating the size and characteristics of religious minorities. The purpose of this study is to synthesize data from national surveys that include assessment of religious identity. The goal is to use the methods of meta-analysis to estimate the prevalence and characteristics of smaller religious/ethnic groups in the US that are typically difficult to measure reliably in any single survey. Our initial analysis work focuses on the Jewish population, which is small relative to the total population in the US (expected value less than 2%-3%) and for which a number of substantial targeted surveys have been done that allow for comparison. Our goals are to: (1) examine variability in the estimates across multiple surveys with nationally representative samples of the adult, youth and elderly populations; (2) describe how estimates vary as a function of multiple measures of survey design and quality; and, (3) combine estimates, where appropriate, adjusting for biases attributable to methodological characteristics in the surveys using random effects models. A range of surveys have been examined, including the General Social Survey, National Election Study, National Survey of Family Growth, Health and Retirement Survey, National Longitudinal Survey of Youth, and the Adolescent Health Survey, as well as a number of surveys conducted by the Pew foundation (e.g., Religion and Public Life, Biennial Media Consumption) and surveys conducted by independent researchers (e.g., Religion & Politics, Exercising Citizenship). Results will be used to describe the range in estimates of the size and characteristics of the Jewish population, and the limitations of those estimates. As well, the issues inherent in synthesizing survey data will be identified.

Collection and Delivery of Paradata. **Reg Baker, Market Strategies (reg_baker@marketstrategies.com)**
Couper (1998) first drew our attention to the ability of computer-assisted survey systems to produce a wealth of real-time data about the survey process and the opportunity to use these data "to serve the goals of efficiency and quality." He dubbed these data "paradata." Scheuren (2001) has made the distinction between macro paradata and micro paradata, the former being familiar measures such as response rate or coverage rate and the latter being data on individual cases or items. Heeringa and Groves (2003) have proposed a survey improvement technique they call "responsive design" that relies on analysis of paradata "to make mid-course decisions and design alterations" with the goal of optimizing survey data quality, cost, and timeliness. The underlying assumption of this expanding interest is that paradata not only can be collected as part of the survey process but also delivered in real-time to those who need them and with the analytical tools to support timely analysis and decision-making. This paper discusses the design of automated systems to collect and deliver both survey response data and paradata in real-time to support survey improvement efforts. It describes the kinds of paradata we might collect, the mechanisms required to collect them, and the platform needed for delivery and analysis. It offers some concrete examples from existing systems and draws on the author's experience in the design and development of systems for real-time delivery and analysis. It argues that the paradata collection infrastructure is largely in place in modern survey organizations and that the technical barriers to delivery and analysis are few. It also describes the increasing use of paradata in standalone methodological studies. The paper concludes by arguing that the missing pieces thus far have been a thorough appreciation of the value of paradata and the design ingenuity to operationalize their use.

Mode (and Other) Effects on Data Quality

Data Comparability in a Telephone and Face-to-Face Survey of Persons with Disabilities. **Matt Sloan, Mathematica Policy Research (msloan@mathematica-mpr.com); Debra Wright, Mathematica Policy Research (dwright@mathematica-mpr.com); Kirsten Barrett, Mathematica Policy Research (kbarrett@mathematica-mpr.com)**
Research suggests that while data quality overall is fairly comparably between telephone and face-to-face surveys, there may be some differences in specific response patterns between these two modes. Krosnick and others have suggested that telephone interviewing may pose more of a cognitive burden on respondents than face-to-face interviewing resulting in higher rates of acquiescence and satisficing. Further, this effect may be more pronounced for individuals with less cognitive ability. There is also evidence that respondents to telephone surveys may be more likely to provide socially desirable answers to sensitive items. However, despite substantial research on mode effects in surveys of the general population, little research has been done to examine the effects of different interview modes on individuals with disabilities. To determine whether there are differences in data quality between telephone and face-to-face modes we compare data collected in both modes from the National Beneficiary Survey (NBS). The NBS is a longitudinal survey of approximately 7,000 disability beneficiaries conducted by Mathematica Policy Research and sponsored by the Social Security Administration. They survey is done via telephone with a face-to-face follow up for nonrespondents. We report response rate by mode and describe the demographic characteristics of respondents to each mode. Since participants were not randomly assigned to mode, we control for the non-experimental nature of the study by comparing subsets of respondents matched by demographic characteristics. As indicators of data comparability across modes, we examine item non-response, number of options checked for check-all-that-apply items, non-differentiation among items in a series, proportion of agree/yes responses, length of responses to open-ended items, and distribution of responses or means for sensitive items. In addition, we examine response effects by type of disability (cognitive or physical). Finally, we discuss particular methods of reducing mode effects for this population.

Utility of Rating Confirmation in IVR Surveys. Joe Cardador, Service Management Group (jcardador@servicemanagement.com)
In self-administered surveys via the telephone (Interactive Voice Response; IVR) there is a greater potential for respondents to misunderstand rating scales because they are presented aurally rather than visually. The current study evaluated the frequency of rating errors, types of rating errors, the validity of corrected ratings, and break-off rates in two IVR surveys by asking respondents to confirm initial ratings made on a 5-point scale anchored from "Highly Satisfied"(5) to "Highly Dissatisfied" (1). Results suggest that only a small percentage of respondents make rating errors due to misunderstanding the rating scales in IVR surveys. Of those few making errors, the majority are likely to reverse the scale anchors and rate low when they intended to rate high. Despite the low frequency of ratings errors, limited rating confirmation on IVR surveys is recommended as corrected ratings demonstrated greater validity and the confirmation process was not associated with a significant increase in survey break-off rates.

Discrepancy Between Survey and Administrative Data: Bias from Survey Misreporting is Smaller than Assumed. Kathleen Call, University of Minnesota (callx001@umn.edu); Michael Davern, University of Minnesota (daver004@umn.edu); Gestur Davidson, University of Minnesota (david064@umn.edu); Rebecca Nyman, University of Minnesota (nyman028@umn.edu)
The Medicaid undercount refers to consistently lower estimates of individuals on Medicaid derived from general population surveys compared to the number that administrative records indicate are enrolled. This persistent and growing discrepancy raises doubts about the usefulness of surveys for policy making, yet surveys are the only source of several key policy estimates, including those lacking insurance and those who are eligible for Medicaid but are not enrolled. The discrepancy may be a result of either factors leading to inaccurate administrative data or factors leading to inaccurate survey information. Our research examines the portion of the discrepancy that may be due to individuals misreporting insurance status when surveyed. Known Medicaid enrollees were sampled from administrative records from California, Florida and Pennsylvania, and respondents were administered their state's health insurance survey. Sample size and AAPOR response rate (RR4) are 1,325 and 42% for California; 1,026 and 30% for Florida, and 1,396 and 56% for Pennsylvania). Our primary interest is whether Medicaid enrollees self-report that they are uninsured, but we examine all alternatives reported by those misreporting they do not have Medicaid coverage. We find that the rate at which Medicaid enrollees report no health insurance coverage is quite small (from 3.3% of all enrollees in Pennsylvania to 10.5% of adult enrollees in California) and conclude that this alone can not explain the much larger Medicaid undercount, nor does it result in significant upward bias to uninsurance rates. We also find that respondents are able to correctly classify themselves as having Medicaid about 82% of the time, but many respondents report alternative types of coverage (Medicare, other public, or private insurance). We discuss the implications of our results for health policy and survey design.

Politics and Public Opinion

Is California Weird? Max Neiman, Public Policy Institute of California (neiman@ppic.org); Douglas Strand, Public Policy Institute of California (strand@ppic.org)
Numerous observers have seen California as a rather distinctive state in many ways. One of those ways is in culture and public opinion. This paper will test the idea that California is more liberal, "progressive" and secular than any other large state – those with over 10 million residents – or than any group of contiguous states, such as regions (e.g., New England, the "northeast coast", the Pacific Northwest, etc.). Ideology and culture will be compared in two ways: (1) by a comparison of levels of religiosity as well as measures of values and policy-related opinions, and (2) by a comparison of how much religiosity and those particular values and policy-related opinions appear to shape (predict) broader political judgments, such as vote preference and job approval ratings of political leaders. Such comparisons will be done using both a pooled dataset of 2004 and 2005 surveys done by the Pew Research Center and an array of relevant comparisons from the Statewide Survey of the Public Policy Institute of California.

The Relative Accessibility of Partisan Stereotypes and Policy Information in Voters' Candidate Evaluations. Danna Basson, University of Wisconsin-Madison (dbasson@ssc.wisc.edu)
This paper uses response latency to measure cognitive effort used by respondents when they make candidate evaluations. The paper examines the relative cognitive burden of relying on partisan or other cues versus relying on policy information. It also examines the role that political knowledge plays in mediating the cognitive effort required to rely on different information. A large body of work in political behavior relies on assumptions about the cognitive effort associated with particular considerations used in candidate evaluations. Usually a "theory-driven" strategy based on character traits or partisan stereotypes is thought to require less effort than a "data-driven" strategy based on more specific policy considerations (e.g. Rahn 1993; Sniderman, Brody and Tetlock 1991). However, there is no explicit test for these assumptions (Stroh, 1995). Huckfeldt et al (1999) use response times to show that when partisan constructs are more accessible, they are relied on more heavily when making candidate evaluations. However they do not examine the relative cognitive effort of different considerations and its effect on the importance of those considerations in making candidate evaluations. This paper tests the assumption that theory driven considerations are more accessible and require less cognitive effort. Data for this research come from the Badger Poll, a RDD survey of 2500 WI residents administered between March and October 2004.

Value Structures: How Pew Got it (Almost) Right. Solon Simmons, University of Wisconsin-Madison (ssimmons@ssc.wisc.edu)
Now eighteen years old, the political typology developed by the Pew Research Center for the People and the Press has finally come of age. The types derived from the analyses have become part of the political culture and are broadly cited in portraits of the current scene by both opinion leaders and political players alike. Nevertheless, the typology is based on older methods that can be improved upon with those from the next generation. Today, new classification technologies like Latent Class Analysis (a categorical analogue to factor analysis) have made it possible to improve these models to develop better and more coherent types that satisfy the substantive demands of scientific practice. Using data from the center's December 2004 Political Typology, I develop a Latent Class Analysis, which produces six classes as opposed to the Pew Center's nine. Arrayed from right to left the uncovered types are: Committed Conservatives, Social Conservatives,

Left Traditionalists, Middle Americans, Populists, and Liberals. As a result of the method employed, these classes better meet Converse's standard of constraint than do the Pew classes; the classes explain or predict the associations among the value positions. One unique feature of the model presented here is the use of a type/subtype technique that first fits five models of sub-types for value structures relating to culture, economy, environment, national authority and race and then explores the structure of the relationships between these sub-types. This approach allows for contradictory value structures across sub-type, while imposing structure within type. The final model fits the data quite well (something that one cannot know abut the Pew types) and the use of this technique points to a new way to collect information on value structures

The Influence of Partisanship and Perceptions of the Economy. Richard Clark, University of Georgia (clark@cviog.uga.edu); Tom Tanner (University of Georgia)
Pollsters often measure attitudes about the economy with the implicit notion that one's perception of the economy is based on economic attitudes rather than political attitudes. And yet we find data at both the state level and the national level that one's perception of the economy correlates with one's political affiliation. This leaves the survey analyst to wonder (1) whether what is meant as an assessment of the economy is rather an assessment of the party in power or (2) whether one's view of what makes a good economy is tempered by one's political views and party affiliation. This paper examines data, primarily at the state level, to assess the face validity of the question, "How would you rate economic conditions in the {state/country} today?" Using four years of data from the Peach State Poll—a quarterly general population survey in Georgia—this paper examines the relationships between party affiliation, perceptions of the economy, and economic indicators such as state-wide unemployment and inflation. If ratings of the economy are really an assessment of the party in power, then Democrats should have more positive views when Democrats hold power, regardless of economic factors. Alternatively, if ratings of the economy are based on how political ideology shapes ones idea of what "is" a good economy, then we might expect Democrats views to track best with unemployment statistics and Republicans views of the economy to track best with inflation statistics. The paper will then briefly examine trend data from the Gallup Poll—which uses roughly the same measure to assess public perception of the national economy—and draw upon what is learned at the state level to assess the validity of this measure at the national level.

Polls about Science and Health Issues

The Morality and Utility Tradeoff and the Absence. Melissa Constantine, University of Minnesota (cons0026@umn.edu); Karen Virnig, University of Minnesota (virni002@umn.edu); Todd Rockwood, University of Minnesota (rockwood@mn.rr.com)
Within medical research and treatment an area that has drawn a great deal of attention is embryonic stem cell research (ES). At the heart of this debate is a conflict of values and beliefs, often conducted in a vacuum of knowledge. The debate is usually cast in terms of morality (use of embryos) versus utility (medical treatment). The goal of this paper is to attempt to disentangle part of this debate. In our work we have found that individual's often hold conflicting views. The morality issue is typically driven, not necessarily by 'stem cells' but by 'embryos' and the utility issue is generally based as much upon misunderstanding as actual knowledge as to how stem cell are used in either research or treatment. This study will report on a general population survey of adults in Minnesota (n=1300) being conducted in the Winter of 2005-06. Items in the instrument have been developed to attempt to disentangle 'embryo' from 'stem cells' as well as to evaluate objective knowledge, ES versus adult stem cells (e.g. source), treatment available using ES) and subjective knowledge (self-report of 'informed'). Further, we will evaluate how understanding and misunderstanding informs and shapes opinion of the use of federal funds for research involving stem cells, as well as perceptions of need for to regulatory oversight of medical research both generally and specific to stem cell research.

Priming Embryonic Stem Cell Research – The Role of Involvement in Priming Effects on Attitudes and Behavioral Intentions towards Embryonic Stem Cell Research. Doshik Yun, University of Wisconsin-Madison (dyun@wisc.edu); Seungahn Nah, University of Wisconsin (snah@wisc.edu); Douglas McLeod, University of Wisconsin-Madison (dmmcleod@wisc.edu)
This study examines the priming effects of messages regarding embryonic stem cell research on participants' attitudes and behavioral intentions, considering the role of personal issue involvement. Data for this study were collected using an experiment embedded within a Web-based survey. Participants were exposed to a priming message that highlighted either the underlying ethical dimensions or the political strategies surrounding the controversy of embryonic stem cell research. The analysis showed that subjects with a high level of involvement were more likely to support the stem cell research under the strategic prime condition than under the ethical prime condition. In addition, subjects with a low level of involvement were less likely to support the stem cell research under the strategic prime condition than under the ethical prime condition. Lastly, there was a significant main effect of involvement on these behavioral intentions such as financial donation and volunteer work for stem cell research. These results suggest that priming effects have a greater influence on attitudes than on behavioral intentions. For attitudes, high-involvement participants, driven by their own self-interest, increase their support for stem cell research when primed to think about the political strategy dimension of the issue. On the other hand, the ethical prime may cause such individuals to consider countervailing ethical concerns, which may mute their expressed support. By contrast, low-involvement participants, who were presented with ethical arguments in support of embryonic stem cell research, may have elevated support for embryonic stem cell research relative to the prime that called attention to the political struggle. For behavioral intentions, which entail a greater level of commitment to the issue, it is likely that any potential for priming effects were simply washed out by the influence of personal involvement with the issue.

The Use and Impact of Polls in Health Policymaking. François Petry, Université Laval (francois.petry@pol.ulaval.ca); Richard Nadeau, Université de Montréal (richard.nadeau@umontreal.ca); Christine Rothmayr, Université de Montréal (christine.rothmayr.allison@umontreal.ca); Eric Belanger, McGill University (eric.belanger3@mcgill.ca)
The Canadian government commissions well over 100 polls on healthcare each year, far more than in any other policy domain Surprisingly little scholarly research has been conducted on the use and impact of these polls, however. In this research, we ask how polls are used in healthcare decision making, whether this has any detectable policy impact, and what this says about politicians' conceptions of the public and of democracy. A small sample of polls is retained as case studies for analysis. We track the temporal sequence of activities each poll undergoes from the commissioning and administration of the poll to the manner in which its results are communicated, interpreted and evaluated. Part of the data is collected from archival sources such as media reports, memorandums to Cabinet, and advertising requisitions. We also rely on in-depth interviews with key players involved in the construction, analysis, interpretation and subsequent use of polling. The patterns uncovered within and across the cases will be matched with specific theoretical propositions derived from the scholarly literature. Our aim is to assess whether decision makers use polls to better respond to public opinion or to control and manage it. We also consider the possibility that polls are used as symbolic tools or that they are part of a process of social construction of public opinion.

Racial Identities and Attitudes, Core Values and Cultural Conflict

Racial Resentment 1986-2004: The Importance of Racial Threat, Traditional Values, and Antiblack Affect. Peter Mateyka, Pennsylvania State University (pjm319@psu.edu); Michael Hughes, Virginia Polytechnic Institute and State University (mdh@vt.edu)
Recent studies of racial attitudes optimistically focus on the decline in traditional prejudice since the 1940s. Racial resentment (symbolic racism) researchers believe that racism is not declining, but is instead being replaced with a new form of racism based on the belief that blacks violate traditional Protestant values and should not receive special attention. To date, only one study has looked at racial resentment over time. This paper uses cross-sectional data from the American National Election Studies (ANES) to examine changes in racial resentment from 1986-2004. Results of the analyses support the view that, unlike traditional prejudice, racial resentment is not decreasing and remains high among white Americans. Results of the analysis do not support the view that racial resentment has origins in early-learned feelings such as antiblack affect. In fact, the effect of antiblack affect on racial resentment decreased during the late 1990s. This is not consistent with previous literature that identifies antiblack affect learned during childhood as a driving force behind racial resentment. Thus we turn our attention to potential antecedents of racial resentment other than antiblack affect, using a multi-level model that encompasses ANES responses along with county-level census data that indexes the percent black and percent unemployed in the respondent's county. Relationships among contextual variables, racial resentment, perceived threat, and traditional values are explored.

Locating a Black 'Community of Culture' in Brazil. Stanley Bailey, University of California, Irvine (bailey@uci.edu)
Researchers note that black racial subjectivity in Brazil is not robust. Newer classification trends, however, suggest its increasing salience. Moreover, some propose the census adoption of the racially-affirmative negro label to unify non-whites. I argue that to understand the effect of a possible change in census labeling, we need to take into account a central element the label is believed to enclose—black cultural specificity. I use original survey data to explore four areas that speak to the state of 'black culture': ethnic self-classification, black cultural repertoires, and perceptions of ethnic distinctiveness and of common ancestry. My findings suggest that partly through a process of nationalization, many African-derived cultural elements were transformed into symbols of national identity. Hence, identification with these symbols is not clearly delineated along color lines. I conclude that the absence of an exclusive set of black cultural symbols may condition the negro label's ability to unify non-white Brazilians.

Race and Public Policy in Multiethnic Contexts. Tyrone Forman, University of Illinois at Chicago (tyforman@uic.edu); Maria Krysan, University of Illinois at Chicago (krysan@uic.edu)
Considerable research investigates the determinants of whites' racial policy attitudes and identifies a range of both individual-level attributes (age, gender, income, education, racial resentment, and self-interest) and contextual-level variables (e.g., racial and socioeconomic characteristics of communities) that influence whites' racial policy attitudes (Branton and Jones 2005; Oliver and Wong 2003). A frequent assumption is that the determinants of Whites' racial policy views generalize to other minority groups, following social psychological theorizing that social processes vary little by race/ethnicity (Hunt et al. 2000; Sears 1986). There is little empirical support for this assumption (Kluegel and Bobo 2001). In addition, the racial policy attitudes that have been examined ask about policies related to African Americans, with few looking at those related to other racial/ethnic minorities. This focus is increasingly problematic given the growing racial/ethnic diversity of the U.S. We use data from parallel face-to-face surveys conducted with residents 21 and older living in households in Chicago (n=789) and Detroit (n=734). The survey used a multi-stage area probability sampling strategy and over-sampled African Americans (in Chicago and Detroit) and Latinos (in Chicago), as well as residents of racially mixed neighborhoods. The instrument included a lengthy battery of questions about racial attitudes in general, as well as two questions about racial policies. The first asked about the role of government in helping improve the position of blacks and the other asks whether respondents favor or oppose making English the only official language in U.S. schools. The key independent variables are racial resentment, perceived racial conflict, racial stereotypes, political ideology, and standard demographic and social variables. We also extend previous research by using multi-level modeling, which allows us to link individual-level responses to economic and demographic characteristics of the census block groups in which respondents reside to test the effects of context on policy views.

Multiracial Contexts and Immigration Attitudes. Eric Oliver, University of Chicago (eoliver@uchicago.edu); Shang Ha, University of Chicago (sha1@uchicago.edu)
This paper aims to explain how multiracial contexts influence Americans' opinions toward immigrants and immigration policies. Using two sets of national survey, the 2005 Citizenship, Involvement, Democracy Study (CIDS) and the 2000 Social Capital Community Benchmark Study (SCCBS), in conjunction with the 2000 U.S. Census, we hypothesize that living together with other racial groups mitigates prejudice against immigrants and fosters positive attitudes toward liberal immigration policies. Results from multi-level models using various measures of racial heterogeneity (e.g., IQV, the proportion of the foreign-born, and the proportion of each racial group) and referring to two levels of neighborhoods (i.e., MSA/PMSA and the 5-digit Zipcode) largely support our hypothesis.

Social Desirability Bias and Sensitive Issues

Sensitive Topics: Are There Modal Differences? Zannette Uriell, Navy Personnel Research, Studies, and Technology (zannette.uriell@navy.mil); Chantay Dudley, The University of Memphis (cmdudley@memphis.edu)
As organizations such as the Navy move toward web-based survey administration, it is important to find out whether responses to sensitive questions are equivalent regardless of the administration method. It is possible that having to enter a military website and provide a username to access the survey might increase anonymity and confidentiality concerns, thereby increasing the likelihood of response distortion. Although previous research has shown that self-administered questionnaires (both paper- and computer-based) aid in decreasing response biases when compared with interviews and other computer-assisted formats, to date little research has investigated the effects of asking sensitive information in a web-based survey format.In order to test for response bias, a survey was created containing questions about family planning attitudes and birth control usage, impression management and self-deception scales, and privacy and confidentiality concerns. Paper surveys were sent to about 3,300 enlisted Navy personnel while another 3,300 received an invitational letter to a survey website. Survey results will be presented, and any differences between the two administration modes will be highlighted.

Identifying Mode Effects when Asking Highly Sensitive Questions. Jessica Graber, National Opinion Research Center (graber-jessica@norc.org); Erin Wargo, National Opinion Research Center (wargo-erin@norc.org); Angela Jaszczak, National Opinion Research Center (jaszczak-angie@norc.org); Katie Lundeen, National Opinion Research Center (lundeen-katie@norc.org); Stephen Smith, National Opinion Research Center (smith-stephen@norc.org)
NORC, with researchers at the University of Chicago, is conducting an innovative, multi-modal study examining the link between social relationship and health at older ages. The National Social Life, Health, and Aging Project (NSHAP) is conducting in-home, face-to-face interviews with a nationally representative sample of adults ages 57-85. The NSHAP interview contains three distinct components: a detailed questionnaire administered by an NORC field interviewer, the collection of physical biomarkers, and a self-administered paper-and-pencil questionnaire completed by the respondent once the in-person portion of the interview has been completed. The NSHAP in-person interview contains several highly sensitive, but important questions regarding health. In order to encourage honest responses, these questions are self-administered by the respondent rather than asked aloud by the field interviewer. Respondents are offered the choice of completing these questions in one of two ways: reading the question text on a laptop computer and entering responses directly into the CAPI program; or reading and answering sensitive question on a separate paper-and-pencil questionnaire. To further maintain privacy, all paper questionnaires are immediately sealed in a separate envelope.In this paper we discuss mode effects relative to these sensitive questions, analyzing response data, item non-response, and variation across the self-selected groups. We will also examine the intersection of respondent age and the use of technology when collecting such data and discuss the implications of these findings on our plans for future data collection.

Social Desirability Bias in CATI, IVR, and Web Surveys. Frauke Kreuter, University of Maryland (fkreuter@survey.umd.edu); Stanley Presser, University of Maryland (spresser@survey.umd.edu); Roger Tourangeau, University of Maryland (RTourangeau@survey.umd.edu)
Social desirability bias has been shown to be significantly affected by mode of survey administration. Self-administered questionnaires tend to yield less social desirability bias than interviewer-administered surveys (e.g., Turner, Lessler and Devore, 1992; Tourangeau, Smith and Rasinski, 1997), and some additional differences may exist in reporting across different methods of self-administration, for example audio computer-assisted survey instruments (A-CASI) vs. text-CASI (Turner et al., 1998; Tourangeau and Smith, 1996). Only a few studies have examined social desirability reporting bias in the face of advances made in computing and telephone technologies for survey administration, such as interactive voice response (IVR) surveys, in which a computer plays recorded questions over the telephone, or Web-based surveys. In addition the existing studies (e.g. Moskowitz, 2004) usually lack external validation data. This paper will use data from the 2005 JPSM Practicum and is focused on the reporting by University of Maryland graduates of potentially sensitive information about their academic records. Respondents were randomly assigned to one of three response modes, CATI, IVR and Web, and were asked about both desirable and undesirable attributes of their academic record. Data from the university's administrative records are used to evaluate the answers and to correct for selection bias on both the dependent and independent variables, when comparing different response modes.

Effect of Language on Mental Health Reporting Among Hispanics. Laura Flicker, RTI International (lflicker@rti.org); Elizabeth Dean, RTI International (edean@rti.org); Rosanna Quiroz, RTI International (quiroz@rti.org); Mai Wickelgren, RTI International (mvp@rti.org); Laura DiGrande, NYC Department of Health and Mental Hygiene (ldigrand@health.nyc.gov); Tina McVeigh, NYC Department of Health and Mental Hygiene (tmcveigh@health.nyc.gov)
Mental health indicators vary across cultures in terms of both service utilization and reporting of symptoms. Several factors may contribute to the variation. First, North Americans distinguish mental and physical illness more than other cultures, and Hispanics report physical symptoms when depressed. Second, idiomatic expressions describing mental health symptoms (such as "feeling blue") are not universally

understood across cultures. Third, symptoms of mental health conditions do not carry the same stigma across all cultures, thus affecting reporting. These three factors raise concerns about the reliability of multilingual surveys assessing mental health.Our research examines mental health items in two surveys administered in Spanish and English. The first is the World Trade Center Health Registry (WTCHR), a population-based study of 71,437 persons exposed to the World Trade Center attacks of September 11, 2001. The second is the National Survey on Drug Use and Health (NSDUH), an annual household survey that collects data on drug/alcohol use and mental health symptoms from approximately 67,500 respondents across the country. Both surveys employ the K-6, a mental health screening tool. Preliminary analysis of WTCHR data found that Spanish-speaking respondents report more mental health symptoms and conditions in the past month when compared with other groups. The 2004 NSDUH reported lower estimates of "serious psychological distress" (a composite measure for feelings of sadness, hopelessness, enervation, etc.) for Hispanic youth and young adults.We analyze each study's data in more detail to explain the discrepancy in mental health status among Hispanics in the two studies. In addition to comparing point estimates for mental health status, we will predict mental health symptoms and status by ethnicity, language of survey administration, and demographic variables in separate models for each study. We expect an interaction between Hispanicity and language of survey administration in the reporting of mental health symptoms.

Studying Special Populations

Standardized Interviews with Young Children. Marek Fuchs, University of Kassel (marek.fuchs@uni-kassel.de)
Increasingly children and juveniles of all ages are becoming respondents in survey interviews. While juveniles as young as 14 are considered to be reliable respondents for many topics and survey settings it is not clear to what extend younger children provide reliable information in a standardized survey interview. Previous research has demonstrated that children aged 10 and over show similar cognitive processes compared to juveniles and adults. However, some differences in the question answer process were to be noticed: (1) Children seem to treat each question more independently and loosened from the flow of the interview; (2) children provide responses even if their understanding of the question is rather limited. Besides age, the cognitive resources available to the young respondents have been identified to be important factors for the quality of the responses provided. So far, finding are mostly based on field experimental studies assessing the quality of the responses and the underlying cognitive processes using measurement error indicators derived from self administered surveys. In this talk we will report results from a study using digital video captures of 200 interviewer administered interviews with children aged 9 through 11. The ongoing interaction has been coded using an extended set of behaviour codes on a question by question level which provides behaviour-related indicators regarding the question answer process. In addition, children underwent standard tests of cognitive resources. Also, interviewers were trained to apply either standardized interviewing protocol or flexible interviewing techniques. Based on a multi-level analysis cognitive resources of the young respondents as well as interviewer style and question difficulty have been identified as key determinants of response quality in standardized interviews with children.

Wherever the Children Go, I'll Follow Them: The Reliability of Information on Schooling Given by School-age Respondents. Nick Moon, GfK NOP Social Research (nick.moon@gfk.com)
Many surveys collect data about children by asking the children themselves, and there are many surveys conducted within schools, as well as in-home surveys of children. The general assumption is that it is better to ask for direct reports from the primary actors rather than proxy information from another informer, but it needs to be considered whether children are as reliable respondents as adults. Some research in the UK has already shown that children are not necessarily good reporters about their own family background – someone whom their mother regards as their stepfather may be seen differently by the children, for example. This paper uses data from the Longitudinal Study of Young People in England to look at the reliability of children's responses about their school life.Because the sample of some 15,000 14 year-olds was drawn using schools as the primary sampling units, each school has up to 20 respondents reporting about it, allowing examination of both consistency and accuracy.Some questions are factual – such as whether the school has a homework club – and the paper compares levels of accuracy in the respondents' reports between different types of respondent and different types of school. Other questions are more ones of opinion, such as whether lessons are disrupted by unruly pupils, but even here comparisons of different levels of agreement within a school can be revealing.The paper concludes by suggesting ways of dealing with the issues raised when reporting on such data.

The Effect of Covering Linguistic Minorities Using Multilingual Surveys. Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu); Hoang Anh Nguyen, UCLA Center for Health Policy Research (anhnguyen9@ucla.edu); John Kurata, UCLA Center for Health Policy Research (jkurata@ucla.edu); May Jawad, UCLA Center for Health Policy Research (mayjawad@ucla.edu)
Most surveys in the US are conducted in English only or in English and Spanish only. While these surveys consider cases without language competency as nonrespondents, this can be viewed as an undercoverage problem since surveys implicitly presume to cover only people speaking the interview languages. According to the 2000 Census, 47 million Americans (17.9%) ages 5 and older speak languages other than English at home, and 21 million (8.1%) are considered i°limited English proficient.i± For California, one of the most culturally diverse states, these figures are 39.5% and 20.0%.Language proficiency is important because it not only determines who is eligible to participate in certain surveys but also influences the results of what surveys study. For instance, results of surveys on health conditions and status, health insurance coverage, and health care access and utilization may differ depending on the level of covering limited English proficiency group. Moreover, results of health disparity research may change dramatically when using data from surveys minimizing obstacles of interview languages.This study will examine the effect of covering linguistic minorities using California Health Interview Survey (CHIS). CHIS is conducted in more languages than used in most surveys. This allows a comparison between health-related characteristics from English interviews and those from non-English interviews within individual ethnic/linguistic groups. Focusing on Latino, Chinese, Vietnamese and Korean subpopulations, various types of health-related characteristics will be examined between English and non-English speaking respondents. The findings from this study may provide insight into the consequences of excluding interview languages other than English or English and Spanish in surveys.

Targeted Random Sampling of Mexican Migrants. Melissa Hanson, University of California, Universitywide AIDS Research Program **(Melissa.Sanchez@ucop.edu); Maria Hernandez, University of California, Universitywide AIDS Research Program (Maria.Hernandez@ ucop.edu); Alicia Vera, University of California, Universitywide AIDS Research Program (Alicia.Vera@ucop.edu); Lorena Ayala,** University of California, Universitywide AIDS Research Program (Lorena.Ayala@ucop.edu); George Lemp, University of California, **Universitywide AIDS Research Program (George.Lemp@ucop.edu)**
For Mexican migrants and immigrants, the impact of migration from Mexico to the United States has the potential to lead to an increased risk for HIV infection. Recent studies have raised new concerns that the HIV epidemic may expand more aggressively among this population in the coming years. Unfortunately, the current insufficient amount of data available makes it difficult to fully assess the potential for rapid spread of the HIV epidemic among this population. A confluence of migration-related factors such as constant mobility, poverty, and cultural and linguistic barriers present unique challenges for sampling this population, leaving traditional sampling methods unsuitable. Therefore, to better describe the epidemiology of HIV infection and related behavioral risk factors, we have implemented a targeted random sampling method to sample this hard-to-reach population. Implemented in both rural and urban sites throughout California from November 2003 – November 2005, the California-Mexico Epidemiological Surveillance Pilot, a survey of 1,380 Mexican migrants, combined outreach techniques with sample survey methods to enumerate, sample, and estimate prevalence outcomes of this population. Survey sites frequented by Mexican migrants were identified through key informant interviews and focus groups with this population. Sampling venues included job pick-up locations, migrant camps, and high-risk venues such as bars. Local community-based organizations, who have cultivated the trust of this population, were able to achieve refusal rates as low as 5% in numerous venues; however, several of the high-risk venues had refusal rates that ranged from 30-78%. Sampling included implementation of a behavioral questionnaire and serologic and urine testing. Prevalences for this population were estimated using inverse-probability-of-selection weighting. These estimates were used to determine the effect of acculturation and HIV knowledge and beliefs on HIV high-risk behaviors. The estimated prevalence of high-risk behaviors suggests that, without intervention, the HIV epidemic may expand among this population.

Modeling Response Times for Old and Young Respondents to Improve Their Understanding of Survey Question. Patrick Ehlen, Stanford University (ehlen@stanford.edu); Michael Schober, New School for Social Research (schober@newschool.edu); Frederick Conrad, **University of Michigan (FConrad@isr.umich.edu)**
Respondents can subtly indicate a need for clarification of concepts in questions through the time it takes them to provide an answer, and that response latency can be modeled to identify when respondents may benefit from further clarification (Schober and Bloom, 2004). Because speakers of different ages produce different rates of speech and disfluency (Bortfeld et al., 2001), models of different types of speakers (œstereotypes assessed by age) could predict cases that warrant clarification in a highly targeted manner. To test this theory, we compared the effectiveness of several simulated computer speech interfaces that offered clarification of terms through scripted definitions after respondents provided answers to survey questions based on fictional scenarios. We compared two latency-model-based interfaces – a generic model and a stereotyped model that distinguishes between the response latencies of younger (18-40) and older (65-85) respondents to several non-modeling interfaces. Our models were derived from regression analyses of response latencies that predicted inaccurate responses for both younger and older speakers in the non-modeling conditions. While problematic answers are traditionally associated with answers that are too slow, our modeling procedure found that answers that are too fast also predict inaccurate answers, indicating a critical Goldilocks range for response latency that reliably predicts trouble. Response latencies that fall outside that range by being too fast or too slow are more likely to be problematic. Different Goldilocks ranges are effective for younger and older speakers. Also, interfaces that offered clarification according to the Goldilocks range criteria whether based on a generic model or a model stereotyped by age led to high response accuracy on a par with offering clarification for every single question, while taking significantly less time to do so. Future interviewers that might consist of computers that recognize respondents speech could use these models to detect problems in answers, and act accordingly.

Does Nonresponse Matter?

Wave Nonresponse in a National Telephone Survey. Rui Wang, University of Michigan **(wrui@isr.umich.edu)**
In the national telephone Survey of Consumer Attitudes (SCA), respondents and nonrespondents to a later wave of the survey in April 2005 were compared based on their responses six months earlier in October 2004. It was found that response propensity was associated with two demographic variables: age and region, which suggested that the youngest age group (18-24 years old) was most difficult to be reinterviewed, and people living in the South were less likely to respond to the April 2005 SCA. The design features of SCA were also highly correlated with response propensity: respondents who required more call attempts in their first interview were more likely to be nonrespondents when contacted again; and the respondents whose first interviews were conducted in Spanish were more likely to not respond to the second wave. No differences were found between respondents and nonrespondents on three key economic indicators produced by SCA ¨C Index of Consumer Sentiment (ICS), Index of Current Economic Conditions (ICC), and Index of Consumer Expectations (ICE); however, their responses did differ in the question asking the expectation of interest rate changes during the next 12 months.

Nonresponse Bias in a Mail Survey of Physicians. **Emily McFarlane, RTI International (emcfarlane@rti.org); Murrey Olmsted, RTI International (molmsted@rti.org); Joe Murphy, RTI International (jmurphy@rti.org); Craig Hill, RTI International (chill@rti.org)**
In the absence of additional information, response rates are often used alone as a proxy measure for survey quality. However, nonresponse error is actually comprised of two components: the nonresponse rate and the difference between nonrespondents and respondents to the survey (Groves, 1989). The effects of nonresponse bias in a brief mail survey of physicians were examined. In a national sample of board-certified physicians, a short survey was mailed asking physicians to nominate the 5 best hospitals in their specialty regardless or cost or location. Up to three follow-ups were mailed to nonresponders to gain participation. Cumulative response rates after the first mailing and each subsequent reminder mailing were 18.4%, 23.2%, 32.4%, and 45% respectively. As more than half of the sample were nonresponders, there is potential for bias if nonresponders differ significantly from responders. Willingness to respond, measured by overall response and timing of response, is analyzed with respect to several demographic variables including region, specialty, urbanicity, and hospital affiliation. Next, respondent outcome measures are analyzed with respect to the demographic variables and timing of response. The outcome measures of interest are (1) nominating a top hospital in their specialty, (2) nominating two top hospitals in their specialty, and (3) nominating only hospitals in their region. This paper will describe the factors associated with nonresponse in physician surveys, the direction of nonresponse bias, and ideas for reducing bias in future studies.

Nonresponse Bias in a Mail Survey. Agnieszka Flizk, Nielsen Media Research (agnieszka.flizik@nielsenmedia.com); **Paul Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com)**
As Groves (in-press) notes, response rates often are of little value in explaining whether a survey will suffer nonresponse bias. To investigate the size and nature of possible nonresponse bias, data about both responding and nonresponding households must be available from an auxiliary source. In the past decade there have been several studies reported that have investigated nonresponse bias in telephone and in-person surveys, but none to our knowledge has reported using data from a mail survey.This paper will report findings on nonresponse bias in a mail survey using a large dataset of households that were sampled via an area probability design for eventual in-person recruitment. Several months before the in-person recruiters approached the households to attempt to gain their cooperation in the long-term panel, each household was mailed a questionnaire that gathered basic data about television viewing as well demographic characteristics. Approximately 45% of the households completed and returned the mail questionnaire, whereas approximately 55% did not. For those households that did not respond to the pre-recruitment questionnaire via the mail, an in-person interviewer was sent to complete the questionnaire. Through the judicious use of noncontingent and contingent incentives, about two-thirds of the nonresponding households to the mail survey completed the questionnaire via this in-person follow-up stage. Furthermore, all households were subsequently approached to be recruited to become members of the long-term television viewing panel, and approximately 60% agreed to participate. Thus data are available about the vast majority of households from the pre-recruitment questionnaire and data also are available from those households that refused to complete the pre-recruitment questionnaire but subsequently agreed to participate in the panel. Using these datasets, results will focus on the nonresponse bias associated with the mail stage of the pre-recruitment survey.

Examination of Nonresponse and Measurement Error. Courtney Kennedy, Pew Research Center (ckennedy@pewresearch.org); **Kristen Olson, University of Michigan (olsok@isr.umich.edu)**
While the individual components of total survey error have been well documented in the literature, relatively little is known about the intersection of these error sources. In particular, there is scant empirical work on the interplay between nonresponse error and measurement error – despite the potentially significant implications for data quality as well as techniques used to recruit respondents. In this paper we investigate the connection between these two error sources using data from a survey of University of Maryland alumni. The availability of administrative records for seven items on the survey instrument (donations, membership in the alumni association, and multiple measures of academic performance) make this dataset particularly well-suited for this type of analysis. The validation data allow us to study the direction and magnitude of measurement error by comparing respondent reports against the true values (or at least proxies for the true values). These data also permit us to study nonresponse bias by comparing the administrative records of the respondents and nonrespondents in the sample. We evaluate several causal models related to the nonresponse / measurement error nexus. These models predict differential effects for particular subgroups of the population: recent versus older graduates and alumni who demonstrated low versus high academic achievement.

Nonresponse Bias in Estimating Big Game Harvest. **Bryan Ward, PA Consulting Group (bryan.ward@paconsulting.com); Carrie Koenig, PA Consulting Group (carrie.koenig@paconsulting.com)**
For the past six years, PA Consulting Group has conducted an annual survey of big game hunting license holders for the Wyoming Game and Fish Department. Over 100,000 license holders are surveyed each year to provide estimates of a number of parameters including: active hunters, total hunter days, harvest, hunter success rates, and weapon type by hunt area, herd unit, and type of license. These estimates are a critical element of the Department's annual big game management program. A multi-mode (web, mail, phone) approach is applied in an effort to manage costs and maximize response rates. The response rates have typically been over 50% but have seen a slow but steady drop over the past few years. In 2004, a nonresponse study was conducted with a stratified sample of nonrespondents to the 2003 big game harvest survey. Nonrespondents were defined as hunters holding licenses that had been sampled for the survey, but the survey was not returned. Response to the nonresponse survey was 64.5% (80.2% if bad numbers are excluded). The findings from the nonrespondent survey indicate that nonrespondents are different from the respondent population in their hunting activity. Although there are some differences across the sample strata, overall the results indicate that nonrespondents are less likely to have hunted, less likely to have harvested, and less likely to have harvested a buck or bull. Results were used to further explore the impact that non-respondent bias is having on key estimates.In an effort to increase understanding of the impact of the nonresponse bias, PA compares responses to the big game hunter survey with results from data collected in the field by the National Park Service for a specific hunt area. Also, the nonresponse study on the 2005 Big Game survey is scheduled to be repeated in March-April 2006.

Effects of Cell Phone Usage

Effects of Cell Phones in Land-line Households. Dennis Lambries, Institute for Public Service and Policy Research (dennis-lambries@sc.edu); Robert Oldendick, University of South Carolina (roldendic@sc.edu); Michael Link, Centers for Disease Control and Prevention (awi5@cdc.gov)
Understanding the evolving role of cell phones in how people communicate on a daily basis is one of the fundamental challenges facing survey researchers as the use of cell phones in the United States continues to grow. While the increase in cell phone-only households (which doubled since 2003 from 2.8% to 5.5% in 2004 according to a recent CDC study) is a major concern, there are a host of other questions about how the use of cell phones even in households with landlines can affect telephone surveys. Using data from the South Carolina State survey, this research (1) examines the level of effort required to reach landline-only households versus those with both a landline and a cell phone; (2) compares the demographic profiles of households with and without cell phones, those who are considering dropping their land-line phone and using only a cell phone, and those who are considering purchasing a cell phone within the next 12 months; and, (3) analyzes survey estimates to determine how persons in households with different types of telephone access differ on key survey items. The findings further our understanding of how cell phone technology, even in households with landlines, is affecting survey research efforts.

Cell Phones in List-Assisted, RDD Sample. **Kirsten Ivie, ORC Macro (Kirsten.B.Ivie@burlington.orcmacro.com); Robert Pels, ORC Macro (robert.s.pels@burlington.orcmacro.com); Dagmar Zentrichova, ORC Macro (Dagmar.Zentrichova@burlington.orcmacro.com)**
Background cell phone use has consistently risen over recent years; "cord-cutters" may be the biggest threat to RDD surveys since they represent potential respondents we do not interview. In the 2005 Behavioral Risk Factor Surveillance System (BRFSS) survey, cell phone numbers – including those ported from a landline – were flagged by the sample vendor and excluded from calling. A question was also inserted into the survey introduction that asked if the number reached was a cell phone. If so, the number was immediately removed from further calling.Study ObjectiveTo monitor the prevalence of cell phone numbers identified prior to and during the fielding period. MethodsData from the 2005 BRFSS for multiple states were analyzed. Cell phone numbers were defined as either being flagged in the monthly sample files or the respondent answering affirmatively to reaching a cell phone in the survey's introduction. Numbers that were self-reported to be a cell phone were checked against a cumulative database of known cell phones in an effort to validate this response. ResultsThe prevalence of cell phones in BRFSS sample during the first ten months was <1% of all RDD numbers. Prevalence varied by state, from .37% (New Hampshire) to .85% (Connecticut). Of the cell phone numbers (n=4284), most (72%) were identified by interviewers. The remaining cell phone numbers (28%) were screened out by the sample provider prior to calling. Self-reported disclosure varied slightly by state, but more considerably within states' stratification categories – typically defined by geographic areas such as cities or counties. Examination of the self-reported cell phone status will be presented.ConclusionsAs more people switch to cell phone service, our task of phone interviewing becomes more challenging and less representative using the current methodology of eliminating cell phones from sampling.

Geographic Controls in a Cell Phone Sample. **Anna Fleeman, Arbitron (anna.fleeman@arbitron.com); Dan Estersohn, Arbitron (dan.estersohn@arbitron.com)**
In response to the increasing number of people who have eliminated their landline phones to rely solely on cell phones, Arbitron has conducted several studies using cellular sample frames. As we and other researchers have found, geographic controls are fairly imprecise within cellular sample frames. This is because a county is assigned to a cell phone number based on the location of the cellular rate center rather than on a respondent's likely place of residence. For Arbitron's most recent cell phone study, nearly 52,000 cellular numbers, assigned to counties in six metropolitan areas, were called. Households were identified as cell-only, and the respondents were asked to provide their addresses for the purpose of participating in Arbitron's radio listening survey. Once the addresses were collected, a comparison was made between the counties in which the respondents lived and the counties in which their cellular rate centers were located. More than 32% of the respondents lived in a county different from that of their rate center; most of these differences resulted in 'moves' to different Arbitron-defined markets, many to different states. In Arbitron's syndicated landline-based survey, moves such as these occur with fewer than 1% of respondents. Clearly, cell phones present new challenges for surveying specific geographic areas. The percentages of the various moves and the valuable insights gained regarding geographically controlling cellular sample will be discussed. Also, maps showing the dispersion of the cellular sample in contrast to our syndicated landline-based sample in the same six metropolitan areas will be presented. These factors are all critical to understanding the differences between cellular and landline samples as well as in establishing methodology to most effectively manage research projects that rely on a cellular sample frame.

Cell Phone Samples: Who Are We Missing? **Kristen Purcell, Princeton Survey Research Associates International (Kristen.Purcell@PSRA.com); Jonathan Best, Princeton Survey Research Associates International (Jonathan.Best@PSRA.com); Lee Rainie, Pew Internet and American Life Project (lrainie@pewinternet.org); John Horrigan, Pew Internet and American Life Project (jhorrigan@pewinternet.org)**
This paper explores the substantive impact of growing cell phone use on national RDD surveys, through a comparative analysis of a national RDD sample (n=3,000 adults), a national cell phone sample (n=100+ adult cell phone users), and an online panel (n=2,000 adult internet users). The three samples were administered the same questionnaire in November and December of 2005, which included questions pertaining to both phone use (landline only, cell only, both landline and cell) and internet use. The study examines 1) the feasibility of interviewing cell phone users, and 2) the characteristics of samples garnered through cell phone interviews vis-a-vis RDD telephone interviewing and online interviewing. Of particular interest is how these samples compare to RDD samples and online panels both demographically and in their internet use and online behavior, since both internet and cell phone use are heaviest among young adults. If cell phone samples differ significantly from other samples in their demographic makeup and/or internet use, do those differences warrant the incorporation of cell phone users into national RDD studies, especially those examining internet behavior?

Interviewer-Respondent Interaction and Response Processes

Visual and Verbal Cues of Survey Respondents' Need for Clarification. **Michael Schober, New School for Social Research (schober@newschool.edu); Frederick Conrad, University of Michigan (fconrad@isr.umich.edu); Wil Dijkstra, Free University of Amsterdam (w.dijkstra@fsw.vu.nl)**
In face to face (FTF) surveys, interviewers have access to respondents' visual cues of need for clarification (looks of confusion, gaze aversion), in addition to the verbal cues (explicit requests, disfluencies) available in telephone interviews. If visibility alters the number and nature of cues that respondents provide, then there should be mode effects on data quality whenever interviewers provide clarification in response to such cues, and there should be no mode effects when they do not (as in the most strictly standardized interviewing). This becomes important to study given how differently interviewers in different settings are trained to respond to clarification (Viterna & Maynard, 2002) and how differently interviewers can implement their training (Schober, Conrad, & Fricker, 2004).The current 2 x 2 experiment contrasts 42 Dutch respondents' cues of need-for-clarification in (1) FTF and telephone interviews, and in (2) no-clarification and "conversational" (clarification encouraged) interviews. After completing the 18-question interview, respondents completed a paper-and-pencil questionnaire with the original questions plus definitions of the key concepts. These re-interview questionnaires allowed us to measure whether respondents' conceptions during the interview had matched what the survey designers intended. Preliminary analyses involving one question about membership in clubs indicated that mode and interviewing technique affected how respondents indicated need for clarification. In telephone conversational interviews respondents were more verbally disfluent than FTF – as if they knew interviewers could not see their facial cues – and interviewers provide clarification sooner on the telephone. In FTF interviews, when respondents answered questions they looked away from interviewers longer in conversational interviews, where interviewers might possibly act on the cue and clarify the question, than in standardized FTF interviews. But interviewers may not have looked at respondents enough to make full use of such visual cues. The current paper extends these analyses to the full corpus.

Sounds of Silence: Structure of Response Latency. Nora Cate Schaeffer, University of Wisconsin-Madison (schaeffe@ssc.wisc.edu); Douglas Maynard, University of Wisconsin-Madison (maynard@ssc.wisc.edu)
Response latency is commonly thought of as the pause or silence between the end of a question and the beginning of an answer. Borrowing from the practice of psychologists, survey researchers have sometimes measured response latencies, for example, to assess the uncertainty of respondents. However, the structure of response latency in a survey interview may be more complex than that observed in a laboratory task. The time between the end of the reading a survey question and the answer to the survey question may include silence, particles, false starts and repairs, reports, out loud displays of thinking, comments, and other such varied material. Consequently, the label "response latency" may be inadequate and its operationalization problematic. Features other than the length of the pause may be informative about the latency, and suggest that the content of the pause may reflect aspects of the task posed by the question. Our paper explores the interactional space preceding answers for two cognitive assessments, designed to tap different cognitive abilities. These assessments involve answers with multiple parts and, hence, internal pauses. In the letter fluency task, respondents are asked to list as many members of a category as they could within a minute. In the digit ordering task, respondents are read successively longer series of digits and asked to put each set in ascending order. Preliminary examination suggests that the initial and internal pauses are different for these two tasks. The analysis we present is a step in developing codes so that we can describe the pauses that surround answers in a quantitative analysis of how such features are associated with aspects of cognitive functioning. Data are provided by a sample of digital recordings of interviews from the current wave of the WLS, a longitudinal investigation with the high school class of 1957.

Race of Respondent Interaction with Event History Calendar and Question-List Interviews: A Verbal Behavior Analysis. Mario Callegaro, University of Nebraska-Lincoln (mca@unlserve.unl.edu); Robert Belli, University of Nebraska-Lincoln (bbelli2@unlnotes.unl.edu); David Palmer, University of Nebraska-Lincoln (dpalmer1@bigred.unl.edu); Emilio Serrano, University of Nebraska-Lincoln (emilio-bernardo@excite.com)
Recent work suggests the benefits of Event History Calendar (EHC) methodologies in promoting higher quality retrospective reports in comparison to traditional standardized question list (Q-list) methodologies. A verbal behavior coding analysis of 218 EHC and 197 Q-list paper & pencil PSID interviews revealed that participants in the EHC condition exhibit significantly more behaviors that indicate the use of timeline retrieval strategies and conversational engagement.In an extension of this verbal behavior coding research, respondent race was included in a separate analytic model to examine whether the types of verbal behaviors differed as a function of both interview type (EHC, Q-list) and respondent race. In models that include variables controlling for length and complexity of interview, a number of significant type of interview x respondent characteristic interaction effects were found. Specifically, the interaction effects between interview type and respondent race involve rapport components which occur more frequently among non-whites in EHC interviews in comparison to Q-list interviews. These behaviors include the use of examples, acceptable feedback, interviewer laughter, and interviewer and respondent digressions.Since the complexity of interviews had been controlled in the models, the differences between the EHC and Q-list can be attributed to both respondent and interviewer characteristics. Because, in the EHC, the majority of interviewers were white, the higher frequency of verbal behaviors with non-white respondents, such as laughter, digressions, and offering examples, suggests that the interviewer is attempting to build rapport. We use the social distancing theory to explain these behavioral differences.In addition, that respondent verbal behaviors such as digressions and don't know responses, were more frequent in the EHC condition can support the hypothesis that the greater conversational approach of EHC interviews may have permitted a less constrained approach in interviewing non-whites.

Think-aloud Evidence of Conceptual Misalignment in Telephone Interviews. **Anna Suessbrick, NeuroHealth Psychological Associates (suessbrick@nhealthpsych.com); Michael Schober, New School for Social Research (schober@newschool.edu); Frederick Conrad,** University of Michigan (FConrad@isr.umich.edu)
Respondents in telephone survey interviews can have surprisingly different conceptions of what words in the questions mean than the survey designers do, and surprisingly different interpretations than other respondents. And this can be the case even when there is no overt evidence of trouble in the interview–when the question-answer sequences are paradigmatic. For example, in a survey about people's

use of tobacco and their opinions toward tobacco use (Suessbrick, Schober, & Conrad, 2000, 2005), respondents interpreted words like "smoking" differently on multiple dimensions: whether they were thinking of cigarettes, pipes, cigars, or marijuana, and whether they were thinking of any puffs or only cigarettes they finished. The evidence for this variability came from respondents' answers to post-interview multiple-choice questionnaires, which might have led to an overestimation of the degree of variability. The study reported here extends these findings on conceptual variability by examining respondents' think-aloud verbal reports on how they had interpreted the question concepts after answering the survey questions. In the study, 17 paid respondents, following Ericsson and Simon's (1993) procedures, reported on their concept interpretations immediately following their response to each tobacco survey question. Results indicated that 23 of the 37 concepts queried elicited quite variable interpretations, e.g., 8 respondents interpreted "smoking" to include cigarettes only and 5 interpreted it to include cigars and pipes as well. In contrast, 9 of the concepts elicited relatively uniform interpretations. The prevalence of conceptual misalignment as demonstrated with this stringent think-aloud method provides converging evidence that paradigmatic question-answer sequences, with no overt evidence of trouble, can mask conceptual misalignment that is undetected by interviewer or respondent. We present a classification of interactive pathways that lead to alignment and misalignment, as a step towards identifying when respondents' interpretations differ from the survey designer's in question-answer sequences.

Polls and Media in Elections

Media Assessments of Polls and Pollsters in 2004. Michael Traugott, University of Michigan (mtrau@umich.edu)
This paper presents a content analysis of media coverage in a national sample of print and television sources that comments on the performance of the polls and pollsters in the 2004 election. The assessments are analyzed by source and the nature of the commentary, including whether the comments are methodological or more broadly evaluative. The analysis covers the pre-election period and two weeks afterward and includes commentary on pre-election polls and the exit polls.

Polls vs. Markets as Electoral Predictors. Robert Erikson, Columbia University (RSE14@columbia.edu); Christopher Wlezien, Temple University (wlwzien@temple.edu)
Election markets have been touted as superior to polls for forecasting elections. This paper challenges that assertion, based on an analysis of the Iowa Electronic Market (IEM) data from recent presidential elections. Although market vote-share prices do forecast better than naive one-to-one interpretations of poll results,polls that properly discount the favored candidate's lead outperform the market. Moreover, winner-take-all market prices predict poorly compared to responsible win-projections based on the polls. Election markets generally see more uncertainty ahead in the campaign than the poll numbers warrant. A player in the IEM market could do very well buying and selling candidate stock based solely on a reasonable intrpretation of the current polls. The reasons for the poor performance of the IEM market are discussed. This paper is an update of an earlier paper on the subject presented at the WAPOR meetings in Cannes, France, September 2005.

Media Coverage of Election Polls, 2004 and Beyond. Mark Blumenthal, Bennett, Petts & Blumenthal (MysteryPollster@aol.com); Joel Bloom, University of Oregon (jbloom@uoregon.edu)
The 2004 election saw more media coverage of controversies related to polling and poll methodology than any previous campaign. In addition to the usual controversies of who was ahead or behind, coverage expanded to include methodological issues, including: *weighting in general; *weighting by party; *likely voter models; *response rates; *IVR (interactive voice recognition); and *internet polls.After the election, attention focused on discrepancies between the National Election Pool (NEP) exit polls and official vote counts, as the NEP tended to overestimate Kerry vote. This led many who saw leaked toplines from early NEP releases to think Kerry would win, and fueled conspiracy theories about stolen votes in Ohio and elsewhere. With the growth in popularity of blogs as information sources on polling – especially among top mainstream media (MSM) political reporters – we saw fascinating interactions between blogs and MSM coverage. Nonpartisan poll information sites like electoralvote.com; partisan blogs that focused on poll analysis, like mydd.com on the left and realclearpolitics.com on the right; and less methodologically astute left- and right-wing blogs, got MSM reporters thinking about polling methodology as never before. Political pollster Mark Blumenthal began his own blog, "MysteryPollster.com" to referee and provide reliable information on these controversies. Overnight, Mysterypollster.com became a must-read site for reporters and editors, campaign operatives, and political junkies. So the "blogosphere's" obsession with polls filtered its way up into the MSM, affecting their reporting of polls. In this paper, we will examine the controversies in the blogosphere and MSM about polling during the 2004 campaign, drawing heavily on analyses from MysteryPollster.com. We will assess the quality of this reporting, including whether all this attention to detail actually helped improve public understanding of survey research. Finally, we will look ahead and attempt to gauge where things stand for the upcoming elections of 2006 and 2008.

Measuring Voter Ability to Discern Misleading Ads. Christopher Borick, Muhlenberg College (cborick@muhlenberg.edu)
Every election year the American electorate is exposed to thousands of advertisements from candidates, political parties and interest groups who are seeking to influence their opinions. And just as the avalanche of ads appear with each election, so has concern emerged regarding the truthfulness and factual accuracy of those ads that flood the airwaves. While independent analysis of political ads by organization's such as the Annenberg Public Policy Center's FactCheck.org have identified clear misuse and distortion of facts in political ads, it remains less obvious if the public is able to discern the level of deceptiveness utilized in commercials. Most importantly, if the deceptive claims employed by political commercials are not identified as misleading by voters, it thereby increases the likelihood that these ads will shape voter sentiment through less than honest means. Thus it becomes very important to determine if voters possess the capability to discern misleading claims in political ads. In this study we employ an experimental design in an attempt to measure voter capability to identify factually inaccurate claims imbedded in political advertisements. Representative samples of voting eligible Americans are shown commercials from the 2004 elections and Supreme Court nominations in 2005 via web-based mediums, and asked to complete a series of questions dealing with the believability of the ads they have seen. The respondent's perceptions of the ads are then matched against FactCheck.org's ratings of the advertisements to determine if the public demonstrates the capability to discern misleading

tactics. The results of the experiment provide evidence that voters possess the ability to discern significantly misleading claims, and that this ability is shaped by factors such as partisanship and ideology.

Questionnaire Context Effects

The Effect of Context on Reported Alcohol Use. **Floyd Fowler, University of Massachusetts-Boston (floyd.fowler@umb.edu)**
There is considerable evidence that perceived social desirability affects the way respondents answer questions. Respondents apparently worry about what their answers will say about them when they are viewed by others.Drinking alcohol occupies an interesting niche in the social desirability world. On the one hand, there are those who frown on its use just on principle or because of the negative social and health effects of excessive drinking. On the other hand, moderate use of alcohol has been repeatedly shown to have important cardiovascular benefits. So, when respondents are asked about their frequency of alcohol use, do they think it will be reflect positively or negatively on them, and does it make any difference in what they report?In a randomized telephone interview experiment, we tested two approaches to framing the same question about alcohol: "In the last 30 days, on how many days did you have at least one drink of any alcoholic beverage?" In one version, the series began: "There are a number of things researchers have found that can affect your risk of serious illness or death. The next few questions are about things you can do that might affect your risks." The subsequent questions were about smoking cigarettes, wearing seat belts, and drinking alcohol.In the other arm of the experiment, the words "affect your risk of serious illness or death" were replaced with "reduce your health risks." The two questions preceding the alcohol question asked about taking vitamin supplements and drinking milk.The proposed paper would report in what ways, if any, the different introductions and contexts affected the number of days respondents reported drinking any alcohol.

Is Randomization Enough? Understanding The Prevalence and Magnitude of Sequence Effects in 'List' Items. **Carolyn Funk, Pew Research Center (cfunk@pewresearch.org); Michael Dimock, Pew Research Center (mdimock@pewresearch.org); Courtney Kennedy, Pew Research Center (ckennedy@pewresearch.org)**
Savvy survey consumers are quick to look at the wording of survey questions before reaching conclusions about the findings. The "super savvy" also know to look at the context of the whole questionnaire and consider how the specific order of questions asked can influence the survey results. The magnitude of question order effects, however, can range from substantial to insignificant – often leaving both consumers and survey researchers uncertain about how much they should worry. This paper looks at one kind of order effect – sequence effects for 'list' items, by which we mean questions which ask respondents to react to a number of different items using the same question stem. Previous research has shown that questions requiring respondents to judge several things of the same type on a single dimension tend to produce contrast effects. We examine the robustness of this finding using examples from the Pew Research Center surveys in which the order of 'list' items are typically randomized. Analysis shows that order effects range from virtually nil to quite sizable depending on the nature of evaluation, available response categories and length of the list. We address the conditions that make these effects more and less likely both across and within a series, and how common they are overall. We conclude with recommendations for the practices to follow in designing and interpreting surveys, particularly with respect to the comparability of items across surveys with different sequencing protocols.

Does Less Equal More: Preliminary Results of an Experiment on Income Question Strategy. **Joel Kennet, SAMHSA (joel.kennet@samhsa.hhs.gov); Peggy Barker, SAMHSA (peggy.barker@samhsa.hhs.gov); Dicy Painter, SAMHSA (dicy.painter@samhsa.hhs.gov)**
A split-sample experiment compared two sets of questions asking about personal and family income in the National Survey on Drug Use and Health (NSDUH). The current (Sample A) series of memory "jogging" questions asked the respondent or proxy whether or not income was received from each of seven potential sources. Each source of income was asked first for the respondent and if the respondent did not receive the source of income, the question was asked about the other members of the respondent's family. Then level of income was asked for the respondent and for the family. Sample B respondents were asked a reduced set of "jogging" questions, and these referred only to the entire family. However, the questions on income level, as in Sample A, were asked first for the respondent and repeated for the respondent's total family income The overall objective was to determine whether asking the reduced set of questions would yield comparable data on income and determine whether the new, potentially more efficient, series could be substituted into the survey. Item response rates and timing data were also considered in this analysis. The outcome of this experiment may have a significant effect on the respondent burden imposed by the NSDUH in its future administrations. The results will also inform survey methodologists as to the effectiveness of the memory jogging technique that has been employed here and in a variety of applications in other surveys.

Extreme Response Style: Style or Substance? **Allyson Holbrook, University of Illinois at Chicago (allyson@uic.edu); Young Cho, University of Illinois at Chicago (youngc@srl.uic.edu); Timothy Johnson, University of Illinois at Chicago (timj@srl.uic.edu)**
Response styles or sets have been defined as "systematic ways of answering which are not directly related to the question content, but which represent typical behavioral characteristics of the respondents" (Oskamp 1977). One response style is the extreme response style (ERS), or the tendency to choose the extreme ends of response scales regardless of the content of the judgment. ERS has been found to vary across groups of respondents. For example, African-Americans may demonstrate the ERS to a greater extent than whites (e.g., Bachman and O'Malley 1984). Calling the ERS a response style suggests that it reflects something about the reporting of responses to survey questions rather than about the extremity of the underlying judgments, but much of the literature and the measures typically used to assess ERS do not allow a distinction between these two possibilities. Our research uses data from the National Election Study Surveys to test and compare different ways of estimating ERS, and to separate ERS as a reporting style from substantive attitude extremity. Bachman, J. G. & O'Malley, P. M. (1984). Yea-saying, nay-saying, and going to extremes: Black-white differences in response styles. Public Opinion Quarterly, 48, 491-509.Oskamp, S. (1977). Attitudes and Opinions. Englewood Cliffs, N.J.: Prentice-Hall.

Religion, Values, and Conflict

Values in Conflict: The Religious 'Hard Core'. Scott Clarke, Michigan State University (clarkes3@msu.edu)
Noelle-Neumann (1993, p. 229) defines public opinion as a process of social control, 'centered on ensuring a sufficient level of consensus within society on the community's values and goals'. Society exerts a pervasive, unconscious pressure on individuals to conform to its 'values and goals' in their ideas, opinions and behaviors, or risk social isolation.A fear of isolation drives individuals to constantly assess public opinion on controversial topics. Those who perceive that their opinions on a given subject are in the majority or are gaining social support will be emboldened to speak out. On the other hand, persons who believe that their opinions are in the minority or are losing support will be silenced.Noelle-Neumann predicted that two groups of people would be immune to public opinion pressures, however. These are the avant-garde, who lead opinion change, and the opinion 'hard core,' who hold onto traditional values in the face of change. Even though the Spiral of Silence has been researched for well over 30 years, this is the first study to develop the hard core conceptually. Noelle-Neumann believed that the hard core is able to resist public opinion pressure because they hold different attitudes about society, have different reference groups, or use alternative media sources. Since Kelley (1972) measures the 'strictness' of religious groups in strikingly similar terms, it is hypothesized that members of 'strict' (sectarian) groups constitute one type of opinion hard core.To test this hypothesis, several 'strict' and 'ecumenical' churches are being surveyed. Members are being asked to report their interpersonal communication behaviors, as well as their media use habits. They are also being asked to give their perceptions of public opinion and their religious group's position on the issues of abortion and homosexuality. Finally, individuals are asked for their own opinions.Preliminary data analysis confirms the study's main hypotheses.

Changing Values–Patterns of Lifetime Switching Out of a Religious Identification in the U.S. Ariela Keysar, Trinity College (akeysar@aol.com); Barry Kosmin, Trinity College (barry.kosmin@trincoll.edu)
As of 2001, more than 33 million American adults – about 16% of the total U.S. population – had at some point in their lives changed their religious identification. This is according to the American Religious Identification Survey (ARIS) 2001. Switching can involve not only the shift of people's loyalties from one religion to another, but also a dropping out of religion altogether.One of the key findings of ARIS was the growth in the No Religion population, from 8% in 1990 to 14% in 2001. A major source of this growth, beyond immigration and new cohorts of young adults, was over six million adults who in 2001 chose to profess no religion, yet previously professed a religion. Who are these "new Nones?" ARIS 2001 shows that these were dominantly former Catholics. Over 2.5 million adults who self-identified as Catholics at one point of their life switched to the no-religion option. Many former Catholics may well see it less as disloyal to community and family to be a "none" rather than identify with another faith. ARIS 2001 was based on an RDD sample of over 50,000 adult respondents who were asked an open-ended question: What is your religion, if any? A sub-sample of over 17,000 adults was asked if they had ever changed their religious identification. If they replied in the affirmative they were then asked an open-ended question: What was your religious preference, if any, before you changed? The sheer number of respondents to ARIS offers a golden opportunity to look in detail at the large sub-group of religious switchers, in particular former Catholics, and shed light on their geography and socio-demographics. Our paper will also discuss the social implications of religious switching in the contemporary U.S., primarily in the context of the current conflict between religious and secular values.

The Democrats' God Problem. Gregory Smith, Pew Research Center (gsmith@pewforum.org); Peyton Craighill, Pew Research Center (pcraighill@pewresearch.org)
Evangelicals and the highly religiously committed have become the core constituency of the GOP, giving the GOP control over the presidency and Congress. Many assert that for the Democrats to regain the upper hand in U.S. politics, they must overcome this "religion problem" by better appealing to the committed Christians who support the GOP. We argue that this assumption is incorrect. The Democrats' recent electoral failures are due not to their rejection by committed Christians, but instead to the fact that millions of Americans (not just the religious right) view the Democrats as hostile to religion. Put differently, there are many Americans in the religious center for whom religion is a peripheral, but important, part of life. These individuals support a politics informed by religion and religious values. Even among this centrist group, Democrats are perceived as hostile to religion, greatly diminishing their electoral prospects. This phenomenon, and not the fact that many committed Christians now support the GOP, constitutes the Democrats' true "religion problem."Using Pew Research Center data from 2003-2006, we use multivariate models to show that perceptions that the Democratic Party is hostile to religion are negatively associated with evaluations of the party, its leaders, and support for Kerry. The Democrats' perceived hostility to religion prevents them from exploiting the GOP's own "religion problems" (about half of Americans think that religious conservatives have too much control over the GOP). Most importantly, these data suggest that Democrats' perceived hostility to religion keeps them from winning elections. While Democrats have a serious religion problem, this analysis suggests that the solution does not require making inroads among the GOP's core religious constituency. Instead, reversing the perception that they are unfriendly toward religion among a small segment of the religious center may permit the Democrats to reverse their recent electoral fortunes.

Cultural Conflict and Racial Attitudes. Michael Hughes, Virginia Polytechnic Institute and State University (mdh@vt.edu); Steven Tuch, George Washington University (steve@gwu.edu)
Cultural conflict in U.S. society is strongly linked to the fundamentalist/evangelical religious movement. The present paper probes links between the themes of that movement and racial attitudes. Are people who oppose non-marital sexuality, gender non-conformity, secularism, abortion, and women's rights, among other cultural conflict issues, also likely to be racially prejudiced, to feel resentful toward racial minorities, and to resist efforts to promote racial equality? Research done over 30 years ago showed that Christian faith and practice had a modest curvilinear association with ethnic prejudice, with high and low religiosity being associated with low prejudice. However, these earlier studies were concerned with the impact of religious dimensions on prejudice, not with the broader cultural issue of how the social and moral concerns of religious people may be associated with racial views. Furthermore, the traditional racial prejudice and anti-Semitism that were the focus of those early studies have significantly declined or been transformed over time. We examine these issues with data on contemporary dimensions of racial attitudes from the American National Election Studies and the General Social Survey. Results

show that among whites in the U.S., there is a robust positive association between dimensions of cultural conflict and racial resentment (symbolic racism) that is not explained by age and socioeconomic status. Indicators of fundamentalist belief are similarly associated with racial resentment, but these associations are partly explained by cultural conflict variables. Findings are much weaker with measures of traditional prejudice. We conclude by 1) examining theoretical reasons why attitudinal dimensions reflecting disparate strands of cultural conflict are associated with each other, and 2) proposing ways in which theories of prejudice that are strongly focused on social structure (e.g. group position) can be modified to include a more significant role for cultural issues.

Survey Confidentiality and Ethics

Confidentiality Concern and Survey Participation. **Anna Chan, U.S. Census Bureau (anna.y.chan@census.gov); Jeffrey Moore, U.S. Census Bureau (Jeffrey.C.Moore@census.gov)**
The U.S. Census Bureau recently established the Respondent Identification Policy (RIP) to extend confidentiality protections so that they apply within a respondent's household as well as to the world outside the household. The new policy prohibits the disclosure of a respondent's answers to other household members unless the original respondent gives consent to such disclosure. In a longitudinal survey, failure to obtain such consent at the preceding interview could restrict the use of dependent interviewing procedures if the respondent for the subsequent interview is not the same respondent who provided the information in the preceding interview wave.Previous research has shown that respondents' privacy and confidentiality concerns are related to their survey response behavior (e.g. Singer, Mathiowetz, and Couper 1993; Singer, Hoewyk, and Neugebauer 2003). It is a reasonable conjecture that a person's reluctance to consent to information sharing with other household members offers some evidence with regard to his or her level of concern about privacy and confidentiality. Using data form the Survey of Income and Program Participation (SIPP) 2004 Panel, this paper examines the relationship between respondents' confidentially concern, as indicated by their response to the RIP disclosure request, and behavioral indicators of confidentially concern, such as the failure to provide Social Security Number, and nonresponse to income questions. It also explores the relationship between respondents' responses to the RIP disclosure request and their participation in the subsequent interview wave. If the research hypothesis is supported, that is, confidentiality concern is related to survey response behavior, then response to the RIP disclosure request may serve as a useful predictor of cases requiring special intervention to prevent nonresponse in the future interviews.

Survey Research Ethics: Practicing What We Preach? Stanley Presser, University of Maryland (spresser@survey.umd.edu); **Susan Kenney, University of Maryland (skenney@survey.umd.edu)**
The reputation and integrity of the survey research industry depend on adherence to ethical standards. Yet little is known about the extent to which survey organizations actually abide by such standards. To investigate this issue, the University of Maryland Survey Research Center administered a mail survey to research organizations identified as conducting data collection (via mail, phone, or face-to-face interviews). Completed questionnaires were returned from 341 organizations (yielding a 58% response rate). This paper will address three main questions: To what extent do survey organizations follow principles of professional responsibility in their dealings with the public, clients and sponsors, the profession, and respondents? How are the various ethical practices inter-related? How do ethical practices vary by organizational characteristics such as size and type (e.g., academic vs. commercial)? The paper will conclude by discussing the implications of the findings for the nature of the survey research industry.

The 'Third Man' Excuse for Conducting Surveys that Cause Public Harm. **Robert Mason, Oregon State University (rmason@science.oregonstate.edu)**
We argue in this paper that survey organizations that help clients, such as Big Tobacco, perusuade teen-agers to start smoking remain hidden from any moral consequences of their actions by the very complexity of modern survey methodology and by invoking a 'Third Man' excuse for what they are doing, viz., 'I'm only serving my client.' The Third Man excuse discussed in this paper stems from the British post-World War II film that depicts a shadowy, amoral figure who promotes a horrifying fraud by replacing good penicillian with bad, resulting in widespread disease and death. His justification for doing so is analyzed. We also argue that present codes of professional ethics, including certification, are not sufficient to hinder survey research that is employed by a client to harm the public. We conclude that civil RICO action is an alternative for unmasking the accomplice to such a client's ethically dubious performance.

Thinking about Immigration

American Attitudes Toward Immigration: A National and Regional Study. **Michael Dimock, Pew Research Center (mdimock@pewresearch.org); Scott Keeter, Pew Research Center (skeeter@pewresearch.org); Richard Wike, Pew Global Attitudes Project (rwike@pewresearch.org)**
In February, 2006, the Pew Research Center will undertake a major nationwide study of the American public's experiences with and attitudes about immigration in America. The core data will come from a nationwide survey of 2000 adults, including an oversample of residents in "new settlement counties" – those counties that have experienced the highest rates of immigration over the past ten years. To complement the nationwide survey, and provide a more in-depth investigation of how context affects attitudes toward immigration, a series of parallel surveys will be conducted simultaneously in five major metropolitan areas (tentatively: Phoenix, Chicago, Washington D.C., San Francisco and Atlanta) around the nation which have faced different immigration experiences. The surveys will focus on Americans' experiences with immigration, contact with immigrants, perceptions of immigrant communities, perceptions of the impact of immigration on American culture, lifestyles and economics, language and education, and broader immigration policy preferences. A subset of questions targeted at non-native born respondents will provide a different perspective, particularly in regions with high levels of immigration.One focus of the study we will present in detail in this paper is to build on past research on individual level determinants of anti-immigrant sentiment to better understand how the context in which a person is situated matters. For example, while economic concerns may drive anti-immigrant sentiment in certain locales, the issue may be more cultural in others, depending on local conditions and the historic patterns of immigration within the community.

Emigration and Memories. Amy Corning, University of Michigan (corninga@umich.edu)
Prior theory and research suggest that a "critical period" for memory is linked to the transition to adulthood, but does not identify particular aspects of the transition that are responsible for influencing memory. With a few exceptions, the impact on memory of other types of life transition has not been studied. This research gathered data on memories of public and personal events via a self-administered questionnaire from former Soviet citizens who emigrated to the US between 1970-1997. Rough comparisons between results for these mainly Jewish emigrants, on the one hand, and results from earlier surveys carried out among national cross-section samples in Russia, Ukraine, and the US, on the other, are considered. Memories of two sub-groups of emigrants are also compared: those who departed from the USSR during the 1970's and 1980's, who experienced emigration as a complete break with their former lives, with no possibility of return or even much communication with those left behind; and those who left during the post-Soviet period of the 1990's, for whom emigration represented a less dramatic rupture. Relationships of the emigrants' memories to age/birth cohort and to other social background characteristics are also examined. Finally, the research evaluates evidence that a "critical period" for memory may be linked to the emigration transition, and, if so, whether the severity or difficulty of the transition (as indicated by emigration period) influences the nature of the "critical period" observed.

Do Immigration Debates Reflect or Define Opinion? Fred Solop, Northern Arizona University (Fred.Solop@nau.edu); Nancy Wonders, Northern Arizona University (nancy.wonders@nau.edu)
Immigration has emerged as the number one issue in states like Arizona and is advancing to a prominent position on the national agenda. At this time, various immigration proposals are competing for support. These proposals include implementing an amnesty program, instituting a guest worker policy and strengthening border security. 2006 election year politics will be dominated by debates over these proposals. This paper examines the relationship between public opinion regarding immigration and the policy debates taking place in Arizona, other southwestern states, and in Washington, DC. Ultimately, this paper asks whether legislative activity is out of step with public opinion or whether legislative activity is emerging from the beliefs and attitudes of American citizens. Survey data collected by the Social Research Laboratory at Northern Arizona University suggests that the public now has a negative view of the impact of immigration on society. The analysis presented in this paper suggests that the national debate over immigration policies is taking place within parameters established by public opinion.

SATURDAY, MAY 20, 2006 – 1:30PM – 3:00PM

How to Reduce Nonresponse

Reducing Item Non-response in Questions Asking for a Point Estimate by Use of a Followup Range Question. Colleen Porter, University of Florida (cporter@dental.ufl.edu); Cyndi Garvan, University of Florida (cyndi@biostat.ufl.edu); R. Duncan, University of Florida (pduncan@phhp.ufl.edu)
The Florida Health Insurance Study is a statewide household telephone survey conducted in 1999 and 2004, utilizing CATI with a stratified RDD design and a single respondent providing answers for the entire household. In 1999, a small but potentially problematic amount of item non-response was noted in the items asking about people's age (2.2%) and hours worked (3.9% of workers). The age item presented special challenges, since the CATI programming was dependent on this item to determine whether to ask subsequent questions about age-specific sources of health insurance (e.g., a question about Medicare was only asked if someone in the household was 65 or older). In the 2004 instrument, the point estimate questions were asked exactly as in 1999. However, if the respondent could not give an answer, the CATI program went to a range estimate version of the question. The age-dependent items later in the questionnaire were programmed to use either version for determination of skip patterns. In 2004, the rate of item non-response for the point estimate of age was 1.9%; however, a range estimate could be supplied for 76.8% of those missing individuals, reducing item non-response to less than half a percentage point. For hours worked, initial item non-response was 2.8%, but a range estimate of full- or part-time work could be provided for 90.2% of those workers, reducing the item non-response to only .3%. It is clear that the use of followup range-estimate items did reduce the total item non-response for these items.

What Do Non-Response Follow-up Surveys Reveal? John Kennedy, Indiana University (kennedyj@indiana.edu)
In this presentation, we report the results of a follow-up telephone survey of non-respondents to a mail/web survey – the 2005 National Survey of Student Engagement (NSSE). Some 237,000 randomly-selected students from 523 colleges and universities participated in NSSE. In the final 2 weeks of the semester, 1417 students who did not participate in the mail/web version were telephoned and asked a subset of questions and to explain why they did not respond to the initial survey. Follow-up surveys of a sample of survey non-respondents are used to determine if the non-responders differ from the survey respondents. In many non-response surveys, a limited number of critical items are included and generally a different survey mode is used. Differences and similarities between the survey respondents and follow-up survey respondents are examined to asses the impact of non-response. However, differences between survey respondents and follow-up survey respondents might be attributed to mode effects when survey modes differ. This presentation will evaluate three types of information gathered from the telephone follow-up survey. First, the demographic characteristics of survey respondents and follow-up respondents will be compared. These distributions will also be compared to the population characteristics to determine which group more closely represents the student population. Second, weighted response distributions will be compared between the survey and follow-up respondents. Third, an analysis of possible mode effects, which may include the more socially desirable responses in the telephone survey, will be presented. Preliminary results indicate that on most measures, the students who participated in the non-response survey were more engaged in educational activities. However, the differences can also be attributed to characteristics of the students and to the survey

processes. The presentation will conclude with a summary of the value that the follow-up survey provides to our understanding of the survey focus – student engagement.

Testing an Advance Contact Targeted-Awareness Campaign to Raise Response Rates. **Ana Melgar, Nielsen Media Research (Ana.Melgar@nielsenmedia.com); Paul Lavrakas, Nielsen Media Research (Paul.Lavrakas@nielsenmedia.com); Agnieszka Flizik, Nielsen Media Research (Agnieszka.Flizik@nielsenmedia.com); Rosemary Holden, Nielsen Media Research (Rosemary.Holden@nielsenmedia.com); Maria Anatro, Nielsen Media Research (Maria.Anatro@nielsenmedia.com)**
Following from Leverage-Saliency theory (cf. Groves, Singer, and Corning, 2000), the greater the awareness that a sampled respondent has of a survey organization and the more favorably disposed is the respondent to the survey organization, the higher should be the propensity for the respondent to participate in a survey conducted by that organization. Conversely, the lower the awareness that a respondent has of the survey organization and/or the more negatively disposed is the respondent to the survey organization, the lower should be the propensity for the respondent to participate when sampled by that organization.One way to try to make respondents aware of and positively disposed towards a survey organization is to do a mass media advertising campaign (cf. Lavrakas, Melgar, and Tompson, 2003). Another way is to use a targeted-awareness campaign with only those households that will be sampled for a survey.In 2004 and early 2005, Nielsen implemented an experimental test in the Atlanta metro area of the effect on response propensity of sending a series of three mailings to sampled addresses starting 6 months prior to the households being contacted to participate in two surveys. The goal of the advance mailings was to (1) raise the household's awareness of Nielsen and (2) make them positively disposed towards Nielsen. An Atlanta area-probability sample was used in this experiment, with 850 addresses randomly assigned to receive the three mailings and 2,550 addresses randomly assigned to the control group (no mailings). Dependent variables in this experiment are (1) mail and in-person response rates to the first survey and (2) in-person response rate to the second survey.

BRFSS Pilot Test of Tailored Spanish Lead Letters. **Lisa Carley-Baxter, RTI International (lcbaxter@rti.org); Michael Link, Centers for Disease Control and Prevention (mlink@cdc.gov); David Roe, RTI International (droe@rti.org); Rosanna Quiroz, RTI International (quiroz@rti.org);**
The Spanish-speaking population in the United States has grown substantially over the past several decades, yet survey participation levels among Spanish speakers have not kept pace. In random digit dialed (RDD) surveys in particular, Spanish speakers are often under-represented, potentially limiting the validity of and increasing the bias associated with survey estimates. While the use of advance letters has been shown to improve overall response rates in telephone surveys, their utility within the Hispanic community is unclear. Typically, advance letters contain a Spanish language translation of a letter originally developed in English, but rarely is the letter content initially developed for a non-English speaking population. Here, we pilot the use of tailored Spanish language advance letters for persons in areas thought to be primarily Spanish speaking and compare the results to a group who received a standard English language letter with Spanish translation and a control group who did not receive a letter. A pilot study was conducted as part of the Behavioral Risk Factor Surveillance System (BRFSS) in four states (Arizona, Texas, Florida, and New York) during 2005. The content of the tailored letter was developed based on information obtained from focus groups conducted with speakers of different Spanish dialects. For the survey, likely Spanish-speaking households were sub-sampled from the regular BRFSS monthly samples in each state based on either reverse matching telephone numbers with a Hispanic surname list or telephone numbers in an area code in which more than half of the households were believed to be Hispanic based on Census information. These telephone numbers were then randomly assigned to one of three groups: tailored Spanish language letter, English with Spanish translation letter, or no letter. In the analysis, we compare response rates, respondent demographics, and selected survey estimates obtained across these three groups.

Interviewer Effects

Conversations with a Stranger: Perceptibility of the Race of Interviewer. **Mario Callegaro, University of Nebraska-Lincoln (mca@unlserve.unl.edu); David Wilson, The Gallup Organization (david_wilson@gallup.com);**
Do 'actual' race-of-interviewer (AROI) variables in studies of interviewer effects contain measurement error? We address two issues related to the study of race-of-interviewer (ROI) effects in telephone surveys. First, we test the assumption that respondents can guess the interviewer's actual race (AROI). Research shows that between 25% – 30% of respondents guess the ROI incorrectly; thus, it is likely that effects using the AROI are misinterpreted. Second, we address the role the interviewer plays in that racial considerations process. We hypothesize that there are some interviewers that have a higher error rate, which is measured as the aggregate incorrect guess of each interviewer's race, further clouding what appears to be a straightforward race effect. Employing experimental data, randomly asking respondents to guess the interviewer's race at three points in the survey – beginning, middle, and end of the interview (including their levels of confidence in their own guess) – we argue that the AROI and perceived ROI can contain systematic measurement error. We place this research in the context of a total survey error approach, emphasizing both the problems in analyzing and interpreting the true ROI effect. We also discuss implications for interviewer training and data collection procedures.

Effects of Interviewer-Respondent Interaction on Interviewer Assessments. **James Wolf, Indiana University-Indianapolis (jamwolf@iupui.edu); Angela Rodak, Indiana University-Indianapolis (a.springer@sbcglobal.net); Sharon Sidenbender, Ohio State University (sss@sociology.osu.edu); Charles Hulen, Indiana University-Indianapolis (chulen@iupui.edu)**
Interviewers are routinely asked to provide their own subjective assessment as to how well an interview went. Researchers are also keenly interested in item nonresponse rates as another means of assessing the quality of an interview. The authors of this paper extend their previous work on these two areas to include additional components to an overall model of data quality.Earlier examination found a very strong correlation between subjective assessments of the interviewer's rating of the quality of the interview and the overall item-nonresponse. These varied significantly by certain demographic characteristics of the interviewers. This paper will extend that research by including an examination of the interaction effects of the respondent and interviewer characteristics as well as an examination of the

types of questions and how this affects interviewer assessment and item nonresponse within and across categories.The first part of the paper classifies questions into types to determine if these different types of questions have different INR rates. Using Dillman's taxonomy, we divide the questions into attitudes, beliefs, behaviors and demographic characteristics. Respondent characteristics have a significant role in determining item-nonresponse and, ultimately, the interviewer's subjective assessment of the data quality. The second section of the paper examines the data quality measures for respondent characteristics followed by the significant interaction effects of interviewer and respondent characteristics on interviewer assessment and item-nonresponse.The final section of the paper examines the implications for removing more than simply the worst-rated interviews. In some of the surveys used we have an opportunity to measure reliability of scale components. By identifying these scales as well as other critical questions in each study we assess how much precision would be lost if we were to only use interviews rated "Excellent" as opposed to the current process in which we only remove those rated "Poor" or "Unacceptable".

Effect of Interviewer Experience on Response Rates. **Rashna Ghadialy, National Opinion Research Center (ghadialy-rashna@norc.org); Parvati Krishnamurty, National Opinion Research Center (krishnamurty@norc.uchicago.edu)**
Various studies have shown that experienced interviewers are able to obtain better cooperation rates in face to face interviews (Groves and Couper 1998). In this paper, we use data from the National Longitudinal Survey of Youth 1997 (NLSY97) to determine whether using interviewers with previous experience on the survey produce better participation rates. Such interviewers would be familiar with the survey and could anticipate respondent concerns better. Many respondents are interviewed by the same interviewer as the previous round. Interviewers who have previously established a rapport with the respondent should be able to tailor their persuasive efforts based on their prior knowledge of the respondent. NLSY97 is a longitudinal survey of youths conducted annually since 1997. The survey is largely conducted by computer assisted personal interviewing. We use data from rounds 6 and 7, where field managers assigned cases to interviewers in their region largely based on geographical proximity to the respondent. They attempt to assign the same interviewer to a case in successive rounds. In rounds 6 and 7, NLSY97 experienced interviewers completed 65 to 75 % of the completed cases and the same interviewer as the previous round completed 34 to 35 % of cases. Experienced interviewers averaged a higher number of completes than inexperienced interviewers in both rounds. We model the effect of interviewer experience on the probability of getting a completed case using two logistic regression models. Interviewer experience is measured as prior experience with NLSY97 in the first model and as experience with the same respondent in the second model. We control for other factors that affect cooperation rates such as interviewer demographics, respondent cooperativeness in prior rounds, respondent demographics, and a measure of the interviewer's caseload. Interviewer demographic information includes race, sex and education level. Respondent demographics include sex, age, race-ethnicity and urban residence.

Bilingual Interviewing: Contact Effort, Call Outcomes, Cooperation, and Survey Results in Spanish-Language versus English-Language Telephone Interviewing. **Jon Wivagg, NuStats DataSource (jwivagg@datasource.us); Rob Santos, NuStats (rsantos@nustats.com)**
To avoid bias, many telephone surveys include Spanish-Language versions. To better understand how interviewing the Spanish-speaking population differs from English-language interviewing, this paper presents results from a meta-analysis of recent national and regional surveys conducted with bilingual interviewing.The paper compares the level of dialing effort required to make initial contact and to resolve sample records with English-speaking versus Spanish-speaking respondents and households. It explores the outcome of call attempts at various times of day and days of the week. The paper also investigates the number and type of interim dispositions (callbacks, answering machines, no answers) as well as final dispositions (completed interviews, screener completes, screener and interview refusals) encountered in identified English-speaking versus Spanish-speaking households to suggest optimal strategies for identifying and including the appropriate balance of Spanish-speaking respondents in telephone surveys.One often-used technique in bilingual interviewing (especially when a relatively small proportion of Spanish interviews are expected) is to use primarily English-speaking interviewers to make initial calls and assign (presumably) Spanish-speaking contacts to bilingual interviewers. This paper compares the cooperation and eventual completion rates of Spanish-speaking contacts initially called by English-only interviewers assigning Spanish-speaking callbacks with the results of contacts initially made by a bilingual interviewer who can accommodate the respondent's preferred language during initial contact. Finally, the paper looks at the results of Spanish interviews and compares interview length between Spanish and English interviews. It also compares the demographics of Spanish-speaking households with both Hispanic and non-Hispanic English-speaking households as well as with Census data for Spanish-speaking households to estimate the quality of data that results from Spanish interviewing. To a limited extent, the paper compares item non-response rates on demographic variables in Spanish versus English completed interviews.

Measuring Instruments

Tipping the Scales: Weighing in on Word versus Numeric Measurement. Carol Wilson, Corporate Research Associates (cwilson@cra.ca)
Corporate Research Associates (CRA) has been actively involved in scales research since 1998. During that time we have interviewed thousands of people regarding their usage of scales, leading us to fine-tune many of our scales as a result. This presentation is borne of much of that proprietary research and aims to challenge the "status quo" thinking that often guides the use of scales in survey design. In this presentation, I will discuss what a scale should do, examine results of a semantic difference analysis, review a real-world example of how scale composition can alter conclusions, and let the people weigh in on the ages old word versus numeric scale debate.To demonstrate the benefits of mid-point opinion scales, we review actual results from a client's monthly tracking study before and after a significant change to a flagship product. In addition to a few positive modifications, the product change also included a substantial price increase. As will be demonstrated, utilizing a 5-point word scale, including a neutral mid-point, was not enough to see important changes in public opinion of the company. The addition of a forced choice question to move respondents off the "neutral" fence was crucial for detecting changes in public opinion of the client company and has now become a cornerstone question in our public opinion research.Finally, we

take the word versus number scale debate to the people, asking respondents to decide which type of scale they actually prefer. The results were surprising, even to us!

Colors, Labels, and Heuristics for Scales. Roger Tourangeau, University of Maryland (rtourang@survey.umd.edu); Mick Couper, University of Michigan (MCouper@Isr.umich.edu); Frederick Conrad, University of Michigan (FConrad@ISR.Umich.Edu)
We carried out two experiments to investigate how the shading of the options in a response scale affected the answers to the survey questions. The experiments were embedded in two web surveys, and they varied whether the two ends of the scale were represented by shades of the same or different hues. The experiments also varied the numerical labels for the scale points and examined responses to both unipolar scales (assessing frequency) and bipolar scales (assessing favorability). We predicted that the use of different hues would affect how respondents viewed the low end of the scale, making responses to that end seem more extreme than when the two ends were shades of the same hue. This hypothesis was based on the notion that respondents use various interpretive heuristics in assigning meaning to the visual features of survey questions. One such cue is visual similarity. When two options are similar in appearance, respondents will see them as conceptually closer than when they are dissimilar in appearance. The results were generally consistent with this prediction. When the end points of the scale were shaded in different hues, the responses tended toward shift to the high end of the scale, as compared to scales where both scales were shaded in a single hue. Though noticeable, this shift was less extreme than the similar shift produced when negative numbers were used to label one end of the scale. These findings (along with additional findings regarding response times) suggest that respondents pay attention even to incidental features of the response scales.
Coding Occupations in NLSY97. Parvati Krishnamurty, National Opinion Research Center (krishnamurty-parvati@norc.uchicago.edu)
During the first six rounds of data collection, the National Opinion Research Center (NORC) coded industry and occupation data gathered during the National Longitudinal Survey of Youth 1997 (NLSY97) interviews. When the Census Bureau adopted new code frames for industry and occupation data, NORC decided that the best way to ensure comparability of data between NLSY97 and other studies would be to contract with Census to code NLSY97 data using the same code frame and procedures as the Current Population Survey (CPS). During the review of the data coded by Census, a number of differences between the NORC and Census assigned codes were uncovered. Because the discrepancies appear to be rooted in the different coding processes used by Census and NORC, this paper begins by describing the processes used by the two organizations. We then investigate the data from NLSY97 Round 8 to determine whether the Census process results in systematic errors in occupation coding. Since coding occupations is a more complex task, we focus on the quality of occupation codes and do not discuss industry coding in detail. We compare respondent descriptions of usual job activities on to the Census codes to look for errors or inconsistencies in occupation coding. The degree to which the issues in the NLSY97 data are shared by other studies is investigated by comparing distributions of the most commonly occurring occupation codes in the NLSY97 data with those for the appropriate age group from the Current Population Survey. This will tell us if the Census Bureau's coding process is consistent and makes NLSY97 more comparable with other surveys. This paper concludes by discussing several strategies for minimizing the likelihood of erroneous codes when sending employment data to Census and caveats for using NLSY97 and other pre-coded industry and occupation data.

How Difficult Items Are Coded Into the Standard Occupational Classification (SOC) System, and What This Means for You. Jake Bartolone, NORC (bartolone-jake@norc.org); Micah Sjoblom, NORC (sjoblom-micah@norc.org)
In 2004, the Bureau of Labor Statistics commissioned NORC to design and carry out a pilot study to assess whether or not the current 2000 version of the Standard Occupational Classification (SOC) system adequately represents new and emerging occupations within specific industry sectors that may not have been prevalent during the construction of the current frame. In this study, experienced SOC coders from the U.S. Bureau of the Census, the Bureau of Labor Statistics, and NORC participated in a coding task (designed to mirror typical occupation coding practices) and a follow-up focus group session.Because of the study's emphasis on new jobs and industries, the experiments and focus groups provided insight into what techniques and resources SOC coders use when confronted with job descriptions that are rare or difficult to code. Given the rapid emergence of new fields, the question of how to code new or rare jobs will continue to be relevant even as the code frame is periodically updated. Nearly every description, no matter how challenging, is coded; an awareness of this fact, and the methods by which it is achieved, is essential to understanding occupational data. This paper first describes the steps that experienced SOC coders take, and the resources that they use, to code these occupations that are difficult to classify, and then explores the implications for projects that use occupational coding and their end users.Aside from more obvious problems such as a lack of appropriate detail in a job description, the coders reported a growing proportion of jobs that span two or more SOC categories. In these and other problematic situations, coders use a variety of resources, including the employee's salary and education level and Internet research on the employer. Understanding these approaches and providing appropriate input should improve coder reliability.

Public Opinion about Hurricane Katrina

The Response to Hurricance Katrina in Georgia. James Bason, University of Georgia (jbason@uga.edu)
This paper will examine opinions and behavior of Georgians in the aftermath of Hurricane Katrina. Data for the study come from the Fall 2005 Georgia Poll conducted by the Survey Research Center at the University of Georgia in October of 2005. Among the topics examined in the Fall 2005 Georgia Poll were charitable giving to aid hurricane victims, ratings of Georgians of the disaster relief response by the federal government and state governments in Lousiana and Mississippi, and opinions toward actions taken in Georgia in response to the increase in gasoline prices.

'I Can't Imagine It' Citizen Losses after Katrina. Susan Howell, University of New Orleans (sehowell@uno.edu); Jeanne Hurlbert, Louisiana State University (sohurl@lsu.edu); John Beggs, Louisiana State University (jbeggs@lsu.edu); Valerie Haines, University of Calgary (haines@ucalgary.ca)

This research is a baseline descriptive study of the level of "recovery" after Hurricane Katrina among those citizens currently living in New Orleans and the adjoining Jefferson Parish. Hurricane Katrina resulted in both individual and social trauma. At the individual level people lost income, housing, family members, friends, material possessions, and, temporarily, mental health. At the social level people lost their neighborhoods, social networks, and other natural supports such as churches, clinics, child care, recreation programs, restaurants and schools. It is hard for others to imagine the myriad of problems facing those who are currently living in this metro area. No one is untouched or undamaged. This baseline study will describe "recovery" (or lack thereof) in terms of the following: loss of job or income, damage to or loss of home, living with others, lack of insurance, low payout from insurance, loss of social networks, level of depression, what people need most from government, coping strategies, greatest frustrations, and optimism about the future of the city. We know from other research that "recovery" is affected by class and race, and those relationships will be examined. Katrina has re-defined the term "disaster" in America by its sheer magnitude, and we hope to provide policy makers with a first look at the most critical needs of those who have moved back to the city. The study will, hopefully, be repeated every six months to assess the level of recovery as measured by these indicators.

Racially Based Reactions to Hurricane Katrina. **Leonie Huddy, Stony Brook University (leonie.huddy@sunysb.edu); Stanley Feldman, Stony Brook University (stanley.feldman@sunysb.edu)**

There remains considerable disagreement over whether, and the extent to which, white Americans' political attitudes are driven by racial prejudice. With an observed decline in the endorsement of overt racism within public opinion polls, some researchers have turned to less obvious measures, variously referred to as modern or symbolic racism, as an index of white racial animosity toward blacks. One problem with this approach, however, is that policy views and attitudes towards political figures are generally salient, long-standing positions that are often difficult to disentangle from other political attitudes. In particular, most of the racial policies that have been examined are liberal initiatives that lead to a potential confound between measures of symbolic racism and political conservatism. In this study we examine reactions to the government response to Hurricane Katrina as a function of white Americans' beliefs about race. We assess the possibly divisive role of racial attitudes in conditioning white responses to government relief efforts in response to Katrina, using data from the American Racial Opinion Survey (AROS). The survey is based on a national telephone sample conducted initially in late 2003 and early 2004 (N=1583), with a second round of interviews conducted with white respondents (N=868) in early to mid 2004. The two prior interviews provide detailed understanding of the respondents' ideological values, views of government, and, most importantly, a number of measures of their racial attitudes and beliefs. Re-interviews were conducted with approximately 500 whites in October and November of 2005. These re-interviews focused on attitudes toward the victims of Katrina, assessments of the government's performance in handling the hurricane, and support for policies to assist the victims and rebuild New Orleans. No mention of race or racial policies was made in the post-Katrina re-interviews.

The Dynamics of Presidential Approval: The Effect of Hurricane Katrina. **Gazmend Alushi, University of Connecticut (gazmend.alushi@uconn.edu)**

Katrina proved a disaster not only for the Southeastern United States, but also for its President. Poll after poll showed a precipitous drop in levels of presidential approval after the hurricane and its aftermath. But where did this drop come from? Did the entire country react to Bush's performance on Katrina, or were certain groups more disenchanted than others? I hypothesize that Hurricane Katrina and Bush's performance in such a time of disaster exacerbated divides already existing within public approval of his performance in general. Specifically, this paper examines whether groups disproportionately hurt by the hurricane (e.g., members of minority and low socioeconomic groups) were the most likely to move towards disapproval post-Katrina. The project uses data collected by the CBS News Poll from July of 2005 (pre-Katrina) (n=1222) and September of 2005 (post-Katrina) (n=725). An oversample of underrepresented groups was conducted for the September study to ensure large enough group sizes for statistical analyses.

Public Opinion and Policymaking

Valuing Public Opinion: Political Actors' Assessment of Opinion. Andrea Rounce, Carleton University (mail@andrearounce.com)

Understanding how various actors involved in the policy making process conceptualize and value public opinion is an important step in clarifying the impact of public opinion on policy making. Recent research undertaken by François Petry and Matthew Mendelsohn (2004) at the Canadian level with elected and government officials, as well as that done in the United States with similar groups (see Susan Herbst, 1998), has shown that actors have very different conceptions of what constitutes public opinion. Influential public opinion can include citizens' letters to newspaper editors, op-ed columns in newspapers, elite and interest group communications, and the commonly commissioned and reported-on opinion poll. Interviews conducted with Saskatchewan pollsters, party officials, government officials, interest group members, elected members, legislative staff, and media people cast light on the importance of different forms of public opinion in the context of a small province. Understanding what forms of opinion are most valued by each of these different groups has tremendous potential for better understanding how public opinion can influence the formation, marketing, and implementation of government decisions. In a governmental system like Saskatchewan's, which requires the release of publicly-funded opinion research, how influential and valued are opinion polls vis-à-vis other forms of opinion research? Is the research that is commissioned by political parties and the qualitative research, which does not have to be released to the public, considered more important than other, more publicly-available forms? Are decisions made based on the information valued most by actors, rather than on the most sound and reliable information?

Using Survey Data to Guide Policy Implementation: The Case of the Medicare Drug Law. **Mollyann Brodie, Henry J. Kaiser Family Foundation (mollyb@kff.org); Robert Blendon, Harvard School of Public Health (rblendon@hsph.harvard.edu); Elizabeth Hamel, Henry J. Kaiser Family Foundation (lizh@kff.org); John Benson, Harvard School of Public Health (jmbenson@hsph.harvard.edu); Erin Weltzien, Henry J. Kaiser Family Foundation (erinw@kff.org)**

On January 1, 2006, Medicare will begin offering prescription drug coverage to its enrollees for the first time. In a series of nine surveys, the Kaiser Family Foundation and Harvard School of Public Health have tracked public opinion about Medicare prescription drug coverage since 2003, when the debate over how best to help seniors pay for their prescriptions began receiving much attention in Washington. The survey series includes seven nationally representative random sample surveys of adults, ranging in size from 1201 to 2043 respondents (237 to 441 respondents ages 65+); one survey of 802 adults ages 65 and older; and one survey of 973 adults ages 65 and older plus 250 adults ages 18-64 who are disabled and eligible for Medicare.Since the passage of the Medicare prescription drug law in 2004, these surveys have consistently found that seniors do not understand the law well, and most do not think the benefit will be very helpful to them personally. With open enrollment in Medicare drug plans set to begin on November 15, 2005, a survey as late as October 2005 found that more than four in ten seniors still did not know whether they would enroll in a plan. In this paper, we will report on the results of these surveys, and use them as an example of how public opinion surveys can help guide policy implementation. For example, the October 2005 survey found that half of the lowest income seniors who are likely to be eligible for additional financial help through the new benefit do not realize that they may be eligible, highlighting the need for additional outreach to this population.

Impact of Attrition on Health Insurance Estimates. **Steven Cohen, Agency for Healthcare Research and Quality (scohen@ahrq.gov); Trena Ezzati-Rice, Agency for Healthcare Research and Quality (tezzatir@ahrq.gov)**
Timely, accurate and reliable estimates of the population's health insurance status are essential inputs to policymakers to inform assessments of the population's access to medical care and analyses of associated health care expenditures. Population estimates of the uninsured can vary substantially depending on the duration of time that defines a period of being without coverage. Alternative criteria that have been used to produce annual estimates of the uninsured include the following specifications: those uninsured for a full-year, those ever uninsured during a year, and those uninsured at a specific point in time. The Medical Expenditure Panel Survey (MEPS), one of the core health care surveys in the United States, supports all three types of estimates. The survey is characterized by a longitudinal design, consisting of an overlapping panel design in which any given sample panel is interviewed a total of 5 times in person over 30 months to collect health insurance coverage, utilization and expenditure data that cover an individual's health care experience over two calendar years. In this paper, a summary is provided of the survey operations, informational materials, the interviewer training and experience of the field force, and the refusal conversion techniques employed in the MEPS to maintain respondent cooperation for five rounds of interviewing, to help minimize sample attrition. The impact of nonresponse attributable to survey attrition is also assessed with respect to the national health insurance coverage estimates derived from the MEPS. The study includes an examination of the quality of the nonresponse adjustments employed to adjust for potential nonresponse bias attributable to survey attrition. The overlapping panel design of the MEPS survey is particularly well suited to inform these studies. The presentation concludes with a discussion of strategies under consideration that may yield additional improvements in the accuracy for these critical policy relevant survey estimates.

Access to Health Care and Voting Behavior. **Jeanette Ziegenfuss, University of Minnesota (zieg0100@umn.edu); Michael Davern, University of Minnesota (daver004@umn.edu); Lynn Blewett, University of Minnesota (blewe001@umn.edu)**
The number of uninsured increased to 45.8 million US citizens representing 15.7% of the population. Recent trends also indicate an unprecedented drop in the sponsorship of health care, indicating continued increase in the number of uninsured and problems with access to needed health care services. Yet, universal health care or health reform has not been on the political agenda. Is it because those experiencing health care access problems do not vote? Or vote for a certain political party? If more uninsured were to vote, could health care reform become a real political issue? In this paper we examine the 2000 and 2004 National Election Studies to document the increase of the number of people experiencing health care access problems, the changing demographics of this population, and the change in voting behavior (voting vs. not voting) and candidate choice. To appropriately evaluate the change in voting patterns we use a multinomial logistic regression model controlling for known correlates of voting, including an individuals' age, gender, race/ethnicity, income, marital status, educational attainment, party identification, home ownership, and length of time residing in the same home or apartment. We also report on results that indicate individuals who report having problems with access to health care in 2000 were less likely to vote than those who had no access problems. Yet, in 2004, the opposite was true: individuals who experienced access problems were more likely to vote than not vote. In addition, the relationship between choosing the democratic candidate and experiencing access problems was stronger in 2004 than in 2000. These trends are likely the result of higher turnout in 2004 than in 2000 in general and among those who experienced access problems, but they also point towards the increasing role that health care access may be playing in national elections.

RDD Samples

RDD Selection Method to Increase Response Rates. **Randal ZuWallack, ORC Macro (randal.s.zuwallack@burlington.orcmacro.com)**
There are various within-household selection methods, ranging from a completely random selection from a household roster to a non-probabilistic convenience sample of the first person to answer the phone. In theory, it is generally accepted that probabilistic selection methods are superior in that they avoid potential biases that may be introduced by a nonrandom selection method. In practice, other factors must be considered, including nonresponse, respondent burden, and the importance of survey continuance. Building on a selection method proposed by Rizzo et al. (2004), a two-stage probabilistic selection method is proposed that emphasizes survey continuance. The selection procedure increases response rates and reduces survey costs, yet maintains a known probability of selection. Beyond the response rate and cost benefits, the method is easily weaved into current person selection frameworks. The performance of the selection method is assessed through a simulation using survey results from an Adult Tobacco Survey. These results indicate cost savings and increased response with no ill effects to the demographic distribution of the respondent sample. In coordination with the Nassau County (NY) Department of Health, ORC Macro is implementing this selection procedure for a county-wide health survey. Early returns based on this application highlight the merits of this selection procedure, suggesting consideration in other applications. Reference:Rizzo, L., J. M. Brick, and I. Park. (2004) "A Minimally Intrusive Method For Sampling Persons in Random Digit Dial Surveys," Public Opinion Quarterly 68: 267-273.

A Comparison Between Random-Digit-Dialing and Listed Household Sampling Frames Using Targeted Samples. **Yasamin Miller, Cornell University (yd17@cornell.edu)**
It is widely known that conducting interviews using an RDD (random-digit dialing) method of sampling is expensive and time consuming. This method is typically the preferred method of sampling due to the fact that each household has an equal probability of being selected as opposed to directory-listed household samples, where all unlisted numbers are automatically excluded from the sample. It is generally accepted that listed household frames introduce bias in the survey estimates, certainly missing people who pose certain demographic characteristics. The goal of this research is to better examine the differences between RDD and listed household samples within New York State, where there are significantly more minorities in downstate NY than in upstate NY, presenting a sampling challenge. Knowing that African Americans and Hispanic groups are difficult to reach populations, samples were obtained that targeted these minority groups in an effort to minimize the bias that is introduced by under representing minorities. The data comes from the annual Empire State Poll, conducted by Cornell's Survey Research Institute. The analysis compares the two sampling frames on differences in demographic characteristics (age, ethnicity, gender, household income, employment status, and union membership), substantive indicators as well as key data collection outcomes such as rates of working numbers, cooperation rate and eligibility rate. The research will provide some evidence that adding targeted lists to the sampling frames will improve the ability to obtain a demographically representative group of respondents, and will also show very little differences in responses to substantive questions.

RDD vs. RDD Recruited Panel: A Comparison, **Darby Steiger. The Gallup Organization (darby_miller_steiger@gallup.com); Zachary Arens, The Gallup Organization (zac_arens@gallup.com)**
A number of recent trends spurred the creation of a Gallup Panel in 2004. Declining telephone response rates are driving up the amount of effort and expenses required to obtain completed cases. Client requests for targeted surveys of specific populations create a need for methods that avoid costly screening procedures. And finally, the increasing popularity of the web as a survey mode requires an accurate methodology to compete with opt-in web panels.The Gallup Panel aims to solve all of these problems. The goal is to provide a nationally representative panel of individuals and households that Gallup can use for cost-effective client and internal surveys. Panel households are recruited using a traditional RDD sample, and are then mailed a welcome packet in which they enumerate all household members over the age of 13 who will participate in the panel. That panel is then available for surveying on a variety of topics of interest to researchers and clients by any mode of data collection.While this unique methodology creates a pre-recruited RDD sample available for quick and representative measurement, it may also introduce new forms of survey error related to panel conditioning, attrition, or other sources of bias. This study discusses the potential areas of bias using a panel methodology and compares results of a telephone survey using panel sample with a traditional RDD survey. The comparisons help understand the implications of transferring RDD surveys to the panel methodology by answering three questions: (1) Are results from the panel different from RDD telephone surveys? (2) If so, how do they differ? (3) What are possible reasons for differences?

Gunfight at the Cleveland Mayoral Primary Corral: RBS vs RDD in a Head-to-Head Test. **Joseph Shipman, SurveyUSA (jshipman@surveyusa.com); Jay Leve, SurveyUSA (jleve@surveyusa.com)**
Prior to the October 2005 Cleveland Mayoral Primary, SurveyUSA conducted two separate but parallel pre-election polls, identical in every respect except that the sample for one was Random Digit Dial (RDD, provided by Survey Sampling) and the sample for the other was Registration Based Voter Lists (RBS, provided by Aristotle International). The two identical surveys produced opposite results. One version of the poll said a white woman would win by 6 points. The other version said a black man would win by 9 points. No amount of weighting could reconcile the two disparate results. SurveyUSA reported that the black man would win by 9. A competing poll was then published which said the white woman would win by 6. The stage was set. Which sampling method produced the better outcome in this contest? What learning can we take away from this geography? How much of the learning applies to other geographies? Theories that explain the discrepancy are advanced. Recommendations for future best practice are made.

The Role of Religion in Contemporary Politics

Linking Evangelical Values and Media Choices. **Russ Tisinger, University of Pennsylvania (rtisinger@asc.upenn.edu); Eran Ben-Borath, University of Pennsylvania (EBenPorath@asc.upenn.edu)**
Over the last two decades, evangelical Americans, especially those who attend church regularly, have become more closely aligned with the Republican Party (Fiorina 2005; Layman, 1997). Evidence suggests that strongly-held religious values, or 'foundational beliefs,' can sometimes translate into political beliefs. For example, evangelical Catholics tend to hold political views that are more conservative than non-evangelical Catholics (Welch and Leege, 1991). While this evidence suggests a link between evangelical religiosity and political beliefs, little research has explored links between evangelical religiosity and media preferences. This paper uses two datasets – Pew Center for the People and the Press Biennial News Consumption Survey (2004) and the 2004 National Annenberg Election Survey – to demonstrate how evangelical Americans expose themselves to different media diets than non-evangelicals, in terms of ideological leaning, amount of media consumed, and the form of media chosen. The data show that controlling for ideology, gender and education, evangelicals are significantly more likely to watch Fox News, listen to religious radio, and follow religious issues in the news. They are statistically significantly less likely to enjoy following the news, read the newspaper, attend to online news sources, follow science issues, entertainment issues, business issues, and watch late-night comedy. Understanding patterns in the media use of heavily ideological and increasingly sizable groups becomes more important in the coming age of heightened media choice. Political views of evangelicals may be open to polarization as they are freer to pick and choose media that reinforce pre-existing beliefs. Our initial findings go beyond documenting the traditional ideological divide; our research documents the media habits of evangelical Americans as distinct from their by-and-large conservative ideology.

Simulating Preferred Bundles of Values and Beliefs. **John Colias, Decision Analyst (jcolias@decisionanalyst.com); Beth Horn, Decision Analyst (ehorn@decisionanalyst.com)**
Our paper presents a survey design and analysis approach that delivers a probability model of voter preferences that can simulate a most preferred bundle of core values and beliefs for any voter constituency.Specifically, we will implement an online choice modeling survey design that measures strength of voter alignment with a large set of core values and beliefs in the context of an election for public office. The respondent is presented with fifteen different election scenarios. In each scenario, the respondent views three candidates for public office. Each candidate is described by a leading value statement, followed by three to six beliefs which may directly support, or may not relate at all, to the lead value statement. The respondent is asked to choose the most preferred candidate based on the candidate's core values and beliefs.An experimental design selects combinations of core values and beliefs for each of the three candidates in a total of 75 election scenarios. The combinations are chosen in a way that ensures the ability to estimate (a) model coefficients for each core value and belief and (b) interactions between the lead core value statement and selected beliefs that are logically consistent with the lead value. Estimation of a Hierarchical Bayes choice probability model delivers individual-level results as a realistic representation of the wide variety of core value and belief bundles that exist among voters.Model simulations discover the most preferred bundle of core values and beliefs for different voter constituencies. Comparisons are made between the choice modeling results and results from a more traditional analysis that uses average respondent ratings of alignment with core values and beliefs.
Religiosity and Political Agendas. **Douglas Strand, Public Policy Institute of California (strand@ppic.org)**
What difference do religion and, by contrast, secularism make in what people want or do not want out of politics? This paper will take data from the 2004 and 2005 Public Agendas and Citizen Engagement Survey (PACES) to see where and how the political agendas of various types of (self-professed) religious Americans differ from the agendas of those who are essentially 'secular.' Agendas will be determined in three ways: (1) by a comparison of which potential national problems are seen as more serious than other potential problems; (2) by a comparison of where people want more spending or effort by the federal government; and (3) by a comparison of which issues appear to more strongly predict broader political judgments, such as vote preference and job approval ratings of national political leaders. To the extent possible, such analysis of the PACES data will be replicated with analysis of a pooled dataset of 2004 and 2005 surveys by the Pew Research Center.

SATURDAY, MAY 20, 2006 – 3:00PM – 4:00PM

Poster Session II

Japanese Public Opinion Surveys: 2005. **Nicolaos Synodinos, University of Hawaii (nick@hawaii.edu); Shigeru Yamada, Kokushikan University (ecyamada@kokushikan.ac.jp)**
The popularity of public opinion surveys in Japan has increased steadily. Yet, the amount of information in English about these surveys is rather limited. This paper summarizes some of the highlights of Japanese public opinion surveys during 2005. It will discuss mostly surveys conducted on behalf of various governmental entities and routinely conducted media polls. It will also summarize pre-election and exit surveys conducted for the September 2005 Lower House Election. The emphasis will be to discuss Japanese surveys in terms of their methodological characteristics (such as sampling approaches, sample sizes, response rates) rather than substantive findings. The paper will make some comparisons with methods used in the past and discuss implications for surveys of various recent societal changes in Japan.

Ballots and Crowns 2: Bulgarian Polling, 2001-2005. Christopher Karadjov, California State University, Long Beach (ckaradjo@csulb.edu)
This paper builds on a research conducted on the 2001 elections in Bulgaria, which was presented at AAPOR 2002 as "Ballots and Crowns: Election Forecasting in Post-communist Bulgaria." The original paper found that Bulgarian pollsters have achieved a reasonably accurate rate of prediction of election results, even when the popular vote leads to surprising results. This study examines the developments in Bulgaria's polling community since the June 2001 elections until June 2005 general elections. The paper concentrates on two topics. First, it reviews the relative accuracy and professional standards of pollsters. It finds two distinct trends – a smaller number of polling companies engaging with a certain political entity openly, and a larger number of pollsters striving to maintain professional reputation and distance from party politics. The relative accuracy in predictions of 2005 elections was high, even though the vote led to a political stalemate not unlike the German vote in the fall of the same year. The second focus of this study is on the media representation of polling practices, which remained highly unflattering. The media (and the public) seem to make little distinction between different polling companies and their methods. The results of the new study largely confirmed the trends found in 2001, and especially the low regard for polls and pollsters despite their clearly professional work. Several methods were used: framing analysis of media coverage of polls; comparison between predicted electoral results and actual outcomes; interviews with journalists and pollsters.

Attitudes about Arab Americans: Detroiters' Views. Reynolds Farley, University of Michigan (renf@umich.edu); **Maria Krysan, University of Illinois at Chicago (krysan@uic.edu)**
Studies of whites' attitudes toward African Americans once dominated the field. Recently, attention turned to attitudes toward other racial/ethnic groups, especially Asians and Latinos. The events of 9/11 brought Arab-Americans into sharp focus, with newspaper reports drawing attention to the discriminatory treatment and prejudice faced by Arab Americans living in the United States. But few surveys shed light on how representative samples of Americans think and feel about Arab Americans. One-tenth of the nation's Arabs live in metropolitan Detroit (Census, ACS 2003), where they are also the second largest minority. For this study, we use survey data from the 2004 Detroit Area Study (DAS), a multi-stage area probability sample with 734 respondents. This study provides three sources of data on the attitudes of whites and blacks toward Arab Americans. First, it measured feelings toward Arab Americans using the "feeling thermometer" as well as respondents' endorsement or rejection of stereotypes about Arab Americans – their intelligence, work ethic,

ability to speak English, involvement in crime, and how they raise their children. Second, residential preferences were assessed by asking respondents to draw the neighborhood that had their ideal racial/ethnic mix, selecting prospective neighbors from five groups: whites, blacks, Asian Americans, Hispanics, and Arab Americans. Third, after constructing these neighborhoods, respondents were asked to explain why they would feel most comfortable in the neighborhood they drew. Our analysis will proceed as follows. First, we will compare the feelings and stereotypes of whites and blacks toward Arab Americans. Second, we will fit multivariate models, drawing on existing theories of inter-group attitudes, to understand the factors underlying attitudes toward Arab Americans. Third, we will quantitatively analyze the open-ended responses to questions about preferred neighborhood composition, focusing on the explanations given by whites and African Americans who prefer to live or avoid living near Arab Americans.

Are there Post-Democratic European Publics? **Gilg Seeber, University of Innsbruck (gilg.seeber@uibk.ac.at)**
Evoking the metaphor of a parabola, Colin Crouch (Post-Democracy, London2004) decscribes the development of Western democracies as one that hasreached a high point in the post world war II period, but has since thendeclined as democratic forms, while they continue to persist, face the challenge of forces that seek to undermine their democratic content. Drawing on the 'Citizenship, Involvement and Democracy' module of theEuropean Social Survey (supplemented by CSES module 2) I investigatethe (contradictory) conclusions the post-democratic model leads to asfar as citizens' attitudes and behaviors are concerned. In doing so Ipay attention particularly to cross-country variations and age-cohortdifferences. – The trend in voter turnout rates in eleven of the EU15 countries shows a pattern consistent with Crouch's claims. – A classification of citizens' action repertoire clearly underpins the dominant role of electoral participation and identifies and characterizes a large group of voters who are otherwise politically inactive. – The theory suggests that citizens turn away from political parties as well as electoral participation and find voice (and, therefore, engage) in cause groups instead. Preliminary analysis finds a small but significant group of (younger) citizens that fit into that pattern. – More generally, there is evidence that supports the hypothesis that abstention can no longer be explained in terms of political apathy or satisfaction with the status quo. – Political parties seem to fail to provide middle-classes with identification, representation, and opportunities for engagement.My methodological approach to the analysis of the ESS data is to followa two-step strategy, as described in Jusko and Shively (Political Analysis 2005, 327-344), that basically uses hierarchical linear models (and meta-analysis) while offering great flexibility in modelspecification.

Post Katrina and Rita Political Evaluations. **Robert Goidel, Louisiana State University (kgoidel@lsu.edu)**
This paper investigates public evaluations of government and nongovernment organizations in terms of their effectiveness in the aftermath of Hurricanes Katrina and Rita. Results are based on a statewide telephone survey of 653 adult Louisiana residents conducted from November 3 – November 18, 2005. The findings indicate that Louisiana residents rated religious organizations and nonprofits as most effective in terms of their response to the crisis, but were considerably more negative toward government across all levels. We also find significant politicization of evaluations as Republicans evaluated the federal government more positively than state or local government.

Radio Listening Differences between Cell-only Respondents and Those Reached on Landlines. Anna Fleeman, Arbitron (anna.fleeman@ **arbitron.com)**
In recent years, the percentage of the population who have eliminated their landline phones to depend only on cellular phones has been estimated to be as high as seven percent (Tucker et al., 2005). These cell-phone-only users are also more likely to be under age 35, a typically hard to reach demographic. To better understand how the exclusion of cell-only households from landline-based sample frames affects key measurement variables, Arbitron has conducted several large-scale cell phone studies. In the latest, fielded in the summer of 2005, nearly 52,000 cellular phone numbers were called across six metropolitan areas. Cell-only households were identified and then asked to participate in the Arbitron Radio Ratings; if they consented, seven-day radio listening diaries were sent to each household member (age 12+). The participation rate and percentage of cell-only households in the sample were higher than in previous research. Arbitron's standard methodology was closely followed. Diary returns were only slightly lower than return rates among a landline sample, and the proportion of young men and women in the returned diary sample suggests that cell phone sample is a promising way to increase the representation of such demographics. Additionally, comparisons were made between the radio listening of cell-only respondents and those reached on landlines in our syndicated service. Using various assumptions of cell-only penetration, weighting schemes were developed to combine the cell-only and landline respondents' radio listening. This allowed us to explore whether the radio listening estimates would be significantly affected by complementing our landline-based frame with cellular numbers in the Radio Ratings service. Performance rates, weighting schemes, and the listening results will be discussed.

Web-based Surveys: Respondents vs Non-Respondents. Zannette Uriell, Navy Personnel Research, Studies, and Technology (zannette. uriell@navy.mil); Paul Rosenfeld, Navy Personnel, Research, Studies, and Technology (paul.rosenfeld@navy.mil); Rosemary Schultz, Navy Personnel Research, Studies, & Technology (rosemary.schultz@navy.mil)
The U.S. Navy has traditionally administered Navy-wide surveys using paper forms, but began full-scale administration over the World Wide Web in 2005. One of the first large-scale surveys to be entirely web-based was the 2005 Morale, Welfare and Recreation (MWR) Customer Assessment Survey. Because of the new administration mode, a non-response follow-up was administered after the survey field closed to determine if there were differences between those who responded and those who did not, and to address issues related to web and paper-based response rates. These sorts of non-response follow-ups have been rare in past military survey research, but the need for comparisons between respondents and non-respondents has become more essential as survey response rates continue to drop. The non-response follow-up was a paper-based survey administered to about 1,000 respondents and about 4,000 non-respondents, all randomly selected. The follow-up survey included some questions taken from the larger web-based survey, as well as organizational commitment questions and questions asking why non-respondents did not complete the web-based survey. Open-ended questions also asked respondents why they thought response rates have been declining and what steps should be taken to increase response rates. This presentation will include findings from the non-response follow-up survey as well as suggestions for increasing survey response rates.

A Follow-Up on the Use of Email Prompting. **Lekha Venkataraman, National Opinion Research Center (venkataraman-lekha@norc.org); Margaret Parker, National Opinion Research Center (parker-maggie@norc.org)**
As survey research shifts its focus towards Web-based surveys for their overall effectiveness and cost efficiency, new methods of prompting potential respondents need to be explored. While extensive research has been conducted regarding prompting efforts on more traditional survey modes, such as telephone and mail, limited focus has been placed on effective prompting procedures for Web-based surveys. This paper will serve as a follow-up to the paper presented at AAPOR in May 2005 "Prompting Efforts to Raise Response Rates for a Web-Based Survey." This paper examined the relative effects of a targeted e-mail prompting effort throughout the last month of data collection for the First Follow-Up Gates Millennium Scholars (GMS) Tracking and Longitudinal Web survey (2004). While the preliminary results from this limited study indicated email prompting is effective, a more in-depth evaluation was conducted in the subsequent year of data collection. In the 2005 GMS Surveys, the effectiveness of email prompting was again tested but with a more refined plan. Scheduled email prompting occurred throughout the entire data collection period and the results of these efforts were carefully tracked in order to better ascertain their overall effectiveness. Preliminary analysis of the e-mail prompts show their effectiveness as compared to other prompting efforts, as well as provide insight to the number of prompts necessary before a complete is rendered. These findings suggest the value of e-mail prompting and will help to inform future prompting methods for Web-based surveys.

Effect of Incentives on Mail Survey Response Rates. **Mike Brennan, Massey University (m.brennan@massey.ac.nz); Jan Charbonneau, Massey University (j.charbonneau@massey.ac.nz)**
Concern over declining survey response rates has generated many investigations into techniques for improving mail survey response rates. One of the proven techniques is to use a pre-paid monetary incentive, but sending cash in the mail is now prohibited in some countries. This study examined the effectiveness of three procedures aimed at improving response rates for mail surveys: a chocolate sent with either the first contact or first reminder letter; the inclusion of a replacement questionnaire with the first reminder letter; and the use of two reminder letters. A sample of 1600 New Zealand residents was randomly selected from the 2005 electoral roll, and assigned to one of four treatment groups. Group 1 was the control and received no incentive. Group 2 received the incentive with the first mail-out. Group 3 received the incentive with the first reminder, and Group 4 received both the incentive and a replacement questionnaire with the first reminder. Two reminders were used, with a replacement questionnaire send with the second reminder to non-respondents in Groups 1, 2 and 3. The survey was conducted between August 31 and October 21, 2005. The topic of the eight-page questionnaire was "Reality TV". The incentive was a flat, foiled wrapped "Whittaker's" milk chocolate square, attached to the cover letter.The response rates after two reminders ranged from 62.3% to 66.5% for the four experimental groups. Using a chocolate as an incentive with the first mail-out was an effective way of generating a high initial response, but using two reminders (with either the first or the second including a replacement questionnaire) produced a slightly higher response rate after three waves. The best procedure for obtaining a high response rate was to send at least two reminder letters, using a replacement questionnaire with the first reminder.

Mapping Survey Cooperation Patterns and Determinants in Emerging Democracies: The Case of Brazil and Mexico. Fabián Echegaray, Market Analysis Brasil (fabian@marketanalysis.com.br); Leonardo Athias, Market Analysis Brasil
Practice disturbances in market and opinion research in Latin America have usually been reduced to sampling errors and –less frequently– few non-sampling errors. Issues such as the 'vanishing respondent', 'bad quality' responses due to indisposed respondents, large numbers of savvy respondents per survey and non-cooperation biases have been downplayed if not ignored. This paper explores these methodological noises by focusing on the variation in participation trends, the opinion respondents have about the survey industry, and the importance they give to a series of participation-related factors. In addition to perceptual data and intention to respond future surveys from respondents, we also use interviewers perception of respondents. As a result, 3 distinct segments of survey participants are identified: we call them "savvy respondents," "potential non-respondents," and "normal (cooperation prone) respondents." Cooperation drivers and obstacles for survey participation are examined through descriptive and advanced statistical analysis using individual and pooled databases with replicated questions over a period of 3 years. Additionally, we examine the consequences for data inferences of non-cooperation bias with special attention to biased estimators for intent behavior, confidence indexes, and attitudes towards products and services. Analysis is based on several Omnibus surveys from 2002 to 2005 conducted by Market Analysis in Brazil, where part the CMOR agenda about respondent cooperation and industry image was replicated. In 2005, Parametría of Mexico joined the effort (in 2 of its national F2F Omni studies) to produce similar data.

Minimizing Respondent Burden with Prenotification. **Tracy Tuten, Virginia Commonwealth University (tltuten@yahoo.com); Pamela Kiecker, Virginia Commonwealth University (pkiecker@royall.com)**
This study reports on the use of cognitive interviewing to improve the questionnaire used annually to measure the effectiveness of recruitment activities among admission offices at four-year colleges and universities. The primary objective was to determine whether existing items were designed to elicit accurate data on the effectiveness of recruitment campaigns. A secondary objective was to uncover explanations for a decreasing response rate and increasing rate of drop-offs from year to year. Because admission offices have a variety of reporting techniques, the wording of items was particularly challenging. Interviews were conducted via telephone while participants viewed the web survey online. Findings indicate that item design can overcome reporting discrepancies among admission offices when sample members are prepared in advance with a well-developed prenotification. Perhaps more importantly, the results suggest that the respondent burden was sufficiently high to result in a decrease in response rates over time and an increase in drop-off rates among those who did begin the survey. Admission officials are asked each year to participate in this study; it appears that they do have a "memory" regarding the burden involved in survey completion. Among those who did respond, drop-offs resulted as respondents reached questions that required advance preparation to answer or questions that they could not answer due to a lack of sophistication in their reporting mechanisms. While the wording of items benefited from the results of the cognitive interviews, the key solution is the use of a prenotification email that sufficiently prepares sample members for the type and complexity of the questions that will be asked in the survey. We highlight the design issues in the original survey and prenotification email, present the results of the cognitive interviews, and illustrate improvements made to the survey and the prenotification email.

How the Mention of Saddam Hussein in a Survey Question Impacts Americans' Views of the War with Iraq. Jennifer De Pinto, CBS News **(jdp@cbsnews.com)**

Since the early stages of the U.S. war with Iraq, CBS News has been asking two primary questions in its surveys to attempt to measure whether the American public thinks the war was a worthwhile effort. Question 1: "Do you think the result of the war with Iraq was worth the loss of American life and other costs of attacking Iraq, or not?"Question 2 :"Do you think removing Saddam Hussein from power was worth the loss of American life and the other costs of attacking Iraq, or not?"This poster presentation will illustrate the differences in the public's responses to these questions both early on in the Iraq War and today, particularly how the mention of the name Saddam Hussein evoked more positive opinions about the war earlier in the conflict compared to today. Results among demographic groups will also be presented.The analysis will mostly draw on CBS News Polls and CBS News/New York Times Polls beginning with surveys conducted in the spring 2003 through present day.

More on Measuring Cancer Knowledge in the HINTS. **Vish Viswanath, Harvard School of Public Health (Vish_Viswanath@dfci.harvard.edu); Michael Massagli, Dana-Farber Cancer Institute (mikemassagli@comcast.net)**

The National Cancer Institute's (NCI) Health Information National Trends Survey (HINTS) gathers information about cancer communication practices, information preferences, risk behaviors, attitudes, and cancer knowledge. HINTS data may guide NCI's information planning efforts and development of effective health communication strategies. It is paramount that valid and reliable measurement of cancer knowledge be demonstrated. Previously, we found respondent group differences in responses to an open-listing question asking "Can you think of anything people can do to reduce their chances of getting cancer?". No response to this question may indicate less motivation to respond and less interest in the survey topic. Differences in the number of responses to the question may identify respondents with more-accessible knowledge or confidence about their knowledge at this point in the HINTS survey process. In this paper we analyze how the open-listing response is reflected in knowledge of screening guidelines and data quality of other health behaviors. For example, 25% of all respondents knew that yearly fecal occult screening should begin at age 50 years and about 25% said they didn't know. For respondents who did not respond to the open-listing knowledge question, only 16% knew the correct age to begin blood screening and 40% said they didn't know. These respondents were also more likely to say they didn't know how many servings of fruits and vegetables a person should eat each day for good health, while among those who answered, the number of servings was significantly lower (2.7 compared with 3.5). These additional examples provide further evidence that those not responding to the open-listing question are a mixture of individuals lacking knowledge and lacking motivation to respond. These findings have direct implications for survey estimates of knowledge, and they potentially raise other difficulties because non-response to the knowledge questions is also associated with the survey weights.

Quantifying Nature: A Sociological Assessment of Contingent Valuation Survey Methods. Anthony Silvaggio, Humboldt State University **(avs1@humboldt.edu); Patricia Gwartney, University of Oregon (pgwartney@gmail.com)**

How much would you pay to improve the viability of native salmon in the Columbia River system, to protect an urban garden, or for a breath of fresh air? U.S. public policy increasingly requires price tags on the goods and services nature provides humans. This essay introduces non-economists to contingent valuation (CV) – a survey method developed by economists to estimate prices for environmental assets – and assesses it through the lens of survey methodology. CV research appears to answer a key theoretical puzzle in environmental economics: How to estimate prices for natural amenities without markets and that people may not even use. Although sanctioned by federal regulations, poor survey design and botched survey administration have contributed to CV's contentious history and accelerated study costs. Economists who conduct most CV studies typically lack advanced survey training and many regard survey data with skepticism. Recently-published CV survey manuals and overviews offer commonsense recommendations but lack up-to-date survey methodology, especially on the psychology of survey response. We review CV research through key stages of the survey process, incorporating recent methodological research not yet found in CV studies, indicating ways to avoid potential pitfalls, and attending to the psychology of survey response. We find that when investigators follow proper methods, CV surveys provide valid and reliable monetary estimates of nonmarket, nonuse environmental amenities. We began this research prepared to reveal CV's fundamental flaws and invite its censure. Gradually, we realized that much continuing controversy is minor. Excellent CV surveys outnumber inferior ones, yet detractors brandish the most notorious as if they represent all. We debunk CV controversies and explain CV's profound yet unrealized potential to repair ecological harm, compensate society for environmental poisoning, contamination, and destruction, and compel industry to internalize damage costs.

Involvement, Survey Attitude and Item Nonresponse. **Volker Stocké, University of Mannheim (vstocke@rumms.uni-mannheim.de); Tobias Stark, University of Mannheim (tobi.stark@gmail.com)**

Empirical evidence suggests that the respondents' attitudes toward surveys affect how cooperative subjects are in survey contexts and thus the quality of survey data. What determines these attitudes is thus an important question. It has been argued that the respondents' feeling of citizens' duty may be relevant in this respect. We tested firstly whether four different aspects of the respondents' political involvement, for instance their participation in political elections, explain attitudes toward surveys. Secondly, we analyzed the consequences of these attitudes for the susceptibility to question refusals and 'don't knows', as two important determinants for survey data quality. Thirdly, the consequences of a list-wise deletion of missing values for sample-selection bias have been tested. We utilized representative data from all 10 new member states of the European Union and from three candidate states in our study. We found all aspects of political involvement to exert significant positive effects on the survey attitude and these attitudes predicted the likelihood of question refusals and of 'don't knows'. As a consequence, respondents with a positive survey attitude and with high political involvement were substantially overrepresented among subjects with complete data. The strength of this sample-selection bias varied between the analyzed countries.

Validation of Navy QOL Retention Models. Michael Schwerin, RTI International (schwerin@rti.org); Tracy Kline, RTI International (tkline@rti.org); Murrey Olmsted, RTI International (molmsted@rti.org); Gerry Wilcove, Navy Personnel Research, Studies, & Technology (gerry.wilcove@navy.mil)
Understanding factors affecting service member retention intention is essential for military decision makers to maintain levels of unit readiness. Wilcove, Schwerin, and Wolosin (2003) used data from the 1999 Navy Quality of Life (QOL) Survey to develop an exploratory model of work and non-work factors (e.g., shipboard life, relationship with children, residence, job, etc) affect retention plans. Results indicated that non-work factors had a direct relationship with retention plans and work factors had a direct relationship with organizational commitment which in turn was related to retention plans. Because of sampling irregularities in the 1999 QOL survey, the generalizability of the Wilcove, Schwerin, and Wolosin (2003) findings were limited. A subsequent validation study supported the work/non-work QOL model using Marine Corps QOL data (Hindelang, et al., 2004) but further validation studies using 2002 Navy QOL data are necessary to verify previous modeling results. This study uses recent data from the 2002 Navy QOL Survey to validate the Wilcove, Schwerin, and Wolosin (2003) work/non-work life model. Data from the 1999 (N=8,165) and 2002 (N=5,114) Navy QOL Surveys were used for analysis. The Wilcove, Schwerin, and Wolosin (2003) work/non-work life model was tested with structural equation modeling using both 1999 and 2002 data sets to determine the consistency of the work/non-work life model with the 2002 Navy QOL Survey data. Two different model derivations were specified for single Sailors without children and married Sailors with children.The results support the overall integrity of the model with slight changes to the model for both married Sailors with children and unmarried Sailors without children. Additional indicators for the organizational commitment included on the 2002 Navy QOL Survey were included in analyses and facilitated better model fit without changing the major construct relationships. Implications of findings on Navy personnel policy and future research will be discussed.

Collecting Physical Measure Data in a Survey: Does the Interviewer Affect Cooperation Rates? Katie Lundeen, National Opinion Research Center (lundeen-katie@norc.org); Jessica Graber, National Opinion Research Center (graber-jessica@norc.org); Angela Jaszczak, National Opinion Research Center (jaszczak-angie@norc.org); Erin Wargo, National Opinion Research Center (wargo-erin@norc.org); Stephen Smith, National Opinion Research Center (smith-stephen@norc.org)
NORC, with researchers at the University of Chicago, is conducting an innovative study examining the link between social relationships and health at older ages. The National Social Life, Health, and Aging Project (NSHAP) will interview a nationally representative sample of adults between the ages of 57 to 85. This project integrates collection of physical measure data with an in-home computer assisted personal interview. During the in-home interview, field interviewers will collect 13 different physical, sensory, and biological measurements from respondents including weight, blood pressure, sense of smell, saliva and blood spots. The respondents have the right to refuse any of the physical measures, so the interviewers have the potential to influence whether the respondents decide to participate in each measure. This paper will examine interviewer effects, such as gender, training cohort and years of interviewing experience, on physical measure cooperation rates. We will also explore whether the respondent's gender mediates an interviewer gender effect on physical measure cooperation rates. We will discuss the implications of the findings for future physical measure data collection in survey research.

Where, Exactly, are the RDD Non-Respondents? Edward English, National Opinion Research Center (english-ned@norc.org); Lisa Schwartz, Mathematica Policy Research (LSchwartz@mathematica-mpr.com); Lisbeth Goble, National Opinion Research Center (goble-listbeth@norc.org)
Non-response is a growing issue in RDD telephone surveys, with the current literature describing how completed interviews are increasingly difficult to obtain. It is usually take for granted, however, that survey respondents will be similar enough to non-respondents so as not to bias results. This paper uses data from 'Poetry in America', a national RDD survey conducted by NORC, to quantify exactly how survey respondents differ from non-respondents. We present a method that employs geographic information systems (or 'GIS') to compare the geographic and demographic characteristics of respondents and non-respondents through geocoding, the appending of census data, as well as spatial visualization. Examples of examined census-derived variables include race/ethnicity, income, and urbanicity. Because, by definition, non-respondents do not disclose useful information, there has previously been no means of learning what data are missing due to non-response. Our data demonstrate that increases in response rate do not necessarily change the geographic and attribute distribution of survey data measurably. We argue that geographic examination adds value by enabling the quantification of the differences between respondents and non-respondents.

Finding Wealth: Surveying Wealthy Households. Roeland Beerten, UK Office for National Statistics (roeland.beerten@ons.gov.uk); Charles Lound, UK Office for National Statistics (charles.lound@ons.gov.uk)
In 2003 the UK Office for National Statistics, together with a consortium of UK government departments, decided to start work on a new survey of private households: the Household Assets Survey. The survey will collect information on financial and non-financial assets of households and gathers detailed information on wealth components such as savings, pensions, mortgages and debt.One of the policy interests is to have a better understanding of households at the higher end of the wealth distribution. Due to the highly skewed distribution of wealth amongst households an equal probability sample of households would not pick up sufficient wealthy households to obtain adequate numbers for analysis. Also, over-sampling the upper end of this skewed distribution should improve the precision of overall estimates of wealth. For these reasons the pilot study for the survey tried out an approach where administrative data were used in order to over-sample wealthy households.The paper presents the strategy that was followed to use the administrative data to over-sample those likely to be wealthy as part of a sample of the general population with a longitudinal follow-up two years later. It discusses the results from the evaluation of the pilot data and examines some of the issues relating to the collection of information from this particular subset of the general population. Issues such as gaining response, interview length and respondent burden will be analysed. Finally it will describe the strategy that will be developed to target this population group for the main survey, which starts in July 2006.

The Efficacy of Telephone Presurvey Notification. Leslyn Hall, ORC Macro (leslyn.m.hall@orcmacro.com); Josh Brown, ORC Macro (Joshua.T.Brown@burlington.orcmacro.com)
Within the survey research field, considerable research has documented the efficacy of sending presurvey notification letters for boosting response rates. Research has focused not only how the letter itself can increase response rates, but also on the form of the notification (i.e. postcard versus letter), the size of mailing (i.e. standard envelope size, oversized envelope), the postage (i.e. bulk rate, first class, priority mail, or other forms) and the content of the notification itself. There has been little to no research on the efficacy of presurvey telephone calls to sampled respondents for the purposes of notification and the resulting effects on response, cooperation, and refusal rates. ORC Macro is conducting experiments to examine how automated telephone announcements to sampled respondents for RDD telephone surveys effects response, cooperation, and refusal rates. For this research, ORC Macro randomly assigns sampled telephone numbers to either the experimental group or the control group. The experimental group receives an automated telephone call with a recording announcing that this telephone number was selected for participation in an upcoming telephone survey, and that we are looking forward to talking to the respondents in the future. The control group's first contact is with a telephone interviewer attempting to complete the survey. All other protocols for the telephone survey are exactly the same. At the conclusion of fielding the survey, ORC Macro examines the differences in response, cooperation, and refusal rates for the two groups as well as the effects of the automated broadcast presurvey notification message on survey costs.

Privacy Concerns, Too Busy, or Just Not Interested? Predicting Interim and Final Refusals in a Government Health Survey. Nancy Bates, U.S. Census Bureau (nancy.a.bates@census.gov); Eleanor Singer, University of Michigan (esinger@isr.umich.edu); James Dahlhamer, National Center for Health Statistics (fzd2@cdc.gov)
For some time, privacy concerns have been prominent in discussions of nonresponse to the Decennial Census and government surveys. Although a number of studies have shown that those with privacy concerns are less likely to return their census forms, these studies have been based on surveys of respondents only, rather than on respondents and final refusers.This paper examines over 45,000 contact attempt records from the 2005 National Health Interview Survey (NHIS), an ongoing population-based health survey conducted by the National Center for Health Statistics (NCHS), Centers for Disease Control and Prevention (CDC). We examine whether privacy concerns, when noted by interviewers as reasons for reluctance, predict interim refusals and final refusals. We also examine the effect on interim and final refusal of a series of other 'doorstep concerns' recorded by interviewers, including 'not interested,' 'too busy," "survey is voluntary' and "asked questions about/does not understand survey." Specifically, the paper will address the following research questions: What are the common reasons for reluctance to participate in NHIS?·What frame variables predict these concerns/reasons? Do these concerns predict:-Those who never refused?-Those who ever refused?-Those who were final refusers?

Nonparticipation of Twelfth Graders in NAEP. Young Chun, American Institutes for Research (ychun@air.org); Andrew Kolstad, National Center for Education Statistics (Andrew.Kolstad@ed.gov)
Development of interventions to increase participation rate in surveys begins with what we know about the reasons for nonparticipation and becomes further clear with what we learn about correlates and determinants of nonparticipation. Such a strategy is more critical in the twelfth grade National Assessment of Educational Progress (NAEP) where the overall participation rate has recently reached a low 55 percent. NAEP, a national survey providing the so called 'the Nation's Report Card,' is the only nationally representative and continuing assessment survey of what America's students know and can do in various subject areas. The purpose of this paper is to evaluate correlates and determinants of nonparticipation among twelfth graders sampled in the 2000 cross-sectional NAEP by analyzing and comparing twelfth graders who refused themselves participating, whose parents refused their teens' participation in NAEP, and twelfth graders who were absent. We use 20,000 student data from the 2000 High School Transcript Studies providing us with measures of student characteristics including achievement factors and absenteeism, and school- and district-level characteristics for non-participants as well as participants in the 2000 NAEP, because for every student sampled for NAEP, we have transcripts collected. Grounded in an early study that explored covariates of refusal with the 2000 HSTS/NAEP (e.g., race/ethnicity, school size, urbanicity, % retaking the 12th grade, and school climate measured by gang activities, teacher absenteeism, and lack of parental support of student achievement), the current study further isolates and evaluates major variables that predict student absenteeism, student refusal, and parental refusal, the three primary reasons for nonparticipation in NAEP. The findings we report have practical implications about measures of interventions to reduce student absentees and convert student/parental refusers.

Analysis of a New Form of Contact Observations. Kristen Olson, University of Michigan (olsok@isr.umich.edu); Jennifer Sinibaldi, University of Michigan (jsinibal@isr.umich.edu); Jim Lepkowski, University of Michigan (jimlep@isr.umich.edu)
Interviewer contact observations traditionally are a checklist of comments and questions that informants may utter during contact interaction. They are predictive of the propensity to respond. We designed a new set of contact observations guided by leverage-saliency theory to attempt to improve the prediction of response propensity. The new observations recorded interviewer perception of the strength of resistance, as the direction and strength of the influence of several survey design characteristics on cooperation. The design characteristics that were tested include: interest in the survey, time to do the survey, incentive, trust in surveys, and confidentiality. The new observations were tested in a face-to-face CAPI survey fielded in Michigan during 2005. In this paper, the predictive strength for response propensity of the new observations is compared to the strength of prediction for the traditional checklist-format contact observations. We find that both sets of contact observations are highly predictive of whether or not a sampled household cooperates with the survey request, and that additional information is added with the new contact observations. Fixed effects related to the interviewer and interviewer variance was also analyzed to assess the error properties of the new observations.

Boosting Response Rates

Boosting Response Rates: Are There Optimal Times to Email Respondents? **Elizabeth Wood, Westat (elizabethwood@westat.com); Jennifer O'Brien, Westat (obrienj@westat.com); Kerry Levin, Westat (levink1@westat.com); Tracey Heller, Westat (traceyhagertyheller@westat.com)**

As response rates to surveys continue to decline, researchers have examined a number of factors that might increase respondent cooperation. For example, there is a growing body of literature discussing optimal call times for telephone household surveys (Groves 1989). With the increasing use of web surveys, it is surprising that there is a paucity of literature as to whether there are optimal times to send email notifications for web-based business surveys. It may be that when an email notification is sent impacts survey completion rates. In order to address this research question, we alternated the day of the week for sending out email notifications and reminders for a recent web survey. For this experiment, individuals were allocated into three groups – all email correspondence was sent to group one on Mondays, group two on Wednesdays, and group three on Fridays. Each respondent was sent a survey invitation email and three follow-up reminder emails. Researchers will examine the experimental results to determine 1) whether a single cohort generated a higher response rate and 2) whether efforts to encourage survey participation differed among the cohorts. Efforts to encourage participation will be measured by the number of contacts it took to obtain a completed survey.

Advance Letter Readability and Survey Cooperation. **Martin Barron, National Opinion Research Center (barron-martin@norc.org); Karen Wooten, Centers for Disease Control and Prevention (kgw1@CDC.GOV); James Chesire, National Opinion Research Center (chesire-james@norc.org); Keeshawna Brooks, National Opinion Research Center (brooks-Keeshawna@norc.org)**

As the first opportunity for the researchers to interact with respondents, advance letters serve a number of purposes: they inform subjects of their rights as research subjects in order to gain informed consent; they notify subjects of the likely burden imposed by the survey; and they give researchers an opportunity to build cooperation and rapport with the respondent. This paper describes an experiment designed to make the advance letter of the National Immunization Survey (NIS) more understandable while maintaining current cooperation rates. The NIS—a nationwide, list-assisted random digit dial survey conducted by NORC for the Centers for Disease Control and Prevention—monitors the vaccination rates of children between the ages of 19 and 35 months. Using the current NIS advance letter as a baseline, two additional formats were designed. Both new formats significantly lowered the reading level of the standard NIS letter from a 10th to 8th grade Flesch-Kincaid Grade Level score. In addition, one advance letter was printed with frequently asked questions on the reverse. Three randomly selected groups of approximately 37,000 households were mailed one of the advance letters in 2005 (a fourth group was mailed no advance letter).Preliminary results indicate that the group receiving the lower grade level letters did not perform significantly better or worse on any key measure (resolution, screener, completion, or eligibility rate). The group receiving the letter with FAQs had a higher eligibility and completion rate The group receiving no letter performed significantly worse on all measures. We conclude that sending advance letters significantly improves cooperation. Further, reading levels may be safely lowered without negatively impacting key rates, but also will not improve rates. Finally, though our results do not reach the threshold of statistical significance, including FAQs appears a promising avenue for further research aimed at increasing cooperation rates.

Using Mail Surveys to Increase Response Rates to a Telephone Survey. Charlotte Steeh, Independent Consultant (steehc@bellsouth.net)

Given the current low response rates to most landline telephone surveys, methodologists have sought to raise response rates in two innovative ways. The first initiative involves expanding landline surveys to include the mobile phones that are replacing and supplementing the traditional household telephone for many adults. The second initiative turns a well-established follow-up procedure (the telephone as a follow-up to a mail survey) on its head by sending a self-administered questionnaire to all locatable nonresponding sample units in a telephone study. The proposed paper will describe the results of two studies that utilized this latter approach and succeeded in raising initial response rates by ten percentage points. The first study was conducted in one state during the winter 2000 using a sample of landline numbers. We had hypothesized that these self-administered questionnaires would be returned more often by sample units that had been hard to contact than by those households that had refused. However, to our surprise, the mail follow-up was more successful in converting refusals than in eliminating noncontacts. In 2003 this study was replicated using a national sample of landline telephone numbers. These surveys raise several relevant issues. Are the people who respond to a mail survey different from the people who cooperate over the telephone? What effect does the imperfect matching of telephone numbers to addresses have on nonresponse bias? Are self-administered follow-ups a cost-efficient way to increase participation in a telephone survey or do they present a different set of problems that are difficult to overcome?

Effects of Multiple Sponsors on RDD Response Rates. Sherman Edwards, Westat (ShermEdwards@westat.com); **Michael Brick, Westat (MikeBrick@westat.com); John Kurata, UCLA Center for Health Policy Research (jkurata@ucla.edu); David Grant, UCLA Center for Health Policy Research (dgrant@ucla.edu)**

Increasing evidence indicates that advance letters improve RDD surveys response rates (Link and Mokdad, 2005). Other evidence (Kulka and McNeill, 1983; National Research Council, 1979; Brunner and Carroll, 1969) suggests that the sponsoring agency named affects how survey advance letters encourage cooperation. The 2005 California Health Interview Survey (CHIS 2005), an RDD survey of 44,000 California households, sends advance letters to addresses that match sampled telephone numbers, and follow-up letters to households refusing to participate. In previous iterations, these letters were on UCLA letterhead with a UCLA return address envelope. To bolster falling response rates, a principal funder of CHIS 2005, the National Cancer Institute (NCI), agreed to appear as co-sponsor. Also, four California counties provided statements of endorsement to be inserted in letters for their respective counties. CHIS 2005 also included, for the first time, a $2 prepaid incentive with the advance mailing.To evaluate these changes, CHIS 2005 includes several experiments. The default advance letter treatment is joint UCLA/NCI sponsorship with the incentive. Alternative treatments are UCLA-only sponsorship with the incentive and joint sponsorship without the incentive. Within the participating counties, the insert is an additional treatment crossed with these three. For refusal conversion, half the sample received the same sponsorship treatment as in the advance mailing and half the other. This paper will present the results of these experiments on initial cooperation and refusal conversion rates for the screening interview. Besides comparing the rates across treatment groups, the analysis will also explore the effects in multivariate models, using treatment type and contextual information such as the county in which the number was sampled to predict cooperation. Future work will compare screener and extended interview response rates across treatments and their effects on the achieved sample and selected survey estimates.

Enhancing Internet Surveys

Using Interactive Web-based Maps. **Jennifer Sinibaldi, Survey Sciences Group (jsinibal@umich.edu); Sara Showen, Survey Sciences Group (sshowen@surveysciences.com); Robert Saltz, Pacific Institute for Research & Evaluation (saltz@prev.org); Scott Crawford, Survey Sciences Group (scott@surveysciences.com)**
Use of maps in data collection is not a new innovation. For years, maps have been used by federal agencies and social scientists to assist in data collection efforts. Typically such efforts include the use of trained field interviewers/data collectors, and more recently, computer technology (Nusser, et al. 2003). Map technologies have rarely (if ever) been applied in self-administered survey applications. In a study of 14,000 college undergraduates across 14 campuses in the state of California, we sought to collect geographical data about students' residential locations as well as various settings in which students were drinking alcoholic beverages. To do this, we integrated a highly interactive map interface into the fall 2005 survey. Because this was a first time for this technology to be implemented in a real data collection, we also collected various data and paradata around the use of the map interface. In this presentation we will discuss our findings, including item missing data, reasons for item nonresponse, differences found across map questions, validity of residential locations provided (using the addresses known to the school as a comparison), as well as other data quality implications/conclusions. We will evaluate the potential for error induced by item nonresponse by comparing those who provided map locations to those who failed to do so. We will also present the results from usability studies conducted on the designed interface. In our review, we will pull from the current dataset as well as up to two previous data collections conducted among the same population with the same survey instrument, with differing methods for gathering geographical data. 1 Nusser, S. M., L. L. Miller, K. Clarke, and M. F. Goodchild. 2003. Geospatial IT for mobile field data collection. Communications of the ACM (Association for Computing Machinery). 46:64-65

Web-based Consent Form Design – An Experiment with Two Populations. **Scott Crawford, Survey Sciences Group (scott@surveysciences.com); Brian Hempton, Survey Sciences Group (bhempton@surveysciences.com); Daniel Eisenberg, University of Michigan (daneis@umich.edu); Leslie Wimsatt, University of Michigan (lwimsatt@med.umich.edu); Ezra Golberstein, University of Michigan (egolber@umich.edu)**
It is common to insert consent forms at the beginning of Web-based surveys. While this is a convenient and logical time to obtain consent, the impact such a form has on respondent retention may be significant. Researchers have demonstrated high break-off rates in Web-based surveys where the cognitive effort required early in the questionnaire is high(1). And others have found that simplifying paper consent form design may reduce respondent burden(2). But little is known with regards to consent form design in Web-based surveys.In the fall of 2005, we conducted two separate surveys; one of 20,000 federally funded researchers, the other of 5,000 graduate and undergraduate students. We randomly assigned each sample member in both studies to a consent form design treatment. Treatments included 1) consent form text presented all on one Web page, requiring scrolling to see the full form, the consent question, and the survey navigation; 2) consent form text broken up into three blocks and presented on separate screens with the consent question appearing on the third screen, minimizing the scrolling required to see the contents of each block and the survey navigation; and 3) consent form presented within a scrolling text box on one page similar in style to software license agreements, with the consent question and navigation all visible on the screen without scrolling required. We will discuss our findings with regards to survey break-offs, proportion of those consenting, time spent reviewing the consent form, and other indicators of data quality.1) Crawford, S. D., M. P. Couper, et al. (2001). 'Web Surveys: Perceptions of Burden.' Social Science Computer Review 19(2): 146-162.2) Davis, T. C. et al. (1998). "Informed Consent for Clinical Trials: a Comparative Study of Standard Versus Simplified Forms." Journal of the National Cancer Institute. 90(9): 668-674.

Minimizing Data Collection Time in Web-based Surveys. **Ananda Mitra, Wake Forest University (ananda@wfu.edu); Mayank Gupta, Wake Forest University (ananda@wfu.edu); Ashley Wagoner, Wake Forest University (ananda@wfu.edu); Heather Champion, Wake Forest University (ananda@wfu.edu); Robert DuRant, Wake Forest University (ananda@wfu.edu)**
One of the key advantages of using web-based surveys lies in the ability of rapid data collection in situations where the data collection needs to be time sensitive. Often there are conflicting demands that have to be met in such data collection situations with the requirement of obtaining a certain number of completed data points while collecting the data in a specific and short time period. Such situations can lead to the development of inaccuracies in sampling assumptions and require adjustments at the data analysis point.This study was aimed to measure the trends of alcohol use among college students during low and high risk weekends where the high risk weekends were those with a "home game." It was important to collect a specific number of data points within 6 days after the sporting event. The results from the trials suggest that it is possible to achieve response rates of up to 40% using a protocol that included an e-mail inviting the randomly selected students to participate in the study and then sending up to 4 follow up e-mails every 24 hours. This protocol resulted in collecting 80% of the data within the first 48 hours and reaching the required number within 96 hours. This protocol assumed a high (80%) response rate when the first e-mail was released and then a fresh sample was released at the 24 hour mark adjusting for the response rate obtained in the 24 hours. The results suggest that the time of the trial and environmental conditions such as the institution's technology environment are some of the factors that affect the response rate as well as the rate of response. However, this particular protocol, while resource intensive, yielded a quick response time without sacrificing response rate when rapidity of data collection is an important concern.

Eye-movement Analysis of a Web Survey. **Cleo Redline, National Science Foundation (credline@nsf.gov); Melissa Hunfalvay, Eye Response Technologies; Christopher Lankford, Eye Response Technologies (chris@eyeresponse.com)**
Similar to the notion that discourse disfluencies potentially signal difficulty understanding spoken language, eye-movement 'disfluencies' may signal difficulty understanding printed language. If respondents understand what they read correctly, they will begin in the correct

place, their eye-movement trail will be smooth, will not turn back on itself, that is, regress, or 'pause' for long, known as fixate. This paper compares the eye-movements of respondents answering alternative versions of the Survey of Graduate Students and Postdoctorates in Science and Engineering (GSS) to determine if, as hypothesized, the eye movements in the redesigned version demonstrate less confusion and greater ease of handling and greater understanding. In this study, twenty-four administrative assistants were recruited from the kinds of university offices that typically answer the GSS. Thus, they represent as closely as possible real respondents to the GSS. All of the subjects were asked to role-play as though they were the coordinator of a small fictitious institution, while their eye-movements were captured using portable eye-movement equipment. The interviews were conducted at subjects' place of work. The subjects logged on to the survey and answered the first two items (contact information and list of departments item). The contact information item is simple from a cognitive perspective, mainly asking for known autobiographical information, but the list of departments item requires the understanding of a very complex and multifaceted construct—that of coverage. Half the subjects answered the original version of the survey, the other half, the redesigned version. After they had completed answering the first two items, they were shown their eye-movements and debriefed about them. In addition they completed a brief user-satisfaction survey. This paper presents the results of the eye-movement analysis, debriefing, and user-satisfaction survey.

Issues Dealing with Race

Attitudes, Beliefs and Behaviors of African-Americans vs. Others: Influences of Cultural Differences on Cancer Survival. Larry Hembroff, Michigan State University (larry.hembroff@ssc.msu.edu); Nathaniel Ehrlich, Michigan State University (Nathaniel.Ehrlich@ssc.msu.edu); MayYassine, Michigan Public Health Institute (myassine@mphi.org)

Although cancer prevalence is roughly equal for African-Americans and others, the outcome for African-Americans, on average, is worse. The disparity in outcomes is often attributed to differential access. Key community informants have suggested that certain attitudes in the African-American community are instrumental in reducing African-American participation in screening and treatment, thereby producing the more serious outcomes of the disease. The current study exploring differences in attitudes, beliefs and behaviors was conducted as a supplement to a larger survey to establish baseline statistics on the attitudes and behaviors of African-Americans with regard to cancer detection, treatment and outcome, and related questions on healthcare and insurance. In the fall of 2003, RDD telephone interviews were completed with approximately 400 African Americans in each of five cities in Michigan. In addition, 86 non-African-Americans were interviewed on the same topics to provide a comparative benchmark. The major findings were:1. Almost twice as many African-Americans (17.9%) as others (10.5%) said that fear of finding cancer would stop them from seeking medical care.2.African-Americans reported less frequently than others having suspected cancer in themselves3.14% of African-Americans who had suspicions did not seek medical care; virtually all whites did so.4.African-Americans expressed more negative and fatalistic attitudes about their personal risk of getting cancer and the outcomes of the disease.CONCLUSION: There are strong indications that the more severe outcomes of cancer in African-Americans may be linked to beliefs in the African-American community: •Fear of the disease prevents African-Americans from seeking medical care•African-Americans see themselves as less likely to develop cancer, and are less likely to seek medical treatment if they suspect they have it•African-Americans expressed generally pessimistic evaluations of the effectiveness of treatment and the likelihood of survival.

Does Who You Live With Matter? Race and Ethnicity in America's Households and Their Potential Effects on Survey Research. Marla Cralley, Arbitron (marla.cralley@arbitron.com)

As the ethnic and racial composition of the United States continues to change, it is important for survey researchers to understand the effects this change has on household composition, a factor frequently related to response rates. Additionally, it is important to understand if and how racially and ethnically mixed households behave differently from non-mixed households. Census 2000 data has shown that approximately 13.6 percent of all persons living in U.S. households with Hispanics are non-Hispanic and that 6.4 percent of all persons living with Blacks are non-Blacks. These percentages, however, greatly vary by metropolitan area. Arbitron has found the race and ethnicity of respondents to be critical in predicting radio listening behavior; therefore, race and ethnicity are asked of all respondents in the radio listening diaries. Of key interest is whether the radio listening behaviors of mixed race/ethnicity households are different from those of non-mixed households. More than 68,000 households, based on 138,000 respondents, were categorized as "All Black", "Mixed Black/White", "Mixed Hispanic/White", and such. These household types were then complemented with Census block group and PRIZM data to characterize respondents and households based on income, education, work status, household size, among other variables. A comparison of the radio listening habits of mixed and non-mixed households will be presented along with demographic information about racially and ethnically mixed households in contrast to non-mixed households. Also, revealed insights into survey participation (diary return rates) based on household composition will be discussed.

Black-Latino Political Coalitions: Cooperation or Conflict? Tony Carey, SUNY Stony Brook (tecarey@notes.cc.sunysb.edu)

The United States has become an increasingly multi-ethnic society. In particular, at the end of the twentieth century, Latino immigrants have flooded the country seeking jobs, education and an improved quality of life. Metropolitan areas have experienced the brunt of most of this immigration since they tend to offer greater economic, political and social opportunities. Nevertheless, such areas usually contain firmly established minority groups (e.g., blacks), which creates an environment in which different groups live in the same neighborhoods, eat at the same restaurants and go to the same schools. Analysts have argued over whether multi-ethnic environments facilitate greater understanding and cooperation or hostility and conflict. Accordingly, within multi-ethnic urban areas, many social scientists have speculated that as greater numbers of blacks and Latinos live together, there will be greater competition over political and economic resources, which will lead to greater conflict between the two groups. However, given evidence of electoral cooperation between blacks and Latinos in Los Angeles and Houston, it may prove beneficial for researchers to pay greater attention to the factors that facilitate inter-group cooperation. Accordingly, the present research investigates the factors that moderate the potential for conflict. Most analyses of black-Latino coalitions have been performed at the aggregate-level; yet, the present study uses the 1992 Multi-City Study of Urban Inequality in an effort to capture the attitudes of black and Latino citizens.

Framing Reparations: Question Wording Effects in Surveys on Reparations for Slavery (1997-2002). Thomas Craemer, University of Connecticut (thomas.craemer@uconn.edu)
The public debate on reparations for slavery is torn on the questions of 'who' should be compensated 'by whom' in 'what form' and 'for what' injustice. Among the potential recipients named in this debate are African Americans, descendants of slaves, and African American descendants of slaves. Among the discussed compensators are the federal Government, corporations that profited from slavery, and individual heirs of slave estates. The modalities discussed range from formal apologies, via indirect material benefits (such as educational programs), to direct cash payments. And the purposes of reparations that are discussed range from a compensation for government complicity in slavery at the time, continuing profits from unpaid wages, to racial discrimination during and after slavery. Despite the wide range of possible reparations policies discussed, public opinion seems to be unanimous in opposition. A careful analysis of question wording effects, however, suggests that public opinion is far from unanimous on this issue and that specific answers to the questions raised in the public debate may elicit widely different levels of support or opposition.This paper provides an analysis of numerous general population surveys conducted between 1997 and 2002 that suggest a 32 percentage point difference in support of (or opposition to) slavery reparations due to differences in the way recipients, compensators, modalities, and purposes of reparations are specified. The observed effects appear to go beyond mere question wording effects and appear to capture meaningful components of a given policy alternative. From the estimated effect of each of these components predictions are derived about what specific policies may ultimately be able to gain majority support in the overall population. The paper discusses the political implications of these findings and proposes possible future directions for public opinion research on slavery reparations.

More Factors Contributing to Nonresponse

Using Call Records in Longitudinal Surveys to Understand Response. **Megan Henly, U.S. Census Bureau (megan.m.henly@census.gov); Nancy Bates, U.S. Census Bureau (nancy.a.bates@census.gov)**
Longitudinal data relies on repeated survey responses from individuals. When sample units respond to initial survey requests but deny later ones, attrition may bias estimates. The literature suggests that call records from previous contacts are useful during follow-up interviews. Ideally, the call records document the respondent's attitudes, concerns, and reasons for reluctance to participate during the initial contact. The U.S. Census Bureau has developed an automated system of recording call records after each contact attempt. This Contact History Instrument (CHI) has been used successfully to record and summarize respondent and nonrespondent concerns in other surveys. In 2005, the CHI was used for the first time in a longitudinal study, the Consumer Expenditures Quarterly Survey (CEQ). Beginning in Quarter 2, CHI data from earlier waves was available to interviewers during follow-up interviews. This paper will investigate the utility of having such information available to the interviewer and of predicting which cases have a higher propensity to attrit in a panel survey.Using CHI data from two quarters of the 2005 CEQ, we plan to analyze call records from approximately 45,000 households. If we compare the rate of refusal and noncontact for cases with access to previous quarter case history data to those with without, is there a difference? If so, previous wave CHI data may be a useful tool for interviewers to prepare for follow-up interviews. Does the type and degree of concerns expressed by respondents vary between those who continue to respond compared to those who attrit? Does the core process data generally maintained in data collection serve to help us predict attrition? Does additional qualitative data on concerns expressed by sampled units add to this prediction? Regression analysis will allow us to evaluate these data. Results will help inform how contact histories can improve efficiencies and perhaps attrition in longitudinal data.

The Results of a Statewide Survey on Survey Burden. Timothy Beebe, Mayo Clinic (beebe.timothy@mayo.edu); Sunni Barnes, Mayo Clinic (barnes.sunni@mayo.edu); Steven Jacobsen, Mayo Clinic (jacobsen@mayo.edu); G. Richard Locke, Mayo Clinic (locke.giles@ **mayo.edu); Jeff Sloan, Mayo Clinic (jsloan@mayo.edu); Kari Strain, Mayo Clinic (strain.kari@mayo.edu)**
Survey nonresponse has been increasing over the past decade; however, there is little understanding of why nonresponse occurs. Germane theoretical frameworks suggest that opportunity cost, privacy concerns, burden, topic interest, and general over surveying may contribute to the increased nonresponse, but few studies have investigated this empirically. This paper presents the results of a statewide mail and telephone survey (n = 1636; AAPOR RR1 = 50%) designed to assess how often Minnesota residents are surveyed on health-related topics and to gauge whether Minnesota residents feel they have been surveyed too often. At the writing of this abstract, data analysis is still ongoing but the key research questions being addressed include the following: How often are Minnesota residents asked to complete surveys of different types (e.g., incidence/ prevalence surveys of specific diseases and/or symptoms, health-related risk factors, solicitations for participation in clinical studies, marketing research, etc.)? What is the current level of perceived survey burden? How willing are residents to respond to future surveys? Are there certain types of surveys to which residents are more willing to respond than others? What factors (e.g., too busy, privacy concerns, topic interest, etc.) may influence their willingness to participate? Are there preferred methods of data collection (e.g., mail, telephone, Internet, etc.)? The study design also called for an over-sampling of Olmsted County, an epidemiologic catchment area proximal to the Mayo Clinic long conjectured to be the focus of frequent surveys due to the large amount of clinical and epidemiological studies undertaken by investigators associated with the clinic. Therefore, differences in responses to the aforementioned questions between Olmsted County and the balance of Minnesota will be reported as well.

Investigating Nonresponse Bias: An Analysis of Early, Mid and Late Responders to a Panel Survey of Texas High School Students. Julie **Paasche, NuStats (jpaasche@nustats.com); Robert Santos, NuStats (rsantos@nustats.com)**
In a longitudinal survey, an analysis of early, mid, and late responders can facilitate the planning of subsequent waves of data collection through the development of efficient field protocols, the setting of optimal targeted response rates, and the delineation of trade-offs between data collection costs and data quality. (e.g., Is investing X thousand dollars worth a Z percent increment in the response rate given

what we know about the nature of the nonresponse). All else being equal, sample that is worked later (and longer) in the field period is often much more expensive to process (per interview) than the earlier sample. By knowing the extent that "early" respondents are similar or different than "later" respondents, one can make informed decisions about the benefit of incrementing the response rate by a percentage point or two at the end of the data collection period. The study analyzed here is the first follow-up interview with a representative sample of seniors in Texas high schools. Approximately 8,400 students were subsampled for the follow-up and nearly 6,000 were reinterviewed. The findings demonstrate that in the variables selected for analysis the nominal bias is less than one percentage point and the relative biases are all within 3 percentage points. The results suggest that had data collection ceased at 90% of the final case count, the risk of faulty inference due to nonresponse bias would have been negligible (relative to that of continuing data collection to the final case count).

The Effect of Screener Wording on Response Rates. Karina Shreffler, Pennsylvania State University (kmd280@psu.edu); Julia McQuillan, University of Nebraska-Lincoln (jmcquillan2@unl.edu); Katie Johnson, Pennsylvania State University (kmj165@psu.edu); David Johnson, Pennsylvania State University (drj10@psu.edu)
Few studies have been conducted on the effect of screening questions on response rates in RDD telephone surveys. However, several studies have found higher response rates for surveys with a screener than for typical RDD telephone surveys, and these studies have examined methods to better estimate response rates when there is a screener. Screening questions allows respondents to know the inclusion criteria for the survey, providing a way for potential participants to "opt out" of a survey with out refusing (by saying that they do not meet the criteria). Evidence of falsely screening out emerges if fewer than expected households meet the inclusion criteria (compared to Census estimates). The primary goal of this study is to examine whether response rates in a telephone RDD survey differ depending on the wording of the screening question. When the inclusion criteria are obvious to respondents, do respondents falsely screen out, thus affecting response rates and cost estimates? Data for this study come from a large (n>5,000) RDD survey of women, in which two screening methods were tested in an experimental design. The first 2,500 interviews utilized a screening method that asked, "How many women in your household are between ages 25 and 45?" The second half of the interviews were screened using three questions: "How many women in your household are over 45?"; "How many women in your household are between 25 and 45?"; and "How many women in your household are under 25?" This poster will compare the response rates for the alternate screener wordings. We expect fewer households will screen out using the second format and that the response rate will be higher. The effect of this change on AAPOR response and cooperation rates and alternative estimates for screener studies will also be examined.

Political Participation and Voting

Dual Pathways to Participation? A Reexamination of the Links between Network Heterogeneity and Political Participation. **Nam-Jin Lee, University of Wisconsin-Madison (namjinlee@wisc.edu)**
Extant research has provided conflicting theories and findings on the relationship between the heterogeneity of people's personal discussion networks and various forms of political participation. On the one hand, discussion-network heterogeneity has been shown to operate as cross-pressures and to create ambivalence toward candidates and political issues, thus demoralizing political engagement. On the other hand, considerable evidence suggests that interaction among people with dissimilar viewpoints stimulates political participation by fostering information seeking, political understanding, and collective deliberation. This study represents an attempt to resolve these conflicting claims and findings by examining whether the measures of network heterogeneity employed in previous studies are comparable to each other and by exploring the possibility that both negative and positive links operate at the same time between network heterogeneity and political participation. On the basis of three national survey datasets (1992 Cross-National Election Studies, 2000 American National Election Studies, and an additional national survey of 800 adults conducted by *** University), this study develops various dual paths models in which both positive links (i.e., those that arise through increased hard news media use and through increased political knowledge) and negative links (i.e., those that arise through ambivalence) are specified together between network heterogeneity and political participation. The preliminary findings suggest that previous studies have examined the influence of network heterogeneity by using measures that are quite different from each other in terms of their relationship with other established constructs such as political knowledge and the strength of partisan attachment. Results further show that the effects of network heterogeneity are mainly mediated through the proposed links, both positive and negative. The paper's conclusion discusses the implications of these findings and other ways to further conceptualize and theorize the consequences of exposure to opposing viewpoints.

Voter Preferences, Party Contact, and Mobilization. **Jonathan Nagler, New York University (jonathan.nagler@nyu.edu); Jan Leighley, University of Arizona (leighley@email.arizona.edu)**
This paper looks at the impact of citizen's opinions on issues on thelikelihood of their being mobilized in a political campaign.Over the past century scholars have increasingly documented theimportance of contacting citizens to vote as a means of increasingturnout and perhaps winning elections. Gosnell's (1927) classicexperimental work on flyer and poster distribution was an earlyprecursor to more recent studies that have emphasized partycompetition, candidate spending and being contacted by a politicalparty as predictors of voter turnout. Although the particularfindings might differ depending on election, type of data and modelspecification, the general conclusion is that elite mobilizationmatters (Rosenstone and Hansen 2003).Research on party contact has focused primarily on the demographicand political correlates of self-reported party contact. Wielhouwer(1995:233), for example, concludes that between 1952 and 1990, theparties were most likely to contact those with more education andliving in urban areas; individuals associated with groups who have ahigh probability of voting; and older Americans, 'whose electoralclout has grown substantially in the lasttwo decades' (see alsoWielhouwer and Lockerbie 1994).While there has been research on the extent of mobilization activity,and documentation of a recent increase, that research has focused onthe demographic and partisan characteristics of persons beingcontacted. However, it has not focused on the opinions of the personsbeing contacted. We explicitly consider whether or not parties andinterest groups are successfully contacting persons who share theirbeliefs and are appropriate candidates for mobilization by thegroup. We do this using data from the National Election Study. We compare the preferences and characteristics of voters contacted byparties to those not contacted by parties.The primary focus of our

broader project is to assess theconsequences of changes in elite mobilization over time with respectto the representativeness of the U.S. electorate from 1960 to 2004.

Latino Political Opinion and Participation. Henry Flores, St. Mary's University (hflores@stmarytx.edu); Antonio Gonzalez, William C. Velasquez Institute (agonzalez@wcvi.org); Luis Miranda, Mirram Group (Lmiranda@aol.com); Matt Barreto, University of Washington (mbarreto@washington.edu)
This roundtable presents Latino political participation data for the 2005 Los Angles and New York City Mayoral and the 2004 Presidential Elections and explores the role the Latino vote played in each. Each analyst discusses both the role of Latino voters, specific players and proposes observations as to the significance and importance of the Latino vote in future national and mayoral elections in major US cities.

Internet Uses and Political Engagement. Shelley Boulianne, University of Wisconsin-Madison (sjboulianne@wisc.edu)
This paper examines how different types of Internet use relate to political engagement. I examine the Internet's effects by considering user's motivation or purpose for using the Internet. This approach posits that the Internet's effects will differ by motivation or purpose of use. Using the Canadian General Social Survey Cycle 14 (2000), I identify a typology of Internet uses utilizing latent variable analysis. Then, I use this typology in examining whether the effects on engagement vary by type or motivation for Internet use. I find a positive relationship between political engagement and using the Internet for information about current events and public policy. Public policy uses have stronger effects, which I explain in terms of the combination of information and interactive Internet uses within this latent variable. The findings provide support for theories about the role of social capital in political engagement. Specifically, the findings suggest that social interaction combined with information gathering will encourage political participation. I also find that the strength of the positive effects of public policy and current events uses differ by type of political activity and by age group.

Sampling and Studying Rare Populations

Multiple Frame Designs for Rare Populations. **Benjamin Phillips, Brandeis University (bphillips@brandeis.edu); Charles Kadushin, Brandeis University (kadushin@brandeis.edu); Leonard Saxe, Brandeis University (saxe@brandeis.edu); Graham Wright, Brandeis University, (gwwri@brandeis.edu)**
Multiple-frame studies of rare populations with an RDD or area probability frame face an unusual dilemma. The greater coverage by non-universal frames lowers the effective incidence of the subpopulation, which in some circumstances may dramatically raise the cost of sampling from the universal frame. The potential exists for a paradoxical situation in which coverage by alternative frames may make a universal sample prohibitively expensive while not covering a sufficient proportion of the population to be used exclusively. This paper describes the sampling and design issues of studies of rare populations. Data from the 2005 Boston Jewish Community Study is used as a case study to assess the cost, coverage, and characteristics of RDD, multiple-list (n=86), multiplicity, and ethnic surname frames. We examine the characteristics of samples drawn from each frame under different levels of rigor, measured by sample composition at particular response rates. Various combinations of sample frames (RDD, list, multiplicity, and ethnic surnames), including RDD stratification and the number and type of organizations in an expanded list frame, are simulated using data from the 2005 Boston Jewish Community Study to determine whether and under what circumstances an intermediate level of coverage from non-universal frames may make RDD samples economically infeasible.

Fielding the Nursing Home CAHPS Pilot Study. **Carol Cosenza, University of Massachusetts-Boston (carol.cosenza@umb.edu)**
The Consumer Assessment of Healthcare Providers and Systems (CAHPS) project includes a family of instruments that have been designed to capture the health care experiences of different populations. One population of particular interest to the Centers for Medicare and Medicaid Services (CMS) is nursing home residents. CMS has an established program for measuring the quality of nursing home care by making systematic observations during visits to nursing homes and is interested in using data from surveys of residents to assess nursing home quality. CMS and the Agency for Healthcare Research and Quality AHRQ worked with members of the CAHPS consortium to develop an instrument that can be used to collect data from nursing home residents about their care experiences. Once a draft survey was developed, they commissioned CAHPS consortium members to conduct a pilot study. The goals of the pilot study included learning more about how samples of potential respondents could be identified, how best to work with nursing homes to identify potential respondents, how best to conduct surveys, and about the performance of the draft survey. The pilot study consisted of two separate parts, a mail study of short-term discharged residents and an in-person study of long-term current residents.In this paper, we will describe the pilot study of the long-term nursing home residents, those who had been in the home for 30 days or longer with no discharge planned.In the summer of 2005, interviews were conducted with 424 residents in 12 nursing homes in New England. This paper will describe the protocol that was used to field the test, including how the sample was collected from the nursing home, how potential respondents were selected and screened for cognitive ability, and how the actual interviewing process of using a team of interviewers at each home was used.

Conducting a Survey of Hurricane Katrina Evacuees. Mollyann Brodie, Henry J. Kaiser Family Foundation (mbrodie@kff.org); **Claudia Deane, The Washington Post; Melissa Herrmann, ICR/International Communications Research; Erin Weltzien, Henry J. Kaiser Family Foundation**
Hurricane Katrina made landfall on August 29, 2005, causing widespread damage throughout the Gulf Coast region and virtually destroying New Orleans, LA. The nation watched as thousands fled the region, and as many were left behind to await rescue from squalid conditions that were virtually unheard of in our wealthy nation. As Americans, we asked ourselves how this could happen and what we could do to help. As public opinion researchers, we asked how we could get quantitative data to complement the dramatic stories we were seeing on the news and reading in the paper. With this in mind, we set out to conduct a survey of some of the hardest hit victims of the storm – residents of New Orleans who were evacuated to shelters in Houston, TX.The survey was conducted two weeks after Hurricane

Katrina hit, among 680 randomly selected evacuees living in Red Cross shelters in the Houston area. It was a joint project between The Washington Post, the Kaiser Family Foundation, and the Harvard School of Public Health. The goal of the survey was to find out who these evacuees were, what their experiences were during and after the storm, who helped them, and their plans for the future, with the hope of drawing conclusions about how to promote their recovery and better plan for future disasters.The goal of this paper is to discuss how to conduct post-disaster polling, including planning issues such as obtaining official permission and designing an interviewing and sampling plan; and implementation challenges such as gaining access to sites, working with officials on the ground and responding to constantly changing circumstances. In addition to describing lessons learned from conducting this kind of rapid-response project, we will briefly present some of the most interesting findings from the survey.

Understanding Modes of Data Collection

Testing Five Methods for Recruiting a Radio Diary Panel. **Gavin Lees, Massey University (g.j.lees@massey.ac.nz); Mike Brennan, Massey University (mbrennan@massey.ac.nz)**

Finding a cost-effective method of recruiting consumer research panels has become an increasingly important issue for radio listening research. This is due to high churn rates and the increased costs and effort required in obtaining a representative sample and maintaining the required levels of respondent co-operation. This paper reports the findings of an experimental study that examined the cost effectiveness of five different methods of recruiting radio diary panel members: a mall intercept, telephone contact, a door-knock, a mailed letter with a reply-paid postcard acceptance, and an unsolicited diary mail-out. Respondents were randomly selected from either shopping malls, the telephone directory, or a random walk – depending on the method of contact. The return rates from those who agreed to participate as radio diary panel members were: mall intercept 64.5%, telephone contact 84.5%, door-knock 73.1%, mailed letter with a reply-paid postcard acceptance 92.6%, and an unsolicited diary mail-out 32.7%. The post card and telephone contact methods had the highest respondent return rates and the mail-out the lowest. However, all methods except the mail-out had an initial step whereby the potential respondent was able to opt out of the research. The return rates from the initial contacts by method were: mall intercept 22.4%, telephone contact 27.7%, door-knock 18.2%, mailed letter with a reply-paid postcard acceptance 14.4%, and an unsolicited diary mail-out 32.7%. Whilst the return rate from an unsolicited diary mail-out was the highest, the cost of producing and mailing out enough diaries to achieve the required sample would make this method cost prohibitive. On the other hand, the telephone contact return rate of 27.7% indicates that telephoning potential respondents may be a more cost effective way of both obtaining a representative sample and maintaining the required levels of radio diary panel respondent co-operation.

Use of Eye-tracking in Studying Response Processes. **Mirta Galesic, University of Maryland (mgalesic@survey.umd.edu); Roger Tourangeau, University of Maryland (rtourangeau@survey.umd.edu); Ting Yan, University of Michigan (tingyan@isr.umich.edu); Cong Ye, University of Maryland (cye@survey.umd.edu)**

Recording of eye movements has often been used in studies of reading and human-computer interaction, but its use in the field of survey methodology is a relatively new development. In this paper we describe the latest results from our ongoing series of studies in which we registered respondents' eye movements while they were completing a web survey. We manipulated various visual elements of the web questionnaire: presence or absence of pictures, use of drop-down lists versus radio buttons, providing definitions via roll-over or mouse-click, and presenting response options in different orders. The results shed some light on how respondents read the questions and response options, on the way they choose their answers, how they use definitions, and what are the effects of pictures located in different parts of the screen.

Impact of Mode on Open-ended Responses. Jennifer Edgar, U.S. Bureau of Labor Statistics (edgar_J@Bls.gov)

Research has found that the mode of administration can impact survey response (Epstein, Barker & Kroutil, 2001; Dillman & Christian, 2003; de Leeuw, 2005). This phenomena has often been demonstrated when comparing web-based surveys to other modes (Bates, 2001; Carini et al., 2003; Dillman et al, 2001).Findings have revealed that web-based surveys have higher item-nonresponse than paper versions of the same survey (Bates, 2001; Burr, Famolaro, Levin, 2002; Vehovar, Lozar, Manfreda, 2002), and higher item non response (Burr, Famolaro, Levin, 2002). The majority of these studies focused on close-ended questions, differences between modes for any open-ended questions included in the surveys were not isolated. The level of respondent burden experienced when answering open-ended questions may vary depending on mode. For example, it may be physically easier for some respondents to type an answer than to write it on paper. On the other hand, as Hansen and Haas (1988) suggest the computer may have a negative effect on respondents, since they must rely on the mouse and/or keyboard to provide their answers, thus respondents with poor keyboarding skills might be expected to abbreviate their response. This paper examines the results of two studies for mode differences in responses to open-ended questions. The first was a laboratory experiment designed to test for difference in response to open-ended questions based on mode. The other offered respondents a survey either on paper or on a website. Results reveal minimal differences between mode, but interesting differences emerge between groups of different characteristics, including education and computer experience.

Differential Effects of Mode of Data Collection in a Cancer Screening Study of Unmarried Women Ages 40-75 Years. **Melissa Clark, Brown University (melissa_clark@brown.edu); Michelle Rogers, Brown University (michelle_rogers@brown.edu); Gene Armstrong, Brown University (gene_armstrong@brown.edu); William Rakowski, Brown University (william_rakowski@brown.edu)**

BACKGROUND: Previous studies indicate that unmarried middle-aged and older women are less likely to obtain routine cancer screenings than same-aged married women. To develop effective interventions, valid and reliable self-report measurement methods for cancer-related attitudes and behaviors are needed. Our goal was to evaluate three survey protocols for collecting data on attitudes and practices regarding cancer screening among unmarried women ages 40-75. METHODS: Women were randomly assigned to receive a: Self-Administered Mailed Questionnaire [SAMQ; N=202], Computer-Assisted Telephone Interview [CATI; N=200], or Computer-Assisted Self-Interview [CASI; N=197]. Women assigned to CASI completed the assessment on either: laptops brought by interviewers to locations chosen by participants (CASI-I) or home computers using diskettes mailed to participants (CASI-D). Survey items were categorized into stigmatized demographic characteristics (low financial resources, homosexual/bisexual orientation, masculine gender expression, disability); positive health reports (on-schedule cancer screenings, exercise); and negative health reports (smoking, drinking, postponing cancer screening). Logistic regression models were computed to assess interview mode differences, adjusting for age, education, income, race, and partner preference. RESULTS: There were no mode differences in negative health reports. Women assigned to CATI were more likely to report higher levels of aerobic activity per week (55.7%) than women in SAMQ (42.6%; AOR=0.57) and CASI-D (41.1%; AOR=0.55), and to report talking to their physician about their sexual history/intimate relationships (CATI: 57.7%; SAMQ: 48.2%, AOR=0.63; CASI-D: 44.9%, AOR=0.50). Women in CATI (34.3%) and CASI-I (38.7%) modes were more likely than those in SAMQ (25.9%) and CASI-D (21.5%) modes to report a more masculine gender expression. Similarly, participants with direct contact with interviewers were more likely to report lower financial resources. CONCLUSIONS: CATI may accentuate the positive response bias that has been observed in studies of self-reported cancer screening behaviors. Direct contact between participants and research staff (CATI, CASI-I) may increase the reporting of stigmatizing demographic characteristics.

What AAPOR Can Do To Support Its Senior Members

What AAPOR Can Do to Support Senior Members. Brad Edwards, Westat (bradedwards@westat.com)
AAPOR Council and the AAPOR Endowment Committee are interested in learning more about how the organization can serve the professional needs of people who are in the later stages of their survey or public opinion research careers and include senior members in the planning process for AAPOR. This Roundtable will include a discussion of what benefits AAPOR does provide, will collect information about how senior members view the role of AAPOR in their professional lives, and will solicit ideas for how AAPOR can enhance their professional knowledge and opportunities. The goal of the Roundtable is to begin a dialogue between senior members, AAPOR Council, and the Endowment Committee to enhance planning for member benefits and to foster participation of more senior AAPOR members. It completes a series of 3 roundtable discussions – sessions focused on younger members in 2004 and mid-career members in 2005.

SUNDAY, MAY 21, 2006 – 10:15AM – 11:45AM

City Polls

Internet Panel: An Experiment in Democracy. Phillip Downs, Florida State University and Kerr & Downs Research (pd@kerr-downs.com)
In 2003 TallahasseeVoices, a pro bono Internet survey panel, was established by Kerr & Downs Research (a private market research firm) and The Tallahassee Democrat (the region's primary newspaper). The panel has been used to guide city and county governments in their decision-making process. Surveys on serious local issues such as low income housing ordinance, coal plant referendum, local elections, traffic, local values, religion, and education have been conducted as well as more frivolous issues such as New Years resolutions, ribbons on cars, and internet porn.We believe the panel is the only one in existence that partners a major media with a professional research firm in a pro bono attempt to guide local leaders. This experiment in democracy has had successes and failures, yet is positioned to be a precursor of participatory government as envisioned when the Internet was in its infancy. Building and maintaining a representative panel has been problematic, and the current panel has approximately 3,000 participants. Acceptance by local leaders has been uneven based on perceived agenda of the sponsors and results of surveys vis-à-vis leaders' political leanings.In sum, TallahasseeVoices has had some impact on local government, but clearly could have more impact if the panel were expanded. This presentation will share the successes and failures of our pro bono Internet panel, and include a discussion of how this experiment in democracy can be improved and exported to other communities.

Public Opinion and City Identity. Richard Florida, George Mason University (florida@gmu.edu); Darby Miller-Steiger, The Gallup Organization (Darby_Miller_Steiger@gallup.com); David Wilson, The Gallup Organization (david_wilson@gallup.com)
What people think about their city matters. The study of residential attitudes in cities has tended to focus on either citizen evaluations of service delivery, local leadership, or political issues related to local administrative priorities. Moreover, these studies tend to focus on one particular geographic area. In 2005, the Gallup Organization conducted a study of 2,307 residents across 21 large metropolitan cities, with the goal of identifying a city's SOUL: the combination of city satisfaction, loyalty, and future outlook). We consider those factors that drive a city's SOUL to be representative of the underlying values of the city – those factors that shape a city and make it stand out from other cities. Most importantly, we argue that a city's identity is shaped by the perceptions of its residents. Thus, our goal is to examine how public opinion helps to shape and define the identity of cities, and how that identity gives the city its SOUL.

Using Public Opinion Research to Inform and Build a Local Civic Engagement Initiative: Research Insights from Metro Voices, Metro Choices Atlanta. Tony Foleno, The Advertising Council (tfoleno@adcouncil.org)
In 2005, the Advertising Council and a coalition of Atlanta-area organizations launched Metro Voices, Metro Choices: Building a Greater Atlanta, a new civic engagement initiative. Our goal is to encourage metro Atlanta residents to become more involved in issues that matter to them and their community. Public opinion research is a critical program component. We conducted focus groups and interviews in 2004 and then a telephone survey in Spring 2005 with 2,543 adults representative of the 14-county metro Atlanta region. An online survey of 400 local government, business, nonprofit, academic and religious leaders was also conducted. The core of the survey addressed 14 social issues (e.g., crime, housing), with questions focused on seriousness, efficacy (i.e. ability to have a positive impact on the issue), and personal involvement with the issue. Overall, 72% said their community is headed in the right direction. At the same time, majorities

say that "a lot" or "some" work needs to be done on 13 of the 14 social issues. A quadrant analysis identified several issues as the most promising opportunities for public engagement. These issues include education, youth mentoring, substance abuse and environmental protection. Results were analyzed to identify which subgroups were already involved in a given social issue, and which subgroups are most likely to become involved in the future. On average across the 14 issues, approximately one-third of respondents (31%) are personally involved in a given social issue, and on average an additional 36% say they are likely to get involved in the future. The leadership survey yielded results that were in strong alignment with the general public findings. This paper describes key insights, and discusses how the research provided the basis for subsequent program activities, such as town halls, media outreach, and strategic planning and coalition-building among local leadership.

***Social Capital in Urban China:* Attitudinal and Behavioral Effects on Grassroots Self-Government. Jie Chen, Old Dominion University (jchen@odu.edu)**
Studies of Western settings, in general, argue that social capital, defined as a set of civic norms and social networks among ordinary citizens, nurtures democratic governance at various levels. Does such a social capital exist in a transitional society such as China? If so, what kind of role does social capital play in affecting individuals' attitudinal and behavioral orientations toward fledging grassroots self-government in that society? While these questions are crucial for our understanding of China's sociopolitical development as well as for the application of social-capital theories in non-Western societies, there has been almost no study to address the questions systematically. Based on the data collected from a representative survey of Beijing residents, this study is intended to help fill this gap by exploring the level of social capital among urban residents and the impact of such social capital on their attitudinal and behavioral orientations toward self-government. The findings from this study indicate that social capital among urban residents was abundant, and it nurtured the grassroots self-government system through residents' attitudinal and behavioral orientations toward the system. These findings have strong implications for the future of local democratic governance and applicability of social capital theories in China.

Data Quality as a Function of the Interviewer

***Interviewer Cooperation Rates and Data Quality: Do Interviewers With High Cooperation Rates Also Produce the Most Reliable Estimates?* Michael Lemay, University of Maryland (mlemay@survey.umd.edu)**
The downward trend in survey response rates (DeHeer 1999) has focused the attention on interviewers as a way to increase cooperation in surveys. While there is little evidence that interviewers' attitudes and characteristics have an impact on unit nonresponse, several studies have shown an effect of interviewer behavior. For example, allowing the interviewer flexibility when delivering the survey introduction is related to higher response rates (Morton-Williams 1993, DeLeeuw 1999, Houtkoop-Steenstra 1999). This tailoring of the initial contact coexists in survey practice with a rule that promotes strict standardization of the interview per se (Fowler & Mangione 1990). In theory, each style must be confined to its respective section of the interaction. In practice, however, encouraging tailoring in the contact phase of the interview might increase the interviewers effect on data quality in the following ways: it might carry over and increase interviewer deviation from the script, increasing the intra-class correlation of response deviations within interviewers (1) or interviewers might convince respondents in such a way that they satisfice more (Krosnick & Aylwin 1987) (2). Using data from the 2000 Canadian Election Study (CES) and data on the CES interviewers collected as part of a research project on interviewer attitudes (Lemay & Durand 2002), we will investigate the possible trade-off between higher cooperation rates and data quality. We hypothesize that those attributes which make interviewers successful at gaining cooperation are different than those that produce reliable survey estimates (e.g., through proper question delivery, probing). In other words, interviewers who obtain high cooperation rates may actually collect data of lower quality. Interviewer-level predictors such as cooperation rates, characteristics, and attitudes should explain this variation above and beyond respondent-level predictors such as level of interest in the survey topic.

***How Organizations Monitor the Quality of Work Performed by their Telephone Interviewers.* Anh Thu Burks, Nielsen Media Research (anh.thu.burks@nielsenmedia.com); Paul Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com); Ken Steve, Nielsen Media Research (ken.steve@nielsenmedia.com); Kim Brown, Nielsen Media Research (kim.brown@nielsenmedia.com); Brooke Hoover, Nielsen Media Research (brooke.hoover@nielsenmedia.com); Jerry Sherman, Nielsen Media Research (jerry.sherman@nielsenmedia.com); Rui Wang, University of Michigan (wrui@umich.edu)**
A web survey was conducted in the summer of August 2005 to gather information about how survey firms monitor the quality of work performed by their telephone research interviewers. The sampling frame was constructed by using various directories that listed survey research and marketing research organizations. Approximately 650 organizations from these sources were sampled for participation in this web survey. The questionnaire consisted of fifty-three multiple choice and open-ended questions about various characteristics of the survey organization and its data collection staff, and many questions about the organization's telephone monitoring practices. Of those organizations that were selected for their participation, 141 (AAPOR RR of 17%) completed the web survey. This paper will present detailed findings from this web survey – a summary version of the findings are being presented at the TSM II conference in Miami – on how the characteristics of survey organizations relate to (1) general monitoring staff characteristics, (2) reasons why organizations monitor, (3) amount of resources dedicated to monitoring, (4) the dimensions of interviewers' behavior that are monitored, and (5) tools used by organizations to monitor. The results of the survey will be discussed as it pertains to the variety of ways in which organizations conduct telephone-monitoring practices and how monitoring is fundamentally important to these organizations and within telephone survey research to reduce Nonresponse and Measurement error.

***Can You Teach an Old Dog New Tricks? An Analysis on Using Refresher Trainings to Improve Data Quality on the NLSY97.* Vicki Wilmer, National Opinion Research Center (wilmer-vicki@norc.org); Jodie Daquilanea, National Opinion Research Center (daquilanea-jodie@norc.org)**
Fact-packed home and in person training can often leave even experienced interviewers feeling overwhelmed at the start of a field project: "Will I remember everything that was presented?" In addition, issues arise over the course of the field period that merit systematic

training or re-training of field interviewers.In Round 9 of the National Longitudinal Survey of Youth – 1997 Cohort (NLSY97), NORC experimented with providing a series of mid-field "refresher training modules" on the most important issues, allowing interviewers to test their knowledge once they get home and begin contacting their cases. This paper describes the relatively low cost technology adopted by NORC to provided systematic, interactive, computerized training to field interviewers as part of an initial home-study or throughout the data collection period. The technology could be easily adopted by other projects for use in a variety of training settings.We then examine the impact of two of these training topics – probing and other specify coding – on the data collected during the initial round of data collection to use this type of training. We'll look at the most common errors from previous rounds of the study compared to this most current round to see if the quality of data was improved. We also will examine a few similar errors that were not addressed in these refresher training modules.

Interviewer Perceptions of Interview Quality. **Kirsten Barrett, Mathematica Policy Research (kbarrett@mathematica-mpr.com); Matt Sloan, Mathematica Policy Research (msloan@mathematica-mpr.com); Debra Wright, Mathematica Policy Research (dwright@ mathematica-mpr.com)**
Interviewing individuals with disabilities requires increased attention to questionnaire construction and design to ensure ease of participation and to facilitate accurate and truthful responding. Researchers often make inferences about the extent to which the design is successful by looking at data related to refusals, early terminations, survey duration, and item non-response. It is less frequent that we rely on a primary source of information about these issues, the interviewer. Much can be learned about the interview process by querying interviewers about their perceptions of interview quality for each survey participant. The National Beneficiary Survey, conducted by Mathematica Policy Research and sponsored by the Social Security Administration (SSA), is collecting four rounds of data from a nationally representative sample of approximately 7,000 SSA disability beneficiaries. The 45-minute, dual-mode (CATI/CAPI) survey gathers information about health, insurance, employment, income, and demographic characteristics. Also included are a number of post-interview questions asked of the interviewer him/herself. These questions provide data on the interviewer's perception of the sample member's intellectual capacity, response accuracy, comprehension, level of fatigue, and auditory barriers. Further, an opened-ended question allows interviewers to report 'special circumstances' that were encountered during the interview. In this paper, we 1) describe interviewer perceptions of respondent participation; 2) examine how interviewer perceptions correspond to data quality indicators (such as duration of interview and extent of item non-response), respondent characteristics (disability and functional status, cognition and need for proxy utilization, and various sociodemographics), and interviewer characteristics (tenure, experience, and number of previously completed NBS interviews); and 3) discuss the implications of our findings for survey design, administration, and interviewer training.

Designing Questions III

Open-Ended Comments versus Closed-Ended Answers. Robert Simmons, DMDC (robert.simmons@osd.pentagon.mil)
Self-administered Web and paper surveys conducted by the Defense Manpower Data Center routinely consist of closed-ended questions followed on the last page by an invitation to write any comments or concerns respondents were unable to express in answering the rest of the survey. About 30% of respondents typically do write comments. Some of these comments express attitudes on topics addressed by survey questions. This research analyzes the similarities and differences between commenters and non-commenters, and between open-ended comments and answers to corresponding closed-ended questions. One expectation was that commenters would come disproportionately from the tails of attitudinal distributions. However, the analysis shows they were more likely to come from the tail on the negative side, even though the commenters were representative on various demographics. The surveys analyzed are of members of the active duty military. Three surveys covered a variety of topics, including satisfaction with military life and intention to remain. The fourth survey focused on sexual harassment.

Experimental Tests of Some Standards of Practice. Donna Eisenhower, NYC Department of Health and Mental Hygiene (deisenho@ health.nyc.gov); Greg Van Ryzin, Baruch College (gregg_vanryzin@baruch.cuny.edu); Stephen Immerwahr, Baruch College (stephen_ immerwahr@baruch.cuny.edu); Kristin Quitoni, NYC Department of Health and Mental Hygiene (deisenho@health.nyc.gov)
This paper reports on a series of split-ballot experiments that test two major assumptions regarding the practice of conducting telephone surveys of health risk behaviors and status, namely: (1) the impact of reading a clarifying definition of an ambiguous terms as part of a question and (2) the impact of reading the entire list of answer choices, rather than resorting to conditional reading of lists such as "read if necessary." Assumptions about standards of practice would suggest that including a definition or reading the entire list of answer choices should result in higher quality data by minimizing measurement error. However, these assumptions have rarely been tested by randomized experiments. In this study, a random sample of 3500 respondents were randomly assigned to two experimental conditions for the first wave of the 2005 New York City Community Health Survey (NYC-CHS), which is based on the BRFSS. One experimental condition included a read definition and the other did not. Questionnaire topics and related definitions tested included: (1) a definition of medical care ($p<.001$); and (2) a definition of physical activity ($p<.001$). Similarly, the 3500 respondents were randomly assigned to the "read entire list condition" and half to only "read if needed or select the answer category from verbatim" with these findings: (1) 7 answer categories of health insurance ($p<.05$); (2) 8 answer categories of places where purchased a cigarette (not significant); (3) 12 answer categories for methods of birth control ($p<.001$).Our conclusions are that while there are some exceptions, including definitions of ambiguous terms as part of the question and reading the entire list of answer categories can result in significant difference in the responses and, therefore, in the estimates.

Short versus Long Survey Introduction. Gillian Gero, ORC Macro (gillian.b.gero@orcmacro.com)
Research has shown that the first few moments of interaction with respondents for a telephone survey are the most crucial for encouraging participation and avoiding refusals. There is always the tension between providing enough information to the respondent in order to spark interest and gain consent, with the desire to start the survey as soon as possible in the hopes of completing it. ORC Macro in collaboration

with the Department of Housing and Urban Development (HUD) conducted an experiment with the introduction to the Section 8 Fair Market Rents (FMR) Surveys in an effort to combat declining response rates. The experiment demonstrated that a longer introduction that more fully described the purpose of the survey, identified the sponsor as HUD and not by its formal name, explained how the data was used, and disclosed its true length had a positive impact on response rates compared to the shorter more generic introduction.

Gender Issues

Men's Attitudes Toward Feminism. Matt Schroeder, Pennsylvania State University (mbs222@psu.edu)
Although Americans' attitudes about proper gender roles have become far more egalitarian over time, their opinions of collective action on behalf of women remain ambivalent. Indeed, the women's movement is at the heart of recent conflicts over affirmative action and abortion. But little research has focused specifically on abstract attitudes toward the women's movement in general and feminists in particular, and we know even less about males' opinions on gender conflict. To help fill this gap in the literature, I use American National Election Studies data from 1992 to explore men's opinions of "feminists" and "the women's movement" as measured by feeling thermometers. Despite widespread perceptions of women's invasion of the workforce as detrimental to men, I find little evidence that economic threat or financial hardship among men lowers their ratings of either feminists or the women's movement. The non-economic dimension of attitudes, in contrast, has a large effect: men who favor a traditional and rigid moral code, who support the strict upbringing of children, and who oppose efforts to reduce inequality give ratings to feminists and the women's movement that are significantly lower than the ratings of less moralistic, authoritarian, and anti-egalitarian men. Furthermore, these attributes explain much of the religious denominational differences in the feeling thermometers. Sociodemographic correlates are interesting in their own right: men who came of age during the Reagan years are the least pro-feminist of all; and blacks and Hispanics give higher ratings to both feminists and the women's movement than do whites. In sum, these analyses lend further support to the proposition that symbolic attitudes (in this case, morality, authoritarianism, and egalitarianism) are far more consequential than narrow self-interest in guiding opinions on contentious issues.

Work-Family Conflict & Where Mothers Work. SMC Kelley, International Survey Center (SarahKelley@international-survey.org); CGE Kelley, International Survey Center (ClaireKelley@international-survey.org)
Does the public's mixed feelings about paid employment for mothers of young children reflect the absence of the mother from home rather than her working per se? To find out, we designed questions on attitudes towards paid work for mothers of young children, differentiating location of employment as well as hours of work. Data from the IsssA, a representative national sample of Australia (n=1,324), show that support is about 30 percentage points greater if the mother works at home than if she works away from home (averaging the differences for full-time and part-time). This difference is even larger for respondents who perceive great work-family conflict (a multiple-item scale with good measurement properties). Indeed, support for full-time employment at home is higher than for part-time employment away from home. Regression analysis shows substantial social differences in levels of support for maternal employment in all four circumstances (full-time at home, full-time away from home, part-time at home, and part-time away from home) by age, gender, education, and church attendance, and reveals that most of these differences are indirect through perceptions of work-family conflict. Structural equation models confirm these findings. Our various findings are consistent with the view that most people believe that paid employment for mothers is a good thing, but also believe that good outcomes for the children are an even higher priority. So insofar as people perceive that maternal accessibility (in terms of both time and energy) is important to good child outcomes, then that explains their greater support for towards home-based employment for mothers of young children than for employment outside the home. Other comparative studies have shown that Australia has fairly ordinary gender role attitudes for a developed country, so we would expect the pattern of differences to generalize, although the level might differ.

Same-Sex Marriage and the Elections of 2004. Joel Bloom, University of Oregon (jbloom@uoregon.edu); Priscilla Yamin, University of Oregon (pyamin@uoregon.edu)
On November 2, 2004, voters in eleven states approved constitutional amendments banning same-sex marriage. Measures in several of these states went far beyond just banning marriage, and banned civil unions as well, or ended existing benefits for same-sex partners (often, apparently, without realizing they were doing so). Many political observers and media pundits credited these measures with helping the Bush campaign in the affected states, by increasing conservative voter mobilization and turnout. No systematic research, however, has yet confirmed this judgment.We will analyze data from the 2004 American National Election Study to assess the nature and size of the impact (if any) of these ballot measures on turnout and voting in these states. By holding constant factors such as state partisan and ideological characteristics, previous voting behavior, and voter (and non-voter) political and demographic characteristics, we will be able to determine whether the same-sex marriage ballot measures had an impact on voter turnout, or vote outcome. We will also examine the extent to which gay marriage appeared as an issue in open-ended comments on candidates and parties. This paper will draw on co-author Yamin's research background on same-sex marriage and co-author Bloom's experience analyzing large national surveys, including the National Election Studies.

News and Information-Seeking

Learning Political Information from the News. Clarissa David, University of Pennsylvania (cdavid@asc.upenn.edu)
Much has been written about the role of motivations in driving information-seeking behaviors. Literature in cognitive and educational psychology recognize that the quality of learning is influenced greatly by the level and type of motivation that drives people's learning. Here we investigate how motivations affect the process of learning from the news. Classical works suggest that motivations take many forms. The uses and gratifications perspective in mass communication theory explicitly recognizes that there are many different reasons for why people consume media, and scholars implicitly acknowledge that the specific reason or goal that directs media use behaviors strongly influence media effects. Yet, research in learning of political information from the news lagged behind in applying this approach.

We propose a model that traces the influence of motivational factors on following news about general public affairs. We extend existing works on the role of motivation in influencing political knowledge by testing a multidimensional model of motivations. We then posit that motivations have two tiers, the first tier is comprised of fundamental psychological needs, and the second tier is of media-related motivations to follow news. Next, we examine whether different types of motivation have independent effects on exposure and attention to news, as well as investigate their consequence on learning from the news. Tests conducted with nationally representative surveys revealed that there are motivations for following general public affairs in the news which are conceptually and empirically distinct. Support was found for the two-tiered model proposed: psychological needs drive motivations toward following general news. Evidence presented support the notion that various types of motivations have independent effects on exposure and attention to news. Finally, we found that motivations have significant indirect effects on knowledge about politics.

The Internet and Public Consumption of News. John Horrigan, Pew Internet and American Life Project (horrigan@pewinternet.org)
This paper examines where the Internet fits into people's consumption of news, with a particular focus on how 'always on' high-speed Internet connections at home might displace traditional media sources or, alternatively, complement them. The data for this paper are drawn from a national random digital telephone survey of adult Americans, with 3000 national respondents, and approximately 1,100 home broadband users. Respondents are asked about use of traditional media – TV news (local and national), newspapers, radio – as well as their Internet news use on a typical day. The survey permits a comparison of media use for types of news, as respondents are asked how often they get news about different topics, such as politics, health, their community, and entertainment. Thus, the survey permits an analysis of how and whether the internet's impact on news consumption varies by type of news.

Blogs, Traditional Sources Online & Participation. **Homero Gil de Zuniga, University of Wisconsin-Madison (hgildezuniga@wisc.edu); Eulalia Puig Abril, University of Wisconsin-Madison (epabril@wisc.edu); Hernando Rojas, University of Wisconsin-Madison (hrojas@wisc.edu)**
In the past years scholars have assessed the influence of people's media use and interpersonal conversations on political attitudes and behaviors. Consistently, research has shown that news consumption is positively related to higher levels of interpersonal discussion, political involvement (i.e. political interest, efficacy and knowledge), and political engagement (both in the civic and the political realms). Despite some initial concerns based on dystopian views of the Internet, recent work has provided evidence that news consumption and civic messaging online also foster and provide new venues for political involvement and engagement.However, in the context of this new media, little consideration has been given to the role that new sources of information may exert on different forms of political involvement and engagement. Yet, these are precisely some of the advantages heralded by more utopian views of the online world, according to which everyone can have a voice, everyone can be a "journalist" and everyone can promote their social and political causes.Based on secondary analysis of data collected by the Pew Internet and American Life Project in November 2004, we contrast the influence of traditional sources of information in their online versions (news media online, governmental and campaign sources), with that of emergent sources (blogs) in predicting: further political discussion, campaigning and participation both in the online and the offline domains.Results show that the use of traditional sources online is positively related to different types of political involvement and engagement, both online and offline, as one would expect. Most interestingly, we find that blog use emerges as an equally important predictor of political engagement in the online domain. Our analyses provide support for the contention that asserts the democratic potential of the Internet. Limitations, implications and an agenda for further research are all discussed.

Persuading the Recalcitrants

Does Colour Increase Response Rates? **Jan Charbonneau, Massey University (j.charbonneau@massey.ac.nz); Mike Brennan, Massey University (m.brennan@massey.ac.nz)**
Pre-paid incentives, whether monetary or non-monetary such as postage stamps, have proven effective at increasing response rates to mail surveys. So too has increasing the number of contacts with non-respondents through reminder letters. However, incentives and multiple contacts add to the cost, time and effort involved in conducting a survey. Researchers have also tested a range of alternatives such as personalised letters in an attempt to find lower cost but effective methods for increasing response rates.This study examined the effectiveness of using coloured questionnaires to improve response rates. Four bold colours – purple, blue, green and red – were used, with colour being the only difference between questionnaires. Incentives were also used however the questionnaire colour was balanced across all treatments. The survey concerned attitudes towards reality TV and was mailed to 1600 New Zealand residents, randomly selected from electoral rolls during late 2005. The colours were specifically selected to 'stand out' from other mail and generate a bit of excitement, consistent with the subject matter of the questionnaire.Overall, the coloured questionnaires performed well, generating response rates from 60 – 71%. The differences between colours however was highly statistically significant and of managerial significance. Purple generated the highest response rate, 6% higher than blue and approximately 10% higher than green and red. Purple also generated the highest response rates for both male and female respondents, across all age groups and with each of the response waves (initial plus two reminders).

Improving Response in Spanish-speaking Households. **James Dayton, ORC Macro (james.j.dayton@orcmacro.com); Michael Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Robert Pels, ORC Macro (robert.s.pels@orcmacro.com); Kirsten Ivie, ORC Macro (kirsten.b.ivie@orcmacro.com)**
Continued growth of the Hispanic population in the United States, particularly newly immigrated groups, is requiring many survey researchers to rethink how they encourage survey participation among those in potentially Spanish-speaking households. Typically, telephone surveys are first called by English-speaking (only) interviewers. If the selected household member cannot complete the interview in English, subsequent attempts are made by a Spanish-speaking bilingual. Spanish-speaking households initially contacted in English may, however, be less inclined to participate even when called back by a bilingual interviewer. We hypothesize that participation rates in exchanges with larger proportions of Hispanics can be significantly increased if a bilingual interviewer makes both the initial and

subsequent attempts to these households. In 2005, a pilot was initiated as part of the Behavioral Risk Factor Surveillance System (BRFSS), a random digit-dialed survey, in Texas and Arizona. Sample was drawn according to BRFSS protocols, then matched to identify households either (1) in exchanges where 50% or more of the population is Hispanic or (2) where a Hispanic surname was identified. This subset of likely Spanish-speaking households was randomly assigned to treatment and control groups. The treatment group was worked exclusively by ORC Macro's Spanish/English bilingual interviewers, while the control group was assigned to the general interviewer pool. Standard BRFSS calling protocols were followed for each group, with the exception that interviews in the treatment group were initiated in Spanish. If the respondent did not speak Spanish or preferred to conduct the interview in English, the interviewer switched to English. Contact with those in the control group was made in English unless the respondent spoke only, or preferred, Spanish. We provide comparisons of (1) participation rates (e.g., response rates and refusal rates) (2) selected survey estimates, and (3) level of effort and costs among the treatment and control groups.

Improving Response Rates among Targeted Demographic Subgroups Using Large Cash Incentives. Norman Trussell, Nielsen Media Research (norman.trussell@nielsenmedia.com); Paul Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com); Mildred Bennett, Nielsen Media Research (mildred.bennett@nielsenmedia.com); Jennie Lai, Nielsen Media Research (jennie.lai@nielsenmedia.com); Justin Bailey, Nielsen Media Research (justin.bailey@nielsenmedia.com); Gail Daily, Nielsen Media Research (gail.daily@nielsenmedia.com); Tracie Yancey, Nielsen Media Research (tracie.yancey@nielsenmedia.com)
This paper will report on a large experiment designed to assess the impact on response rates and sample demographic representation of sending various levels of monetary incentives to sampled households during Nielsen's February 2006 diary measurement period. The purpose of this experiment is to determine how to achieve a significantly higher sample representation among the following three groups with householders being 18-34 years-old, Black, and/or of Hispanic identity. The experiment will involve giving incentive treatments of $25, $30, $40 or $50 compared to the current control amount of $15 for 18 to 34 yr olds and $10 for Blacks and Hispanics. Approximately 22,000 households will be randomly assigned to one of the four experimental conditions. We will present results of the experimental incentive treatments and discuss in terms of the extensive research literature that exists about how cash incentives affect survey cooperation rates.

Comparing the Use of Color in Mail Questionnaires. Virginia Lesser, Oregon State University (lesser@science.oregonstate.edu); Lydia Newton, Oregon State University (newton@science.oregonstate.edu)
This study examines whether the use of color in a mail questionnaire impacts nonresponse and whether it would be cost-efficient to use color in questionnaires. Three studies were conducted in 2004 and 2005. Two studies asked opinions of participants in programs sponsored by the Oregon State Parks and Recreation Department. The third study examined opinions of members of the Linus Pauling Institute located at Oregon State University. In all three studies, a black and white version of the questionnaire was compared to a colored survey with white blocks containing the questions and response boxes. In one study, the sample size was quite large to allow one additional treatment group. In this study, an additional version of the questionnaire consisted of a completely colored questionnaire using white only in the response boxes. Each study allowed up to four or five contacts: a preletter; initial mailing of the questionnaire; follow-up postcard; and one to two mailings to nonrespondents. Both unit and item response rates and costs were compared for the different questionnaire versions. In addition, similarities between groups in their responses to questions were compared to evaluate whether responses differed among the groups. In all studies, the color version showed some increase in the response rates. However, the amount of increase varied across studies which impacted the effectiveness of the additional cost for using color.

Hang Ups: A Look at Quick Refusals. Courtney Mooney, Arbitron (courtney.mooney@arbitron.com); Barbara O'Hare, Arbitron
Survey organizations have recognized for quite some time that a large proportion of refusals in RDD surveys are the result of hang-ups by the call recipient in the first few seconds of the introduction (Oksenberg and Cannell 1988; Arbitron, 2002). Individuals who hang up during the introduction (HUDIs) often do not reveal anything about themselves, end the call before hearing what the survey entails, and frequently do not voice specific objections. Therefore, when a refusal conversion is attempted, it is difficult for interviewers to gain their cooperation. With the majority of HUDIs remaining refusals after additional contact attempts, the phenomenon represents a serious problem for telephone survey researchers. Relatively little documentation exists on the frequency of these Hang-Ups During Introduction (HUDIs). During 2004 and 2005, Arbitron monitored over 80,000 diary placement calls, documented whether a potential respondent hung up at some point during the five sentence introduction, and noted whether these contacts said anything before hanging up. HUDIs increased over 5% from 2004 to 2005. This study documents trends in HUDI incidence and examines the relationship between interviewer attributes (e.g., tenure and past performance) and the likelihood of a hang-up. Additionally, sample and call characteristics, such as region, urbanicity, and time of day of contact, will be discussed, as they provide useful information about the circumstances under which HUDIs may be more prevalent.

Special Sampling Problems

Local Area Surveys: Sample Design and Management. Naomi Freedner, ORC Macro (naomi.l.freedner@orcmacro.com); Randal ZuWallack, ORC Macro (randal.s.zuwallack@orcmacro.com); James Dayton, ORC Macro (james.j.dayton@orcmacro.com); Zi Zhang, Massachusetts Department of Public Health (Zi.Zhang@state.ma.us)
Background: To better understand behavioral risk factors in specific geographic areas or among specific demographic groups, many states conduct surveys modeled after the BRFSS to collect data at the local level – i.e., within specific communities. Although local area surveys pose unique sample design, planning, and management challenges, good local area estimates can expose community-level risk patterns that are masked at higher geographic areas. Objective: To discuss the implications and benefits of sampling and analysis at the local level. Methods: A sampling plan was designed to survey 8 local communities in Massachusetts. To ensure a design sensitive to local level differences, specific attention was paid to developing a cost-efficient yet comprehensive sampling frame, selecting appropriate amounts of sample, managing the sample to meet sample size targets, and calculating accurate response rates. ResultsWithin Massachusetts: The variability in design statistics at the local area is evidenced by geographic eligibility rates ranging from 57% to 81% across the 8 areas. Similarly, the eligibility-adjusted telephone numbers per complete ranges from 5.0 to 7.9. Data for these local areas will be available in

2006. However, the Massachusetts 2004 statewide BRFSS already suggests considerable community-level variability. For example, in the nine communities with at least 100 sample cases, the current smoking prevalence ranges from 14% to 33%. Conclusions: The variability in design confirms the differences between local areas. Carefully chosen local areas with well-designed projects can produce reliable local area survey estimates, allowing more targeted outreach and improved service delivery.

Contacting Sample Households: Lessons From Time Use Survey. Aaron Maitland, University of Maryland (amaitland@survey.umd.edu)
The likelihoods of a potential respondent being at home and available for an interview are major determinants of whether that person will ultimately participate in a survey. Time use surveys where respondents report on activities that they engaged in during a previous day offer a unique opportunity to explore the likelihood of contacting U.S. households. As suggested by Groves (1989), time use surveys offer two advantages for studying the likelihood of contact in comparison to call history data. First, unlike previous studies that rely on call history data to estimate the probability of persons being at home, data from time use surveys are not contaminated by the timing of the calls themselves. Second, time use surveys provide data on the activities that persons are performing throughout the day. Hence, one can assess whether respondents are busy performing other activities that would preclude them from completing an interview. This paper will utilize a representative sample of the U.S. population age 15 and older from the 2003 and 2004 American Time Use Survey (ATUS) to estimate two important probabilities for successfully completing a survey interview: the probability of finding a person at home and the probability that the person is available to complete an interview. Estimates of these probabilities will be presented for various times of the day, week, and year. In addition, the analyses will consider demographic factors such as age, race, gender, and presence of children as well as environmental factors such as region and urbanicity. Reports of the activities that ATUS respondents are engaged in at different times of the day will be used to assess their availability for completing an interview.

Implementing an Address List-based Sample Design. **Vijoy Gopalakrishnan, Arbitron (vijoy.gopalakrishnan@arbitron.com)**
The media research environment has been rapidly changing over recent years with the proliferation of screening devices, cell phone only households, and telephone number portability. As a result, research organizations are finding that the RDD list-assisted sample frame is becoming less viable in surveying the general population. Address-based residential lists offer relief in stemming declining response rates by providing us multiple ways of contacting respondents namely by telephone (where available), by mail, and in person. Further, address lists enable us to append geo-demographic information based on the census geography associated with the address. Using this data provides us the opportunity to use census level characteristics to more effectively target survey treatments, and therefore, maximize response rates. Arbitron tested an address based design in the Winter of 2004 in four counties – one rural (Matagorda county, Texas), two urban (Baltimore City, Maryland; Harris Inner – Texas), and one county that had an urban/rural mix (Frederick County, Maryland). Census block groups were stratified using a PPS design in each county and 100 sampling points (each sampling point representing 76 addresses) were selected. The 7600 resulting addresses were passively enumerated in person to check address coverage quality. Results from the test indicate coverage percentage in the high 90s. More detailed information from this test will be presented as part of the paper.On the strength of the results from the test, Arbitron fielded live sample in the Houston DMA beginning Fall 2004 (sampling over 1000 sampling points representing approximately 83000 addresses) as part of our Portable People Meter (PPM) service. Challenges, breakthroughs, and lessons learnt from this live address based design will be briefly discussed in the paper.

Are Surname Oversamples Efficient for Sampling? Michael Davern, University of Minnesota (daver004@umn.edu); **Donna McAlpine, University of Minnesota (mcalp004@umn.edu); Jeanette Ziegenfuss, University of Minnesota (zieg0100@umn.edu); Timothy Beebe, Mayo Clinic (Beebe.Timothy@mayo.edu)**
We analyze whether our over-sampling strategy leads to interviews with minority group members most likely to be the focus of surveys investigating racial and ethnic health disparities in an efficient manner. In three surveys we stratified a Random Digit Dial (RDD) sample frame to over-sample telephone numbers associated with minority group surnames. The first two surveys we examine are statewide health insurance coverage surveys in which Hispanic surnames were oversampled. The first was conducted in 2003 in Alabama (n=7,254, AAPOR RR4 = 47%), and the second was conducted in 2004 in Missouri (n=6,955, AAPOR RR1 = 40.5%%). The third survey was a statewide mental health needs assessment conducted in Minnesota in 2004-2005 in which Hispanic and Asian surnames (broken into Hmong versus non-Hmong Asian surnames) were oversampled (n=16,891, AAPOR RR4 = 54%). Analysis focused on how frequently an Asian/Hispanic listed surname led to an interview with a self-identified Asian/Hispanic. We also compare self-identified Asians/Hispanics who were selected as part of surname over-sample to those self-identified Asians/Hispanics selected as part of the mutually exclusive state-wide RDD strata. Finally, we examine whether the larger design effect introduced as a result of over-sampling surnames offsets the gains in the number of minority group members surveyed. Results indicate that the use of listed surname strata is an effective way to increase interviews with minority group members. Specifically, we find that self-identified Hispanics and Asians in the listed surname frames are significantly more likely to experience health disparities than those self-identified Hispanics/Asians in the state-wide RDD strata. We also find that although the design effect is increased as a result of the over-sample, the overall gain in minority sample from the surnames increases the statistical precision of the minority group estimates.

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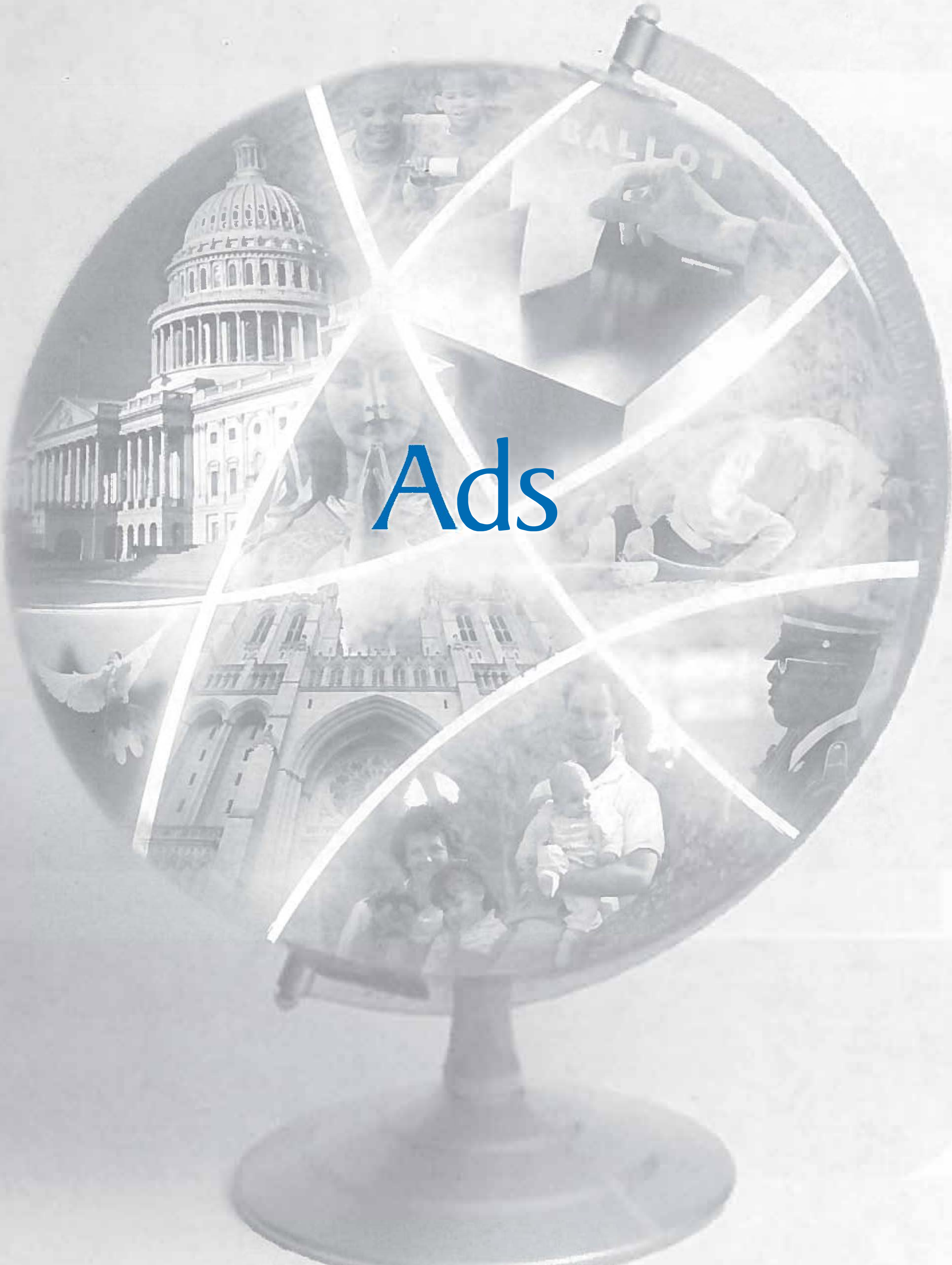
CONFRONTING CORE VALUES
and Cultural Conflict



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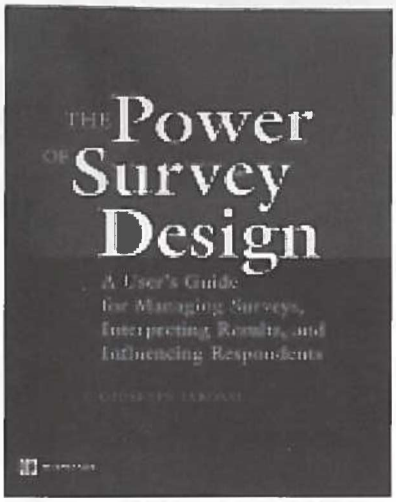

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