American Association *for* Public Opinion Research

54th Annual Conference

St. Pete Beach, Florida
May 13-16, 1999

American Association for Public Opinion Research

54th Annual Conference
May 13 - 16, 1999

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

AAPOR Owes Much to the Agencies Which Have Helped to Ensure Its Financial Health by Giving Contributions of More Than $145 During the Past Year

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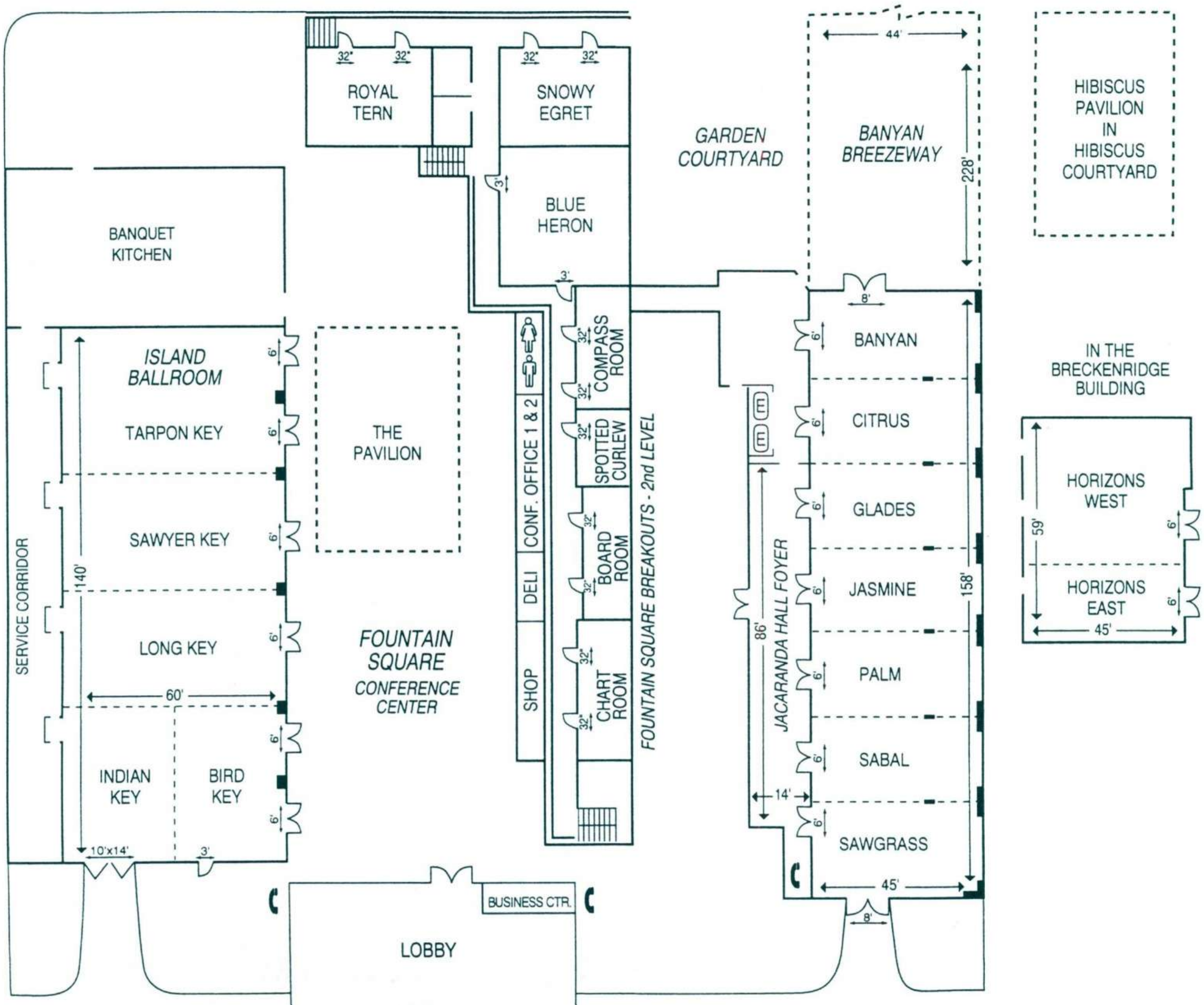

Day & Time	Banyan/Citrus	Blue Heron	Glades/ Jasmine	Palm/ Sabal	Royal Tern	Sawgrass	Snowy Egret
	ROOM						
FRIDAY							
8:30 AM -- 10:00 AM	Measurement Error I	Panel: Cognition, Aging, and Context Effects in Survey Measurement	Drug Use Surveys	Panel: The Science and Politics of Citizen Satisfaction Surveys	The Historic First Random Survey In Communist North Korea: Pitfalls and Opportunities	Political Attitudes and Behaviors	Media & The Public
10:15 AM -- 11:45 AM	Coverage & Frame Issues	Panel: Adapting Cognitive Methodology to Establishment Surveys	The Clintons	Panel: Citizen Surveys: Opportunities and Pitfalls	International Surveys		Item Nonresponse Issues
1:45-3:15	*POSTERS: Attitudes, Behaviors,etc. in Banyon Breeze way*						
1:45 PM -- 3:15 PM	Census I	Nonresponse Bias	Panel: The Consistency and Correlates of Context Effects Found in Repeated Gallup Poll Experiments	Morality, Values & Politics			Informal Panel: Reporting and Disclosing Of Response Rates
3:30 PM -- 5:00 PM	Census II	Nonresponse Issues	People and The Internet	Misc. Attitudes	Panel: Examining Ethnic Categories: Diversity within Latino Opinion		Political Processes and Democracy
SATURDAY							
8:30 AM -- 10:00 AM	Surveying On the Web I	Election and Political Surveys	Question Wording for Measuring Race	Improving Survey Measures	Panel: Innovations In RDD Surveys		Panel: When Qualitative and Quantitative Methods Meet
10:15 AM -- 11:45 AM	Surveying On the Web II	Election Polls	Controversial Issues In Health Care	Data Quality Issues	Panel: Changing Patterns of Telephone Call Attempts	Roundtables	
2:00-3:00	*POSTERS: Methodology I in Banyan Breezeway*						
2:00 PM -- 3:30 PM	Questionnaire Design Issues	Panel: Measuring Political Attitudes-- How Well Are We Doing?	Public Opinion, Polling & Pollsters	Misc. Methods	Children's Health		Measurement Error II
SUNDAY							
8:30 AM -- 10:00 AM	Computer Assisted Survey Information Collection (Casic) **IFDTC/AAPOR**	Panel: If You Want To Know What Kids Think, Talk To The Experts: Conducting Research With Children	Response Rate Issues **IFDTC/AAPOR**	Work & Welfare			Misc. Health
10:15-11:45	*POSTERS: Methodology II in Banyan Breezeway*						
10:15 AM - 11:45 AM	Incentives & Response/Non-response **IFDTC/AAPOR**		Interviewer Quality & Effects **IFDTC/AAPOR**	Panel: Gauging the Impact of Welfare Reform through Surveys			Spiral of Silence, Third-Person

1999 AAPOR Conference Guide to Paper Sessions and Panel Discussions

AAPOR

PROGRAM
54TH ANNUAL CONFERENCE

TradeWinds Hotel, St. Pete Beach, Florida
May 13-16, 1999

THURSDAY, May 13

8:00 am – 1:00 pm	**Annual AAPOR Golf Outing**	
9:00 am – 7:00 pm	**Registration**	**FOUNTAIN SQUARE**
12:00pm- 3:00 pm	**Short Course:** (lunch is included)	**GLADES/ JASMINE**

Focusing on the Matter: Pragmatists' Lessons for Successful Focus Group Research

Instructors: Nancy Belden, Kate Stewart,
Belden Russonello & Stewart

3:00 pm- 6:00 pm	**Short Course:**	**BANYAN/ CITRUS**

An Introduction to the Psychological Processes Underlying Survey Responses

Instructors: Roger Tourangeau, The Gallup Organization,
Lance Rips, Northwestern University

2:00 pm – 5:00 pm	**AAPOR Council Meeting**	**PALM**
2:00 pm – 5:00 pm	**NNSP/ASR Meeting**	**SABAL**
6:45 pm – 7:45 pm	**AAPOR Dinner**	**JACARANDA HALL**
7:45 pm – 8:45 pm**	**Pre Plenary Reception (Cash Bar)**	**FOUNTAIN SQUARE**

**** NOTE: Plenary begins at 8:15 pm.**

Thursday, May 13 (cont.)

8:15 pm – 10:00 pm **Plenary Session:** **ISLAND BALLROOM**

HOW POLLS AND POLLSTERS INFLUENCE POLITICIANS AND POLICY

Mr. Bill McInturff
Chairman and CEO, Public Opinion Strategies
Mr. Mark Mellman
Chairman and CEO, Mellman Group
Mr. Humphrey Taylor, Organizer
Chairman, Louis Harris & Associates

OVERVIEW:

Three pollsters discuss the role and influence of the polls on candidates, campaigning, policy positions, and governments. When do (and when should) politicians lead or follow public opinion? When have polls generated or killed off new policies? What are the different influences of the published polls and private focus groups and surveys?

Moderator: Michael Traugott
AAPOR Vice President and President Elect, University of Michigan

FRIDAY, May 14

7:00 am – 9:00 am **AAPOR Breakfast** **ISLAND BALLROOM**

7:30 am – 8:30 am **Informal Breakfast Roundtable** **ISLAND BALLROOM**

A Discussion among Colleagues about Whether We Should Try To Distinguish Scientific Surveys From Unscientific That Are Publicly Reported

Moderators: Nancy Belden, Belden Russonello & Stewart
Clyde Tucker, U.S. Bureau of Labor Statistics

OVERVIEW:

Distinguishing the good from the slop. This is an informal roundtable to talk about whether researchers can label scientific surveys, or by some other means, offer the public a shorthand way to distinguish between scientific surveys and unscientific ones. Is just calling them "scientific" enough? Should we call other polls "unscientific"? All conferees are welcome to join the discussion.

7:30 am – 6:00 pm **Registration** **FOUNTAIN SQUARE**

9:00 am – 5:00 pm **Books & Technology Exhibits** **BANYAN BREEZEWAY**

PANEL: THE SCIENCE AND POLITICS OF CITIZEN SATISFACTION SURVEYS

PALM/ SABAL

Organizer/Chair: Thomas Guterbock, University of Virginia

Panelists:

Michael O'Neil, O'Neil Associates, Inc., Patricia Gwartney, University of Oregon, Brian Vargus, Indiana University, Purdue University- Indianapolis, Rob Daves, Star Tribune

OVERVIEW:

When local governments or state agencies seek to measure the satisfaction of their citizens with government services, they often turn to survey experts for help, while they hope for favorable coverage of results in the media. The ensuing relationships are not always easy. This panel will discuss the unusual scientific challenges of accurately measuring citizen satisfaction, as well as the political and organizational factors that can make for the success or failure of such a project.

PANEL: COGNITION, AGING, AND CONTEXT EFFECTS IN SURVEY MEASUREMENT

BLUE HERON

Organizer: Norbert Schwarz, University of Michigan

Chair: Seymour Sudman, University of Illinois

Panelists/Presenters:

"What Survey Researchers Should Know About Cognitive Aging"
Denise Park, Natalie Davidson, University of Michigan

"Cognitive Aging and the Emergence of Context Effects: How Age-related Differences in the Response Process Suggest Misleading Conclusions about Cohort Differences"
Norbert Schwarz, University of Michigan

"Rating Scale Use among the Oldest Old: Limited Discrimination between Categories"
Bärbel Knäuper, Beate Seibt, Free University of Berlin, Germany

Discussant: Norman Bradburn, National Opinion Research Center

PAPERS: DRUG USE SURVEYS

GLADES/ JASMINE

Chair/Discussant: Peter Miller, Northwestern University

"Deviance Disavowal, Interviewer Role, Social Interactions, and Underreporting in a Drug Use Survey"
Zhiwei Zhang, Dean Gerstein, National Opinion Research Center

"Longitudinal Analysis of Retest Artifact in NLSY Drug Use Reporting"
Michael Fendrich, University of Illinois- Chicago

"Survey Methods for Measuring Illegal Drug Injection: What Has Been Learned From National Surveys?"
John Anderson, Robin MacGowan, James Carey, Lynda Doll, Centers for Disease Control & Prevention

"The Structure and Correlates of a Debriefing Instrument in a Drug Use Survey"
Joseph Wislar, Michael Fendrich, Timothy Johnson, University of Illinois- Chicago
Seymour Sudman, University of Illinois- Urbana-Champaign

"Heroin Addicts: How They Support Their Habit through Crime and What Can Be Done to Help Them"
Gordon Heald, The Opinion Research Business

PAPERS: MEASUREMENT ERROR I — BANYAN/ CITRUS

Chair: Geraldine Mooney, Mathematica Policy Research

"Estimating the Frequency of Events from Unnatural Categories"
Frederick Conrad, U.S. Bureau of Labor Statistics, Norman Brown, University of Alberta, Monica Dashen, U.S. Bureau of Labor Statistics

"Interpreting Reference Periods"
Nora Cate Schaeffer, Lina Guzman, University of Wisconsin-Madison

"Middle Alternatives, Acquiescence, and the Quality of Questionnaire Data"
Colm O'Muircheartaigh, National Opinion Research Center, Jon Krosnick, The Ohio State University, Armin Helic, MORI, London, UK

"The Validity of Self-Reported Health Measures among Older Adults"
Nancy Mathiowetz, Joint Program in Survey Methodology

Discussant: Roberta Sangster, Bureau of Labor Statistics

PAPERS: MEDIA & THE PUBLIC — SNOWY EGRET

Chair: Leo Bogart

"Issue Framing and the Interactive Effect between Press Coverage and Presidential Approval"
Mark Watts, Institute for Public Opinion Research, David Domke, University of Washington, Dhavan Shah, University of Wisconsin- Madison, David Fan, University of Minnesota

"The 'Disconnect' Between News Directors and the Public: Explaining Why Americans are Cynical About the News"
Ken Dautrich, Jennifer Dineen, Lisa Tortora, Mike Berinato, University of Connecticut

"The Underwhelmed Citizen: Media Negativity, Collective Experience, and Political Participation"
Paul Martin, University of Wisconsin- Madison

"Journalistic Framing and Voter Cynicism: Blaming the Messenger?"
Nicholas Valentino, Thomas Buhr, Matthew Beckmann, University of Michigan

Discussant: Graham Hueber, Ketchum Public Relations

PANEL: THE HISTORIC FIRST RANDOM SURVEY IN COMMUNIST NORTH KOREA: PITFALLS AND OPPORTUNITIES — ROYAL TERN

Organizer & Chair: Young Chun, University of Maryland, U.S. Bureau of Labor Statistics, Institute for Strategic Reconciliation

Panelists:
Judit Katona-Apte, UN World Food Programme, Omawale Omawale, UNICEF, Young Chun, University of Maryland, U.S. Bureau of Labor Statistics, Institute for Strategic Reconciliation

OVERVIEW:

For the first time in its 50-year history, Communist North Korea allowed the international team of survey researchers to conduct a RANDOM survey studying the nutritional status of its 3 million children afflicted by the 4-year-long famine since 1995. The panelists would critically review both survey methodology employed and findings disclosed while discussing the barriers of conducting a random survey in isolated North Korea, and assessing prospect of future survey opportunities in North Korea.

PAPERS: POLITICAL ATTITUDES AND BEHAVIORS — SAWGRASS

Chair/Discussant: Carolyn Funk, Rice University

"Elite Misperceptions of US Public Opinion on Foreign Policy"
Steven Kull, Program on International Policy Attitudes

"Patterns of Allegiance: Substantive Findings from a New National Survey"
Peter Furia, Princeton University

"The Things That Men (and Women) Do: An Investigation into Gender and Satisficing in Survey Research"
Nixon Kariithi, University of Houston

"Who Votes on Social Security and Medicare, and Why It Matters"
John Benson, Robert Blendon, Harvard University, Mollyann Brodie, Drew Altman, Henry J. Kaiser Family Foundation

"The Role of Education, Income and Residential Selectivity in Constraining Exposure to Cross Cutting Political Views"
Diana Mutz, University of Wisconsin-Madison, Elizabeth Wiebe, Research Triangle Institute

10:15 am - 11:45 am Concurrent Sessions FRIDAY

PAPERS: CITIZEN SURVEYS: OPPORTUNITIES AND PITFALLS — PALM/ SABAL

Organizer & Chair: Thomas Guterbock, University of Virginia

"Customer Satisfaction Surveys: The Dangers of Doing TOO Good A Job"
Danna Moore, John Tarnai, Washington State University

"Survey Research for Local Governments: Problems and Prospects"
Jon Ebeling, California State University, Chico

"Citizens' Input into Public Policy Priorities: Iowa's Council on Human Investment Research Initiative"
Mary Losch, Gene Lutz, University of Northern Iowa, Steve Padgitt, Iowa State University

"The Role of Survey Research in the Benchmarking Process"
Michael Link, Research Triangle Institute, Robert Oldendick, University of South Carolina

Discussant: James Bason, University of Georgia

PANEL: ADAPTING COGNITIVE METHODOLOGY TO ESTABLISHMENT SURVEYS — BLUE HERON

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

Panelists/Presenters:

"Probing Strategies for Establishment Surveys"
Eleanor Gerber, Theresa DeMaio, U.S. Bureau of the Census

"Improving Respondent Selection Procedures in Establishment Surveys: Implications from the Schools and Staffing Survey (SASS)"
Benjamin Cohen, Education Statistics Service Institute, Andrew Zukerberg, Kathleen Wise Pugh, U.S. Bureau of the Census

"Understanding the Questionnaire in Business Surveys"
Diane Willimack, Elizabeth Nichols, Seymour Sudman, U.S. Bureau of the Census

"Application of a Theoretical Model of Response Burden to Establishment Surveys"
Sylvia Fisher, Westat, Inc., Leda Kydoniefs, U.S. Bureau of Labor Statistics

Discussant: David Cantor, Westat, Inc

PAPERS: COVERAGE & FRAME ISSUES — BANYAN/ CITRUS

Chair: Anne Ciemnecki, Mathematica Policy Research

"Using a Dual Frame Design to Increase Response Rates: Results of Two Experiments"
Jennifer Parsons, Linda Owens, Amy DeGrush, Timothy Johnson, University of Illinois- Chicago

"How Important Are Random Samples? Some Surprising New Evidence"
Robert Putnam, Harvard University, Steven Yonish, University of Wisconsin-Madison

"Reviewing Changes in Telephone Survey Sample Yields - A Case Study Spanning 1990 through 1998"
Michael Wilson, Westat, Inc.

"Survey Coverage: Telephone and Non-telephone Households in Puerto Rico"
Dan Ames, Beth Webb, Bob Patchen, The Arbitron Company

Discussant: Peter Mariolis, Centers for Disease Control and Prevention

PAPERS: ITEM NONRESPONSE ISSUES — SNOWY EGRET

Chair: Warren Mitofsky, Mitofsky International

"Non Response in Agriculture Establishment Surveys: Describing, Evaluating and Implications for Data Collection and Non Response Adjustment"
Jaki Stanley-McCarthy, Daniel Beckler, USDA National Agricultural Statistics Service

"Respondent Interval Estimation to Reduce Item-Nonresponse"
S. James Press, University of California, Judith Tanur, State University of New York-Stony Brook

"Weighting and Imputation of Missing Data - A Quantum Leap in the Dark?"
Rossi Hassad, Louis Harris & Associates, Berne University

Discussant: Don Ferree, University of Connecticut

PAPERS: INTERNATIONAL SURVEYS — ROYAL TERN

Chair: Jack Ludwig, The Gallup Organization

"Conducting a Social Policy Experiment in an International Setting: Research Design and Implementation Issues"
Linda Young, Community Systems Research Institute, Inc., Knowlton Johnson, Spalding University and Community Systems Research Institute, Inc., Denise Bryant, Community Systems Research Institute, Inc.

"Information, Media Attention, and Political Preference: An Evaluation of Popularity and Party Support in Mexico City"

Alejandro Moreno, Instituto Tecnologico Autonomo de Mexico

"National Pride in Cross-National Perspective"
Tom Smith, National Opinion Research Center

"Contemporary Japanese Opinions: Selected Findings"
Nicolaos Synodinos, University of Hawaii, Yutaka Ujiie, Shin Joho Center

Discussant: Richard Dobson, U.S. Information Agency

PAPERS: THE CLINTONS — GLADES/ JASMINE

Chair: Micheline Blum, Blum & Weprin Associates Inc.

"Hillary Rodham Clinton as First Lady: The People's Perspective"
Barbara Burrell, University of Wisconsin

"The Effects of News Coverage of the Clinton/Lewinsky Story on Public Attitudes and Use of the Media"
Ken Dautrich, Tom Hartley, University of Connecticut

"The Perplexing Case of Public Opinion about the Clinton Scandal"
Scott Keeter, Department of Public and International Affairs

"Presidential Job Approval: Bill Clinton's High Ratings in the Midst of Crisis, 1998"
Frank Newport, Alec Gallup, The Gallup Organization

Discussant: Cliff Zukin, Rutgers University

12:00 noon-1:30 pm	**AAPOR Lunch**	**ISLAND BALLROOM**
12:00 noon-1:30 pm	**Chapter Representatives Lunch**	**COMPASS ROOM**
12:00 noon-1:30 pm	**POQ Advisory Group Lunch**	**BOARD ROOM**

1:45 pm – 3:15 pm Concurrent Sessions FRIDAY

PANEL: THE CONSISTENCY AND CORRELATES OF CONTEXT EFFECTS FOUND IN REPEATED GALLUP POLL EXPERIMENTS — GLADES/ JASMINE

Organizer: David Moore, The Gallup Organization

Chair: Eleanor Singer, University of Michigan

"Response Order Effects in Telephone Interviews: The Impact of Respondent Ability, Motivation, Task Difficulty, and Linguistic Structure"
Allyson Holbrook, Jon Krosnick, The Ohio State University

"Why Should Response Order Make Such A Difference?"
Roger Tourangeau, Darby Miller Steiger, The Gallup Organization

"Response-Order Effects and Question-Order Effects: Is There Any Relationship between Them?" George Bishop, University of Cincinnati

"Question Order Rotation in Telephone Interviews: The Consistency of Contrast and Assimilation Effects"
David Moore, The Gallup Organization

Discussant: Norman Bradburn, National Opinion Research Center

POSTERS: ATTITUDES, BEHAVIORS, ETC. — BANYAN BREEZEWAY

"Re-evaluating the 'Party-in-Power Effect': A Trend Analysis of Americans' Confidence in the Executive Branch, 1973-1998"
Jennifer Berktold, Clifford Young, National Opinion Research Center

"Evaluation of Work First New Jersey/TANF"
Rachel Hickson, Leonard Feldman, NJ Department of Human Services

"The New and Old Media: Does the Internet Displace Traditional Media?"
Mee-Eun Kang, Cleveland State University

"A Model of VLT Voter Preference in the 1998 Calgary Municipal Election"
Mark Pickup, The University of Calgary

"A Pilot Study on Secondary-Higher Education Foreign Language Articulation: The Students' Perspective"
Christopher Barnes, Courtney Gosselin, University of Connecticut

"A Review and Integration of Social Reality Perception Research from Public Opinion, Communication, Sociology, and Psychology"
William Eveland, Jr., University of California-Santa Barbara

"Army Officer Elites' Views on 21st Century Armed Forces and Society Issues"
Lowndes Stephens, University of South Carolina

"Candidate Images and Vote Intentions in the 1998 Presidential Elections in the Philippines"
Jose Gaztambide, Pedro Laylo, Jr., University of Connecticut-Storrs, Carijane Dayag-Laylo, Social Weather Stations, Quezon City, Philippines

"Contextualizing Framing Analysis"
Weiwu Zhang, Hua-Hsin Wan, University of Wisconsin-Madison

"Information Interests, Needs and Seeking Behaviors of Low Income People and Their Loneliness"
Mei Lu, University of Michigan

"Public Opinion about Values: The Intersection of Ideology and News Media Use"
Renee Botta, Sidney Kraus, Cleveland State University

"Is Anybody Doing the Housework? Long-Term Trends in Attitudes, Estimates and Behavior Concerning American's Least Favorite Activity"
Suzanne Bianchi, Melissa Milkie, Liana Sayer, University of Maryland

"The 1948 Election Prediction Failure and the Spiral of Silence"
Daniel McDonald, Carroll Glynn, The Ohio State University

PAPERS: CENSUS I — BANYAN/ CITRUS

Chair: Timothy Elig, Defense Manpower Data Center

"Building a Surrogate for Predicting Census Participation"
Susan Baron, Darlene Billia, Young & Rubicam, Inc.

"Activity Participation and Census Bureau Undercounts"
John Robinson, University of Maryland

"Reported Exposure to Paid Advertising and Likelihood of Returning a Census Form"
Nancy Bates, Sara Buckley, U.S. Bureau of the Census

Discussant: TBA

PAPERS: NONRESPONSE BIAS — BLUE HERON

Chair: Henry Brady, University of California- Berkeley

"Achieving and Optimum Number of Callback Attempts: Cost-Savings vs. Non-Response Error Due to Non-Contacts in RDD Surveys"
Brian Harpuder, Jeffery Stec, The Ohio State University

"Investigating Unit Non-Response in RDD Surveys"
Jeffery Stec, Paul Lavrakas, Elizabeth Stasny, The Ohio State University

"Nonresponse Bias in Surveys of Medicaid Beneficiaries"
Vickie Stringfellow, Floyd Fowler, Jr., Patricia Gallagher, University of Massachusetts

"The Effects of Changes in Response Rate on the Index of Consumer Sentiment"
Richard Curtin, University of Michigan, Stanley Presser, University of Maryland, Eleanor Singer, University of Michigan

Discussant: Clyde Tucker, Bureau of Labor Statistics

PAPERS: MORALITY, VALUES & POLITICS — PALM/ SABAL

Chair/Discussant: Janice Ballou, The Eagleton Institute

"Morality and Politics: The Impeachment Issue and the Religious Right Vote in the 1998 U.S. Senate Election in North Carolina"
Roger Lowery, Richard Dixon, University North Carolina-Wilmington

"Partisanship and Absolution: Exploring the Depths of Forgiveness"
Robert Eisinger, Lewis & Clark College, Jim Norman, USA Today

"Trust, General Environmental Beliefs, and Willingness to Support Climate Change Initiatives"
Robert O'Connor, Richard Bord, Ann Fisher, Pennsylvania State University

"Value Conflicts, Party Divisions and Policy Consequences: The Washington Post/Kaiser Family Foundation/Harvard University Survey on American Values"
Mollyann Brodie, Kaiser Family Foundation, Claudia Deane, The Washington Post, Nina Kjellson, Kaiser Family Foundation, Richard Morin, The Washington Post, Robert Blendon, John Benson, Harvard University

"The Measurement of Values: Single Items versus Scales"
Allen Wilcox, University of Nevada

INFORMAL PANEL: REPORTING AND DISCLOSING OF SURVEY RESPONSE RATES — SNOWY EGRET

Organizers: Warren Mitofsky, Mitofsky International, Kathleen Frankovic, CBS News

Panelists:
Warren Mitofsky, Mitofsky International, **Chair**, Paul Lavrakas, The Ohio State University, Elizabeth Martin, U.S. Bureau of the Census, Lydia Saad, The Gallup Organization, Evans Witt, Princeton Survey Research Associates

OVERVIEW:
This informal panel discussion will focus on issues involved in the public release and reporting of response rate information (and other methodological information) from media sponsored polls and other public polls. Part of the impetus for this discussion is the request made by conservative columnist Arianna Huffington of several prominent polling organizations in September 1998 about their response rates. The AAPOR code is somewhat ambiguous on these issues and input will be sought from the audience during the discussion part of the session.

PANEL: EXAMINING ETHNIC CATEGORIES: DIVERSITY WITHIN LATINO OPINION — ROYAL TERN

Organizer/Chair/Discussant: Ana Maria Arumi, The Henry J. Kaiser Family Foundation

Panelists/Presenters:

"Latinos, Media and Health: Exploring Ethnic Differences in Media Use and Access to Health Information"
Christian Collet, Molly Brodie, Nina Kjellson, The Henry J. Kaiser Family Foundation

"Attitudes of Latino Immigrants toward Use of the Public Library: A Focus Group Study in A Chicago Suburban Community"
Alisú Schoua-Glusberg, Research Support Services

"Diversity within Latino Political Attitudes: Examining Exit Polls from 1998 Election"
Ana Maria Arumi, The Henry J. Kaiser Family Foundation

"Spanish or English? That Is the Question"
Isabel Valdés, Access Worldwide Cultural Access Group

"Public Policy Attitudes among California Latinos"
Mark Baldassare, Public Policy Institute of California, University of California-Irvine

PAPERS: CENSUS II — BANYAN/ CITRUS

Chair: James Cashion, Mathematica Policy Research

"Respondent Understanding of Alternative Residence Instructions for Census 2000 Dress Rehearsal Households"
Donna Eisenhower, National Opinion Research Center, Karen Mills, U.S. Bureau of the Census, Lisa Lee, National Opinion Research Center

"Collecting Demographic Data: A Comparison of Three Modes"
Roger Tourangeau, Darby Miller Steiger, The Gallup Organization

"Cognitive Issues Associated with Redesigning the Directions for the U.S. Census Form"
Sylvia Fisher, David Cantor, Westat, Inc., Eleanor Gerber, U.S. Bureau of the Census, Carolyn Bagin, Clearly, Inc.

Discussant: Paul Mullin, Research Triangle Institute

PAPERS: NONRESPONSE ISSUES — BLUE HERON

Chair: Karl Landis, Research Triangle Institute

"Don't Judge a Survey by Its Cover: Experiments in Alternative Mail Survey Package Design"
Barbara O'Hare, Sharon Riley, The Arbitron Company

"Impact of Written Informed Consent in a National Interview Survey"
Barbara Stussman, Howard Riddick, Pei-Lu Chiu, Ann Hardy, Catherine Simile, National Center for Health Statistics, Centers for Disease Control and Prevention

"Survey Participation and Survey Sponsorship: What Do Respondents Think of Us and Should We Care"
Jaki Stanley McCarthy, Kathy Ott, Jay Johnson, USDA National Agricultural Statistics Service

"Where Have All the Nonrespondents Gone?"
Leda Kydoniefs, U.S. Bureau of Labor Statistics, Kerry Levin, Tracey Hagerty, Susan Heltemes, Westat, Inc.

Discussant: Donald Camburn, Research Triangle Institute

PAPERS: MISC. ATTITUDES — PALM/ SABAL

Chair: Kimberly Downing, University of Cincinnati

"'Plays Well With Others' Versus 'Runs With Scissors:' Gender And Foreign Policy Attitudes"
Monica Wolford, Karin Johnston, Program on International Policy Attitudes

"White's Explantions for Hispanic Inequality"
Steven McDonald, Florida State University

"An Ideological Gender Gap: A Comparison of the United States, Eastern Europe and Latin America"
Beatriz Magaloni, Alejandro Moreno, Instituto Tecnologico Autonomo de Mexico

"Liberalizing Marijuana Laws: Self-Interest and One's Own Back Yard"
David Livert, Charles Kadushin, City University of New York

Discussant: James Wolf, Consulting Sociologist

PAPERS: PEOPLE AND THE INTERNET — GLADES/ JASMINE

Chair: Patricia Moy, University of Washington

"Measuring the Exposure to and Use of the Internet: Construct Validity and Measurement Error Considerations"
K. Viswanath, Paul Lavrakas, Gerald Kosicki, The Ohio State University

"Politics and the Internet--Developed for the People, Not by the People, and Used by Only Some of the People"
Rosita Thomas, Phil Riggins, Frederick Schneiders Research

"Does the Internet Promote Political Participation?: The Uses and Gratifications Approach"
Mee-Eun Kang, Leo Jeffres, Cleveland State University

"The Internet, Time and the Rest of Life"
Alan Neustadtl, Meyer Kestnbaum, University of Maryland, Andrew Kohut, Pew Center, John Robinson, University of Maryland

Discussant: Leo Simonetta, Art & Science Group, Inc.

PAPERS: POLITICAL PROCESSES AND DEMOCRACY — SNOWY EGRET

Chair: Kurt Lang, University of Washington

"Can A Non-Partisan GOTV Campaign Boost Turnout? The Findings of A Large Scale Experiment Employing A Variety of Methods, Messages, And Intensities"
Alan Gerber, Donald Green, Yale University

"Political Knowledge about Electoral Rules"
Susan Banducci, Jeffrey Karp, University of Waikato, New Zealand

"Response Latency and Party Identification"
J. Tobin Grant, Stephen Mockabee, Quin Monson, The Ohio State University

"Yea, Nay, or Maybe? Public Opinion, Value Conflict, and Uncertainty in the House of Representatives"
William Anderson, The Ohio State University

Discussant: Alfred Tuchfarber, University of Cincinnati

Friday, May 14 (cont.)

5:30 pm – 6:30 pm	**Newcomer's Reception**	**Breckenridge Pool Deck**

- Appetizers Provided for You As a Courtesy of: **GENESYS/MARKETING SYSTEMS GROUP**

6:30 pm – 8:00 pm	**AAPOR Dinner**	**Breckenridge Pool Deck**

- Cook Out, complete with grill and buffet

8:15 pm – 10:00 pm	**Plenary Session**	**ISLAND BALLROOM**

LOOKING BEYOND THE 2000 CENSUS: WHERE DO WE GO FROM HERE?

Speaker: **Dr. Kenneth Prewitt**
Director, U.S. Bureau of the Census

Panelists: **Dr. Barbara Bailar**
Senior Vice President for Survey Research, National Opinion Research Center
Dr. Norman Bradburn
Distinguished Service Professor, University of Chicago
Dr. Robert M. Groves
Professor, Senior Research Scientist, University of Michigan
Director, Joint Program in Survey Methodology

OVERVIEW:

The Census, mandated by Article I of the Constitution, influences the division of political power in Washington and impacts the flow of almost $200 billion in federal funds each year. The high-stakes 2000 Census has been mired in political conflict because the tradition "head count" has been undercounting and disadvantaging large numbers of Hispanics and African Americans. As the Census Bureau prepares for a Supreme Court-mandated non-adjusted "door-to-door" count for apportionment, AAPOR has gathered a panel of leading experts, including the current Census Director, Kenneth Prewitt, to assess where we go from here.

Organizer/Moderator: Dr. Mark Schulman
President, Schulman, Ronca & Bucuvalas, Inc.

SATURDAY, MAY 15

7:00 am – 8:00 am	**Fun Run/ Walk**	**BEACH**
7:00 am – 9:00 am	**AAPOR Breakfast**	**ISLAND BALLROOM**
8:00 am – 6:00 pm	**Registration**	**FOUNTAIN SQUARE**
9:00 am – 5:00 pm	**Books & Technology Exhibits**	**BANYAN BREEZEWAY**

PANEL: INNOVATIONS IN RDD SURVEYS — ROYAL TERN

Organizer & Chair: Michael Battaglia, Abt Associates Inc.

Sponsored by: the New England Chapter of AAPOR (NEAAPOR)

Panelists/Presenters:

"Telephony and Telephone Sampling: The Dynamics of Change"
Linda Piekarski, Jessica Prestegaard, Gwen Kaplan, Survey Sampling Inc.

"Reducing Nontelephone Bias in RDD Surveys"
Martin Frankel, Michael Battaglia, David Hoaglin, Abt Associates Inc., Philip Smith, Centers for Disease Control and Prevention, K.P. Srinath, Abt Associates Inc., Robert Wright, National Center for Health Statistics

"Analysis of RDD Interviews by the Number of Call Attempts: The National Immunization Survey"
J. Michael Dennis, K.P. Srinath, Candice Saulsberry, Martin Frankel, Ann-Sofi Rodén, Abt Associates, Robert Wright, National Center for Health Statistics

"Alternative Methods of Obtaining Family Income in RDD Surveys"
Lorayn Olson, Ann-Sofi Rodén, J. Michael Dennis, Francine Cannarozzi, Abt Associates Inc., Robert Wright, National Center for Health Statistics

Discussant: William Nicholls II

PANEL: WHEN QUALITATIVE AND QUANTITATIVE METHODS MEET — SNOWY EGRET

Organizer & Chair: Veronica Nieva, Westat, Inc.

Panelists/Presenters:

"Combining Quantitative and Qualitative Approaches: Some Why's and How's"
Veronica Nieva, Mary Achatz, Westat, Inc.

"The YATS Qualitative Interviews: Following up on Survey Responses"
Shelley Perry, Michael Wilson, Westat, Inc.

"Understanding the Military Enlistment Process: Combining Data Sources"
Jerry Lehnus, Defense Manpower Data Center

"Integrating Quantitative and Qualitative Data Analyses: Principles and Pitfalls"
Susan Berkowitz, Westat

Discussant: Susan Berkowitz, Westat, Inc.

PAPERS: QUESTION WORDING FOR MEASURING RACE — GLADES/ JASMINE

Chair: Donna Eisenhower, National Opinion Research Center

"Gains, Losses, And Changes in Hispanic Coverage with Changes in Ethnicity Question"
Ruth McKay, General Accounting Office

"A Historical Note on White Beliefs about Racial Inequality"
Howard Schuman, University of Michigan, Maria Krysan, Visiting Scholar, Russell Sage Foundation

"Does Race Influence the Support for the Environmental Justice Movement?"
Carl Dasse, Florida State University

"Inter-racial Friendships"
Tom Smith, National Opinion Research Center

Discussant: Robert O'Connor, Pennsylvania State University

PAPERS: SURVEYING ON THE WEB I — BANYAN/ CITRUS

Chair: Janet Streicher, IBM Corporation

"Benchmarking Research Web Sites"
James Newswanger, Schulman, Ronca & Bucuvalas, Inc.

"Can Internet Polling Work? Strategies for Conducting Public Opinion Surveys Online"
Greg Flemming, Molly Sonner, Pew Research Center

"Designing Surveys for the Next Millennium: Internet Questionnaire Design Issues"
Andrew Zukerberg, Elizabeth Nichols, U.S. Bureau of the Census, Heather Tedesco, University of Maryland

"Understanding the Online Population: Lessons from the Harris Poll and the Harris Poll Online"
George Terhanian, Harris Black International, Ltd.

Discussant: James Caplan, Behavioral Science Research Corporation

PAPERS: IMPROVING SURVEY MEASURES — PALM/ SABAL

Chair: Joanne Pascale, U.S. Bureau of the Census

"Assessing Measurement Error in Socially Undesirable Response Categories: A Latent Class Model for Studying Preference Falsification"
Allan McCutcheon, Gallup Research Center, University of Nebraska-Lincoln, Joseph Hraba, Iowa State University, Jiri Vecernik, Czech Academy of Science

"What are the Factors Involved in Selecting High-End Values in Questions Pertaining to Success?"
Monica Dashen, U.S. Bureau of Labor Statistics

"Improving Survey Measures: When Two Questions are Better Than One"
Floyd Fowler, Jr., University of Massachusetts-Boston, Paul Beatty, National Center for Health Statistics, Greg Fitzgerald, University of Massachusetts-Boston

"Respondent Estimate vs. Time-Diary Data on Weekly Activity Times"
Stanley Presser, Suzanne Bianchi, John Robinson, University of Maryland

Discussant: Young Chun, Bureau of Labor Statistics, University of Maryland

PAPERS: ELECTION AND POLITICAL SURVEYS — BLUE HERON

Chair: Trevor Tompson, The Ohio State University

"Conducting Tracking Polls and Analyzing Tracking Poll Data: A Study of the Effectiveness of Voluntary Episodic Efforts to Reduce Air Pollution"
Gary Henry, Richard Chard, Georgia State University

"A Low-Cost Means for Improving the Accuracy of Tracking Polls"
Donald Green, Alan Gerber, Yale University

"Political Participation and Survey Response: An Analysis of Respondents and Non-Respondents"
Jeffrey Karp, Susan Banducci, University of Waikato, New Zealand

"Who Really Won the Good Friday Referendum? Polling the Peace Process in Northern Ireland"
Colin McIlheney, PriceWaterhouseCoopers

Discussant: Philip Meyer, University of North Carolina

PANEL: CHANGING PATTERNS OF TELEPHONE CALL ATTEMPTS

ROYAL TERN

Organizer & Chair: Timothy Triplett, University of Maryland

Panelists:

Marla Cralley, The Arbitron Company, Michael Link, Research Triangle Institute, Tom Piazza, University of California-Berkeley, Timothy Triplett, University of Maryland, Mike Weeks, Research Triangle Institute

OVERVIEW:
This panel will discuss the changing patterns of telephone call attempts in RDD studies (more calls seem to be needed) and how these changes are affecting budgets, response rates and auto-scheduling algorithms.

PAPERS: SURVEYING ON THE WEB II

BANYAN/ CITRUS

Chair/Discussant: Carl Ramirez, U.S. General Accounting Office

"A Direct Comparison of Web-based and Telephone-based Data Collection Modes"
William Robb, Tammy Ouellete, Larry Luskin, Marc Scott , Macro International, Inc.

"Principles for the Design of Web Surveys: A Review of Current Practices and the Need for Change"
Don Dillman, Dennis Bowker, Washington State University

"Self-Selected Web Surveys: Can the Weighting Solve the Problem?"
Vasja Vehovar, Zenel Batagelj, Katja Lozar, University of Ljubljana

"Internet Technology: Gaining Commercial Advantage"
Vsevolod Onyshkevych, Dave McIndoe, RONIN Corporation

"A Paradigm Case Study of Conducting Internet Survey: SIG-AD-ExP"
Philip Tsang, Open University of Hong Kong, Sandy Tse, University of South Australia

PAPERS: DATA QUALITY ISSUES

PALM/ SABAL

Chair: Shawn Marsh, Mathematica Policy Research

"Standing on the Outside, Looking in: Tapping Data Users to Compare and Review Surveys"
Leda Kydoniefs, Linda Stinson, U.S. Bureau of Labor Statistics

"A Comparison of Data Collected via Telephone Interview and Records Abstraction for the Office-Based Medical Provider Survey Component of the Medical Expenditure Panel Survey, With Regard To Data Quality and Medical Provider Characteristics"
Catherine Haggerty, Karen Grigorian, National Opinion Research Center

"Event History Calendar Methods Study: Experimental Design, Analytical and Operational Results"
Robert Belli, William Shay, Frank Stafford, University of Michigan

Discussant: Polly Phipps, Washington State Institute for Public Policy

PAPERS: ELECTION POLLS — BLUE HERON

Chair: Susan Pinkus, Los Angeles Times

"Comparative Exit Poll Methods in Mexico and the U.S."
Warren Mitofsky, Mitofsky International, Ulises Beltran Ugarte, Technical Advisor to the President of Mexico

"Election Forecasting Using the Internet"
Gordon Black, George Terhanian, Harris Black International, Ltd.

"What in the Hell Is Going On In Minnesota? What We Learned about Poll Accuracy and Likely Voter Measurement from the Election of Jesse (The Governor) Ventura"
Robert Daves, Star Tribune

"Why Did the Polls Go Wrong In the 1998 Quebec Election? Or Did They?"
Claire Durand, Andre Blais, Sebastien Vachon, University of Montreal

Discussant: Murray Edelman, Voter News Service

PAPERS: CONTROVERSIAL ISSUES IN HEALTH CARE — GLADES/ JASMINE

Chair/Discussant: Nancy Belden, Belden Russonello & Stewart

"Attitudinal Shifts Concerning Medical Marijuana: Implications in Public Policy"
Amanda Florian, Michelle Pettit, Karmen Todd, Northern Arizona University

"Being of Sound Mind... Physicians' Opinions on Advance Directives"
Diana Jergovic, National Opinion Research Center, Craig Hill, Research Triangle Institute

"The Public and Assisted Suicide: The New Pro-Life Issue?"
Melissa Herrmann, International Communications Research, John Benson, Harvard University

"Genetic Testing: Public Opinion Regarding Benefits, Risks, and the Role of Primary Care Physicians in Patient Choices"
Judee Schejbal, Mindy Schneiderman, Rob Camin, Erin Henke, and Maqsood Noorani, American Medical Association

"Medical Use of Marijuana—Searching for the Root of Its Support"
David Wilber, The Roper Center for Public Opinion Research

ROUNDTABLES — SAWGRASS

"Using Cognitive Pretesting in Questionnaire Design"
Moderator: Kristin Stettler, National Agricultural Statistics Service, USDA

"Standard Response Codes and Rates"
Moderator: Tom Smith, National Opinion Research Center

"Ethical Issues and Survey Research"
Moderator: TBA

12:00 noon – 1:45 pm AAPOR Lunch & Presidential Address — ISLAND BALLROOM

Michael Kagay, The New York Times

PANEL: MEASURING POLITICAL ATTITUDES-- HOW WELL ARE WE DOING?

BLUE HERON

Organizer/Chair: John Robinson, University of Maryland

Panelists/Presenters:

"Political Tolerance"
Stan Humphries, Stephen Finkel, University of Virginia

"Political Information"
Vincent Price, University of Pennsylvania

"Political Alienation"
Alan Neustadtl, University of Maryland

"Political Partisanship"
J.Merrill Shanks, University of California-Berkeley

"Racial Attitudes"
Maria Krysan, Pennsylvania State University

POSTERS: METHODOLOGY I

BANYAN BREEZEWAY

"'Don't knows' and 'No answer': Who Are They and Where Are They Going? A Comparative Analysis Between Sensitive and Non-sensitive Survey Item"
Sara Swenson, Margaret Wells, University of Nebraska

"What We Now Know about 'I Don't Know': An Analysis of the Relationship between 'Don't Know' and Education"
Clifford Young, National Opinion Research Center

"Alternate Methods of Asking Race in Telephone Surveys: Preparing for the Y2K Changes"
John Kennedy, Nancy Bannister , Indiana University

"Reducing Item Nonresponse to Self-Reported Income and Election Voting"
Amy DeGrush, Jennifer Parsons, Timothy Johnson, University of Illinois-Chicago

"Reinterview Consistency of Factual Data"
Carl Ramirez, US General Accounting Office

"Developing Hate Crime Questions for the National Crime Victimization Survey"
Meredith Lee, Denise Lewis, Melinda Crowley, Elaine Hock, Christopher Laskey, U.S. Bureau of the Census, Colin Loftin, Wayne Logan, Lynn Addington, State University of New York-Albany

"The Effect of Mailing a Post-Survey Thank You Postcard on Survey Return Rates"
Sharon Riley, The Arbitron Company

"Question Wording Effects on Public Support for Social Spending on Drugs"
Kenneth Rasinski, Jeffrey Timberlake, Eric Lock, National Opinion Research Center

"The 1998 Survey of Small Business Finance: Using Focus Groups and Cognitive Interviews to Improve Questionnaire Design"
Lisa Lee, Diana Jergovic, Catherine Haggerty, Karen Grigorian, National Opinion Research Center, John Wolken, Federal Reserve Board

"Data Quality and Process Quality"
Jean Martin, Joy Dobbs, Social Survey Division, Office for National Statistics UK

"Survey Topic and Refusal Rates: Empirical Evidence of a Relationship"
Charlotte Steeh, Gary Henry, Applied Research Center

"Nonresponse Issues in Japanese Public Opinion Surveys"
Nicolaos Synodinos, University of Hawaii, Meiko Sugiyama, TWCU, College of Culture and Communication

PAPERS: QUESTIONNAIRE DESIGN ISSUES — BANYAN/ CITRUS

Chair: Young Chun, Bureau of Labor Statistics, University of Maryland

"Producing Culturally Appropriate Survey Instruments"
Beverly Weidmer, RAND

"Construction Strategies for Complex Survey Questions"
Paul Beatty, National Center for Health Statistics, Floyd Fowler, Jr., Greg Fitzgerald, University of Massachusetts-Boston

"Diary Redesign: Can a Machine-Readable Diary be Engaging?"
Barbara O'Hare, Marla Cralley, The Arbitron Company

"Making Visible the Invisible: An Experiment with Skip Instructions on Paper Questionnaires"
Cleo Redline, U.S. Bureau of the Census, Don Dillman, Washington State University, Richard Smiley, U. S. Bureau of the Census, Lisa Carley-Baxter, Arrick Jackson, Washington State University

Discussant: Allan McCutcheon, University of Nebraska-Lincoln

PAPERS: PUBLIC OPINION, POLLING & POLLSTERS — GLADES/ JASMINE

Chair: Gladys Lang, University of Washington

"Perceptions of 'Public Opinion' and 'Public' Opinion Expression"
Dietram Scheufele, University of Wisconsin-Madison, William Eveland Jr., University of California

"Polling and the Media: Is it Time to Clean the 'Mirror of Reality'?"
Frederic Solop, Kristi Hagen, Northern Arizona University

"When Pollsters Speak, Who Believes Them?"
Ronald Hinckley, Research/Strategy/Management, Inc., Robert Shapiro, Columbia University

"The Invocation of Public Opinion in Congress"
Michael Traugott, University of Michigan, Mee-Eun Kang, Cleveland State University

Discussant: Alvin Richman, U. S. Information Agency

PAPERS: CHILDREN'S HEALTH — ROYAL TERN

Chair: Susan Sprachman, Mathematica Policy Research

"Attitudes toward Genetic Testing and Fetal Diagnosis, 1990-1996"
Eleanor Singer, Amy Corning, Toni Antonucci, University of Michigan

"American Pragmatism: Government Health Insurance for Children"
John Young, Minah Kim, Harvard University

"Parental Knowledge of Child Nutrition, Common Dietary Practices, and Children's Preferences"
Judee Schejbal, Mindy Schneiderman, Rob Camin, Erin Henke, Maqsood Noorani, American Medical Association

Discussant: Sherry Marcy, National Research Corporation

PAPERS: MEASUREMENT ERROR II — SNOWY EGRET

Chair/Discussant: TBA

"Further Explorations Of Conversational Interviewing: How Gradations Of Flexibility Affect Costs And Accuracy"
Michael Schober, New School for Social Research, Frederick Conrad, Scott Fricker, U.S. Bureau of Labor Statistics

*"'You can't ****ing Ask That' Researching Bad Language on Television - How Far Can You Go?"*
Nick Moon, NOP Research

"Respondent Cues That Survey Questions Are In Danger of Being Misunderstood"
Jonathan Bloom, Michael Schober, New School for Social Research

"Using the NCHS Cognitive Lab to Help Design Cycle VI of the National Survey of Family Growth"
Barbara Wilson, Linda Peterson, National Center for Health Statistics

"Cognitive Ability and Acquiescence"
Bo (Paul) Zhou, University of Akron, ACNielsen

PAPERS: MISC. METHODS — PALM/ SABAL

Chair: Karol Krotki, Educational Statistics Services Institute

"A New Kind of Survey Mode Difference: Experimental Results From a Test of Inbound Voice Recognition and Mail Surveys"
Rajesh Srinivasan, Stephen Hanway, The Gallup Organization

"Are We Getting the Truth in Reconciled Reinterview Studies?"
Paul Biemer, Research Triangle Institute, Henry Woltman, U.S. Bureau of the Census

"Within-Household Respondent Selection in an RDD Telephone Survey: A Comparison of Two Methods"
Craig Hill, Research Triangle Institute, Karen Donelan, Harvard University, Martin Frankel, Baruch College, City University of New York, Abt Associates

"Screening for Adolescents in RDD Surveys"
John Tarnai, Marion Landry, Rod Baxter, Washington State University

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

3:45 pm – 4:45 pm	**AAPOR Business Meeting**	**BANYAN/ CITRUS**
6:00 pm – 7:00 pm	**President's Reception**	**GARDEN COURTYARD**
	■ Appetizers Provided For You As A Courtesy Of: **SURVEY SAMPLING, INC.**	
7:00 pm – 9:00 pm	**AAPOR Award Banquet**	**ISLAND BALLROOM**
9:30 pm – 12:00 midnight	**Seminar on Applied Probability**	**ROYAL TERN**
9:30 pm – 12:00 midnight	**Traditional Sing Along**	**REFLECTIONS LOUNGE**

SUNDAY, May 16

7:00 am – 9:00 am **AAPOR Breakfast** **ISLAND BALLROOM**

8:30 am - 10:00 am Concurrent Sessions SUNDAY

PANEL: IF YOU WANT TO KNOW WHAT KIDS THINK, TALK TO THE EXPERTS: CONDUCTING RESEARCH WITH CHILDREN — BLUE HERON

Organizer & Chair: Jo Holz, Roper Starch Worldwide, Inc.

Panelists:

Laurie Bauman, Albert Einstein College of Medicine, Joan Chiaramonte, Roper Starch Worldwide, Inc., Rosemarie Truglio, Children's Television Workshop

Overview:

This panel will cover recent attitudinal research conducted with children, in a variety of settings. Besides presenting findings from their studies, the panelists will discuss the methods they have used to obtain accurate and usable responses from children and will share insights and recommendations for working with child respondents.

PAPERS: COMPUTER ASSISTED SURVEY INFORMATION COLLECTION (CASIC) — BANYAN/ CITRUS

IFDTC/AAPOR Joint Session

Chair: Diane O'Rourke, University of Illinois

"Screen Design and Question Order in a CAI instrument - Results from a Usability Field Experiment"
Marek Fuchs, University of Eichstaett

"The Impact of Instrument Design on Interaction in the Computer Assisted Survey Interview"
Sue Ellen Hansen, University of Michigan

"The Use of Computer Assisted Self-Interviewing (CASI) in Product Clinics"
Mick Couper, University of Michigan, Michael Curtis, Pinnacle Research Consulting

"Computerized Event History Calendar Methods: A Demonstration of Features, Functions, and Flexibility"
Robert Belli, William Shay, Frank Stafford, University of Michigan

Discussant: Rachel Caspar, Research Triangle Institute

PAPERS: RESPONSE RATE ISSUES — GLADES/ JASMINE

IFDTC/AAPOR Joint Session

Chair: Karen Cybulski, Mathematica Policy Research

"Experimental Techniques for Improving Response Rates in a Multi-Modal Study of an Elite Population"
Sameer Abraham, Darby Miller Steiger, The Gallup Organization

"The Effect of Screening Methodology on Response Rate in Random Digit Dialing Surveys"
Amy Nyman, Anthony Roman, Polly Armsby, Lois Biener , University of Massachusetts-Boston

"One Size Fits All: Surveying a Population with Multiple Nationalities and Language Preferences"
Adam Safir, The Arbitron Company

Discussant: Bikramjit Garcha, Georgia State University

PAPERS: MISC. HEALTH — SNOWY EGRET

Chair: Cecilie Gaziano, Research Solutions, Inc.

"Hablamos Español: Collecting Information by Mail from Spanish Speaking Medicaid Enrollees"
Patricia Gallagher, Floyd Fowler, Jr., Vickie Stringfellow, University of Massachusetts

"The Impact of a National Education Campaign on Support for Medicare Reform Proposals"
Felicia Mebane, Harvard University

"The Public Price of Health System Change: Discontent in Five Nations"
Karen Donelan, Robert Blendon, Harvard University, Katherine Binns, Louis Harris & Associates, Inc., Kimberly Scoles, Harvard University

Discussant: Kathryn Cirksena, University of Michigan

PAPERS: WORK & WELFARE — PALM/ SABAL

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

"Attitudes about Work: Job Satisfaction in a Changing Economy"
Chase Harrison, Kenneth Dautrich, University of Connecticut

"Political Ideology, Work Ethics, or Self-interest: A Structural Equation Modeling on Individuals' Attitudes toward Economic Justice"
Zhiwei Zhang, National Opinion Research Center, Richard Wokutch, Virginia Polytechnic Institute and State University

"Race, Class and Attitudes toward Social Welfare Programs: American Public Opinion at the End of the Twentieth Century"
Kip Kelly, Edward Sharkey, Northern Arizona University

"Correlates of Welfare Attitudes: Evidence from the National Survey of America's Families"
Kevin Wang, Jeff Capizzano, Urban Institute

Discussant: Edward Freeland, Princeton University

10:00 am – 11:00 am "Box Lunch" Pickup JACARANDA HALL FOYER

10:15 am - 11:45 am Concurrent Sessions SUNDAY

PANEL: GAUGING THE IMPACT OF WELFARE REFORM THROUGH SURVEYS — PALM/ SABAL

Organizer/Chair/Discussant: Charlotte Steeh, Georgia State University

Panelists:

Allen Duffer, Research Triangle Institute, Fritz Scheuren, The Urban Institute, Nancy Bannister, John Kennedy, Indiana University, Dana Rickman, Michael Foster, Georgia State University, Dianne Anderson, Iowa State University

OVERVIEW:
The purpose of this panel is to discuss what can be done to overcome the problems that plague surveys designed to measure the effects of welfare reform on families and children. Ultimately the panel will examine the validity of the survey method for studying low-income populations.

POSTERS: METHODOLOGY II — BANYAN BREEZEWAY

IFDTC/AAPOR Joint Session

"In-Home Evaluation Of An Automated Touch-Tone Telephone System To Administer A Health Questionnaire"
David Mingay, Misha Belkin, Richard Kim, Steve Farrell, Lyn Headley, Priya Khokha, Ethan Sellers, Michael Roizen, University of Chicago

"The Process of Implementing Computer-Based Training for Telephone Interviewers"
Mark Wojcik, Chris Brogan, Mike Dennis, Lorayn Olson, Bonnie Randall, Sofi-Ann Roden, Abt Assoicates

"Conducting Youth Surveys in Low-Income Urban Neighborhoods"
Debra McCallum, John Bolland, Institute for Social Science Research

"Enhancing a CATI Operation with Cell Phones in a Mixed-Mode Data Collection Effort"
Karen Tucker, Battelle Centers for Public Health Research and Evaluation, Pam Wells, Decision Information Services, Inc.

"In the Wake of Tragedy: The Challenges of a Rapid-Turnaround Survey on Injuries to Children in Automobile Crashes"
Edward Freeland, Princeton University, Linda Russell, Response Analysis Corp., Esha Bhatia, Flaura Winston, The Childrens Hospital of Philadelphia, Dennis Durbin, The University of Pennsylvania

"Non-Response among Subsidy Recipients in Puerto Rico"
Francis Mendez Mediavilla, Carlos Toro Vizcarrondo, Jaime Bofill Valdés, University of Puerto Rico

"Respondent Burden and Compliance in a Personal Meter Panel Survey"
Brian Harris-Kojetin, Viola Penn, Janet Long, The Arbitron Company

"What Do Parents Know? An Analysis of Proxy versus Self Reports of Contact with Non-residential Parents"
Jennifer Hess, U.S. Bureau of the Census

"Using Iterative Cognitive Testing to Identify Response Problems on an Establishment Survey of Energy Consumption"
Sylvia Fisher, Westat, Inc., Robert Adler, MECS

PAPERS: INCENTIVES AND RESPONSE/NONRESPONSE — BANYAN/ CITRUS

IFDTC/AAPOR Joint Session

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

"Innovative Strategies for Increasing Active Parental Consent in School-Based Drug Education Research"
Jennifer Hawes-Dawson, Gail Zellman, Sarah Cotton, RAND, Marvin Eisen, Urban Institute

"The Timing of the Incentive Offer and its Effect on Response Rate in a Mail Survey of Local Health Department Directors"
Ashley Bowers, University of North Carolina, Jeremy Morton, Research Triangle Institute, Stephanie Earnshaw, University of North Carolina

"Buy-In or the Installment Plan: The Effect of Amount and Distribution of Incentives on Willingness to Respond to Mixed Mode Surveys"
Neli Esipova, Ben Kadel, Linda Penaloza, Charles Palit, Wisconsin Survey Research Laboratory

"The Effect of Incentives on Cooperation and Refusal Conversion in a Telephone Survey"
Martha Kropf, Julie Scheib, Johnny Blair, University of Maryland

Discussant: Richard Kulka, Research Triangle Institute

PAPERS: INTERVIEWER QUALITY & EFFECTS — GLADES/ JASMINE

IFDTC/AAPOR Joint Session

Chair: Larry Bye, Communication Sciences Group/Survey Methods Group

"Interviewer Effects in Telephone Surveys: The Influence of Black Interviewers on White Respondents"
Gary Henry, Cristina Ling, Georgia State University

"Interviewer-Respondent Interaction Effects: Testing for Respondent Reluctance and Variation in Response to Sensitive Questions"
Hank Jenkins-Smith, Amy Goodin, Carol Silva, University of New Mexico

"Investigating the Effects of Interviewer Expectations on Refusal and Cooperation Rates in A Population Survey"
Dianne Rucinski, Health Research and Policy Center, Richard Warnecke, Ingrid Graf, Vince Parker, University of Illinois

"Retaining Good Interviewers: Characteristics that Affect Interviewer Turnover and Retention in a CAPI Survey"
Andrew Williams, Tamara Cook, Richard Apodaca, Westat, Inc.

Discussant: Cynthia Clark, U.S. Bureau of the Census

PAPERS: SPIRAL OF SILENCE, THIRD-PERSON — SNOWY EGRET

Chair/Discussant: William Griswold, University of Georgia

"The Spiral of Silence and Public Opinion on Affirmative Action: The Case of Washington State's Initiative 200"
Patricia Moy, Keith Stamm, David Domke, University of Washington

"Implications of Comparison Group Size for the Social Distance Corollary in the Third-Person Perception"
David Tewksbury, University of Illinois, Urbana-Champaign

"Third-Person Effects About Body Image among Chinese and American College Students"
Prabu David, Liren Zeng, The Ohio State University

12:00 noon – 2:00 pm **AAPOR Lunch** **ISLAND BALLROOM**

1:00 pm- 5:00 pm **Short Course:** **BANYAN/ CITRUS**

A Brief Introduction to Survey Quality

Instructor: Paul Biemer, Research Triangle Institute

Survey & Research Methodology

For further information on the M.S. program in Survey Research and Methodology, contact:

Dr. Allan L. McCutcheon
Director, Gallup Research Center
University of Nebraska-Lincoln
200 North 11th Street
Lincoln, NE 68588-0241
Phone: (402)458-2035 Fax: (402)477-3983
email: amccutcheon1@unl.edu

Purpose of the program

The Master of Science in Survey Research and Methodology is a non-thesis, two-year program designed to train students to fill the expanding need for professionals in survey research and data analysis. Graduates can expect to find challenging, creative, and well paying positions in media, research, government, business, and the non-profit sector. The underlying philosophy of the Master of Science program in Survey Research and Methodology is reflected in its interdisciplinary curriculum and the combination of theory and practice in instruction.

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ABSTRACTS

FRIDAY, MAY 14, 1999

8:30 am - 10:00 am | **Concurrent Sessions** | **FRIDAY**

FRIDAY
8:30 am - 10:00 am

PANEL: THE SCIENCE AND POLITICS OF CITIZEN SATISFACTION SURVEYS

Thomas Guterbock, University of Virginia, Michael O'Neil, O'Neil Associates, Inc., Patricia Gwartney, University of Oregon, Brian Vargus, Indiana University, Purdue University- Indianapolis, Rob Daves, Star Tribune
When local governments or state agencies seek to measure the satisfaction of their citizens with government services, they often turn to survey experts for help, while they hope for favorable coverage of results in the media. The ensuing relationships are not always easy. This panel will discuss the unusual scientific challenges of accurately measuring citizen satisfaction, as well as the political and organizational challenges that can make for the success or failure of such a project. The panel represents academic researchers and a researcher from the private research sector, all of whom have substantial experience with such studies; another panelist is with a metropolitan newspaper that undertakes its own independent surveys on perceived quality of life. The panel will discuss such issues as how best to measure satisfaction; what to do about the skew of responses toward high satisfaction; how to deal with pseudo-opinion; the relation of satisfaction to overall performance; organizational and political factors that make for a successful citizen survey -- and those that don't; how to help clients bridge the gap between study results and policy decisions; and how governments, scholars, and the media may differ in their treatment of quality of life and service quality issues. Audience participation will be wholeheartedly encouraged.

FRIDAY
8:30 am - 10:00 am

PANEL: COGNITION, AGING, AND CONTEXT EFFECTS IN SURVEY MEASUREMENT

What Survey Researchers Should Know About Cognitive Aging, **Denise Park, Natalie Davidson, University of Michigan**
Human cognitive functioning changes across the life span. This paper provides a tutorial review of cognitive aging research to familiarize survey researchers with key findings in this area. The topics covered include changes in sensory functioning (vision and hearing), speed of processing, working memory performance, and inhibitory function. The applied implications of these changes in basic cognitive processes are addressed in the subsequent papers.

Cognitive Aging and the Emergence of Context Effects: How Age-related Differences in the Response Process Suggest Misleading Conclusions about Cohort Differences, **Norbert Schwarz, University of Michigan**
Recent research demonstrates that older and younger respondents are differentially affected by characteristics of the research instrument. Older respondents (age 65+) are (a) less likely to draw on contextual information in interpreting ambiguous questions, and (b) less likely to show question order effects. Yet, (c) older respondents are more likely to show response order effects, even under conditions where response order effects are not obtained for younger respondents. Each of these differences can be traced to differences in respondents' cognitive resource. Importantly, age-related differences in the emergence of context effects undermine conclusions about cohort differences in actual attitudes or behavior. In our experiments, older respondents reported either more conservative or more liberal attitudes than younger respondents, depending solely on variables like response format or response order.

Rating Scale Use among the Oldest Old: Limited Discrimination between Categories, **Bärbel Knäuper, Beate Seibt, Free University of Berlin, Germany**
Secondary analyses indicate that the oldest old (age 80+) discriminate less between the response categories of rating scales than younger respondents. Data from the NHANES may illustrate this point. In general, respondents' answers to the question "How would you evaluate your health? Would you say it is excellent, very good, good, fair, or poor?" has been found to be a good predictor of future morbidity and length of survival. However, the predictive power of subjective health ratings drops substantially around age 80. Analyses reveal that this is due to a restricted use of the range of response categories. Specifically, the oldest old do not discriminate between the categories "very good," "good," and "fair." As a consequence, the predictive power of health ratings for future morbidity and mortality in very old age is smaller than it is for the "young-old." Similar examples from other topic areas are presented and the implications for surveys of the elderly are discussed.

FRIDAY
8:30 am - 10:00 am

PAPERS: DRUG USE SURVEYS

Deviance Disavowal, Interviewer Role, Social Interactions, and Underreporting in Drug Use Survey, **Zhiwei Zhang, Dean Gerstein, National Opinion Research Center**
Social researches on drug use rely heavily on survey data. However, the vulnerability of self-reports to underreporting bias has continuously been noted as an important limitation in many empirical studies using survey data. Research on the interviewer's role in explaining the deviance disavowal in the form of providing false self-reporting drug use has been lacking. This study proposes an integrated theoretical framework in which three sources are identified as having influences on individuals' false drug use reporting behavior: 1. Respondents' own characteristics are associated with their social tolerance attitude and stigma avoidance behavior, which are correlates of false reporting of drug use; 2. Interviewer's role had conditional effects on the drug use disavowal; 3. The social context where the interviewing processes occur has structural "pull" effect that pulls those members of lower drug use risk groups further away from admitting the true drug use behavior. This framework is examined empirically through the evaluations of the quality of drug use measurement by comparing self-reports with the results of urine testing in a sample of about 15,000 juvenile and adult arrestees from the 1995 Drug Use Forecasting (DUF) system.

***Longitudinal Analysis of Retest Artifact in NLSY Drug Use Reporting*, Michael Fendrich, University of Illinois- Chicago**
We examined three follow-up waves of data in order to estimate the prevalence and explore the correlates of retest artifact (denial) of drug use among NLSY respondents who disclosed lifetime cocaine or marijuana use in 1984. In the cocaine use cohort, 42% denied lifetime cocaine use during at least one follow-up wave. In the marijuana use cohort, about 29% denied lifetime marijuana use during at least one follow-up wave. Longitudinal (mixed model) and cross-sectional logistic regression models were estimated to evaluate the correlates of this phenomenon. Although we hypothesized linear time effects, we found that denial either leveled off (cocaine) or diminished (marijuana) between the second and third follow-up interviews. The most consistent predictors of denial in both longitudinal and cross-sectional models and across substances were race/ethnicity and marital status. Interpretations of findings with respect to time are made in light of recent shifts in drug disclosure norms.

***Survey Methods for Measuring Illegal Drug Injection: What Has Been Learned From National Surveys*, John Anderson, Robin MacGowan, James Carey, Lynda Doll, Centers for Disease Control & Prevention**
Objectives: To compare 6 surveys in terms of interview mode, question wording, and rates of injection drug use obtained; to make recommendations for future surveys. Data: Six national surveys: the 1996 National Household Survey on Drug Abuse, the1995 National Survey of Family Growth, the 1997 Youth Risk Behavior Surveillance System, the 1992 Youth Risk Behavior Surveillance System supplement to the National Health Interview Survey, the 1995 National Survey of Adolescent Males, and the Monitoring the Future survey. Results: All 6 surveys use some form of self-administered questionnaire, ranging from paper-and-pencil self-administered questionnaires to audio computer-assisted self-interviews (audio-CASI) designs. There is wide variation in the questions used by the 6 surveys. Rates of lifetime and recent injection vary considerably among the surveys; 1-2% of respondents reported a history of illegal drug injection. Conclusions: The 6 surveys differed extensively in both mode of interview and in questions asked. Questions should be tested and to ensure accurate reporting. Asking multiple related questions about drug use makes it possible to assess the consistency of responses. The adoption of comparable data collection methods across surveys would be of great benefit in understanding drug injection in the general population.

***The Structure and Correlates of a Debriefing Instrument in a Drug Use Survey*, Joseph Wislar, Michael Fendrich, Timothy Johnson, University of Illinois- Chicago, Seymour Sudman, University of Illinois- Urbana-Champaign**
This study investigated the structure and correlates of a debriefing instrument used in a community drug use survey. The instrument assessed the respondents' own feelings about the survey and the projected feelings of others.
A factor analysis revealed four factors: Projected ease about drug (hard and soft) use disclosure, completing the survey, and personal response ease with the survey. Alphas for subscales constructed from these factors ranged from 0.68 to 0.95. In the present analysis we explored the relationship between these factors and drug use reporting and interview mode (Audio-CASI/CAPI vs. paper-and-pencil). Analyses indicated differences in personal and projected comfort levels between interview condition, hair test outcome, and drug use disclosure status. Self-reported use of any illicit drug was correlated with decreased ease during the interview. Drug use disclosure was positively associated with projected comfort other people would have in answering questions about soft drugs. Participation in the Audio-CASI component of the survey was associated with decreased ease with the interview. These findings suggest that the paper-and-pencil method of data collection may be a more comfortable mode than Audio-CASI in the high-risk, inner-city sample we selected. Drug disclosure may increase respondents' unease about surveys. These findings may partially explain the phenomenon of "recanting" found in longitudinal studies of drug use reporting

***Heroin Addicts: How They Support Their Habit through Crime and What Can Be Done to Help Them*, Gordon Heald, The Opinion Research Business**
ORB interviewed 100 registered heroin addicts. The habit cost them $80,000 a year and 3 out of 4 admitted they committed crime to finance their habit. More than half the addicts admitted that it caused a break-up of their family and a quarter of all female addicts admitted they became prostitutes to finance their habit. Nearly half agreed that they had developed serious health problems and 1 in 3 had ended up living rough on the streets at some stage and 65% of the men have been in prison. Methadone clinics supplying a substitute drug were not the only solution they also wanted increased community support and support within their own family as well as better drug education.

FRIDAY
8:30 am - 10:00 am

PAPERS: MEASUREMENT ERROR I

***Estimating the Frequency of Events from Unnatural Categories*, Frederick Conrad, U.S.Bureau of Labor Statistics, Norman Brown, University of Alberta, Monica Dashen, U.S. Bureau of Labor Statistics**
How many times did you purchase fatty food in the last month? This is a hard question because it asks about a category ("fatty food") to which most people do not ordinarily assign their food purchasing experiences. We explored this problem in two studies. In both, participants were first presented a list of words and then asked how many of those words contained particular properties (How many were shiny? How many were smelly?). In the first study, participants drastically overestimated low frequency properties and underestimated high frequency properties. Concurrent verbal reports indicated that respondents relied on enumeration to generate their estimates, but often retrieved words that lacked the property in question. In the second study, participants were far more successful at monitoring frequency when the individual words were studied in tandem with their properties than when they were not. Decision-time patterns supported the idea that enumeration was effective when words and properties were studied together and ineffective when the words had been studied alone. More generally, these findings suggest that the problem is not properties per se but the mismatch between the way people encode personal events and the categories that researchers use to ask about those events.

***Interpreting Reference Periods*, Nora Cate Schaeffer, Lina Guzman, University of Wisconsin-Madison**
This paper addresses a key issue in writing questions which has gone almost completely unexplored: How do respondents interpret the reference period specified in a survey question? More specifically, this paper explores three issues: 1) the 'elasticity' of respondents' interpretations of the reference period; 2) how different definitions of the reference period contribute to over-reporting or under-reporting; and, 3) the impact of different methods of specifying the reference period. The analyses indicates that there is no effect of question wording (specifying reference period), order, or day of interview on the number of activities that respondents report occurring during the specified time frame. The analyses, however, indicates that there are wording, order and some day of interview effects on the how the long the respondents interprets the reference period to be. Reference periods that had more clearly defined boundaries elicited more accurate interpretations of the reference period.

***Middle Alternatives, Acquiescence, and the Quality of Questionnaire Data,* Colm O'Muircheartaigh, National Opinion Research Center, Jon Krosnick, The Ohio State University, Armin Helic, MORI, London, UK**
Some scholars have suggested that offering a middle alternative on a rating scale is necessary to measure opinions accurately, whereas other scholars have suggested that middle alternatives offer "easy outs" to respondents who want to avoid taking sides on an issue. In this paper, we evaluate these competing hypotheses using data from an experiment conducted in the 1992 Euro-Barometer Survey. Via structural equation modeling of responses to agree/disagree items measuring attitudes toward science and technology, we found that offering a middle alternative reduces the amount of random measurement error in the responses, thereby increasing reliability, while not affecting the validity of attitude measurements. This suggests that middle alternatives should be included in rating scales in order to maximize data quality. We also found evidence of acquiescence response bias in answers to the agree/disagree items; while unrelated to the presence of a middle alternative, this bias was stronger among older, less educated, and female respondents. And controlling for this bias greatly improved the apparent validity of attitude items.

***The Validity of Self-Reported Health Measures among Older Adults,* Nancy Mathiowetz, Joint Program in Survey Methodology**
This paper examines the level of response error among older adults (ages 50 and older) in their reporting of health conditions and health care utilization. The study benefits from validation data to evaluate the accuracy of responses. The magnitude and direction of response error was assessed for several measures: number of outpatient visits, date of the most recent outpatient visit, site of care, type of professional seen during the last visit, characteristics of health insurance, and the reporting of a number of chronic health conditions. The findings suggest that both the magnitude and the direction of response error vary by the age of the respondent, although for many health conditions and information concerning most recent physician visit, there were no significant differences by the age of the respondent. A closer examination of the correlates of response error suggest it is not the respondents' age, per se, but rather the complexity of the behavioral experience that contributes to response error. In addition, the findings suggest that the use of records by the respondent results in eliminating age effects.

FRIDAY **PAPERS: MEDIA & THE PUBLIC**
8:30 am - 10:00 am

***Issue Framing and the Interactive Effect between Press Coverage and Presidential Approval,* Mark Watts, Institute for Public Opinion Research, David Domke, University of Washington, Dhavan Shah, University of Wisconsin- Madison, David Fan, University of Minnesota**
We explore two processes: (1) the impact of favorable and unfavorable coverage of the president on his public approval, and (2) the influence of public support for the president, as measured in the polls, on press coverage of the presidency. We test these potentially reciprocal relationships between public opinion and media coverage over the first six years of the Clinton Administration. We first hypothesize that valence coverage - coverage favorable and unfavorable toward the president - will influence public approval of the president (H1). Furthermore, we hypothesize that the impact media coverage has on presidential approval can be best seen by differentiating issue frames in media coverage – such as the economy and/or scandal from all other presidential valence coverage (H2). For our second hypothesis, we believe that results from public opinion polls influence how the media cover the president (H3). This is done in two ways: first, when polls show increasing or decreasing presidential approval, the president's opinion poll coverage in the media will receive increasing favorable or unfavorable coverage, respectively (H3A); second, when reporters learn of the president's rising or declining support, they will frame all of their other coverage of the president in a more favorable or unfavorable light (H3B).

***The Underwhelmed Citizen: Media Negativity, Collective Experience, and Political Participation,* Paul Martin, University of Wisconsin- Madison**
This paper deals with the causes and consequences of a specific kind of perceived social reality -- summary evaluations of collective experience. Evaluations of collective experience are best described as evaluations of how the country as a whole is doing on issues that fall under the domain of government action, such as the economy, crime, or education. Summary evaluations are basically a count of the number of issues that need work at any given time. Drawing on prior work connecting the mass media with perceptions of social reality and psychological studies of the effects of negative information, this paper hypothesizes and finds that media issue negativity drives summary evaluations of collective experience. By issue negativity, I mean negative coverage of social issues that fall under the realm of government action. When people perceive collective experience as a whole to be worse off, they infer that government will act on more issues. When the perception of government action is combined with individual preferences about outcomes, summary evaluations of collective experience is theoretically translated into policy risk. Policy risk provides motivation that encourages people to participate in politics through voting and campaign activism. In sum, this paper shows how media issue negativity encourages political participation.

FRIDAY **PAPERS: MEDIA & THE PUBLIC**
8:30 am - 10:00 am **(Cont.)**

Journalistic Framing and Voter Cynicism: Blaming the Messenger? **Nicholas Valentino, Thomas Buhr, Matthew Beckmann, University of Michigan**
We have recently witnessed a proliferation of scholarly research and popular commentary criticizing the performance of the news media during political campaigns (Bennett, 1988; Entman, 1989; Fallows, 1997; Jamieson, 1992; Lichter & Noyes 1996; Patterson, 1994; Sabato, 1993; Capella and Jamieson, 1996). The common observation made by these writers is that the press treats election campaigns as "games." Candidates are portrayed as strategic players who position themselves on issues in ways that are politically expedient, but do not reflect a sincere desire to identify and solve important societal problems. Long-term declines in trust, efficacy, and political participation have been attributed to the rise of this "game-schematic" coverage (See esp. Patterson, 1994).
In this study, we further explore the ways in which campaign news coverage affects political trust and efficacy in America. We performed an experiment with 351 adults from the Ann Arbor area in which we exposed randomly assigned groups to coverage of three political campaigns taking place in Michigan and around the nation. We manipulated the degree to which candidates were depicted as "strategic" actors, motivated solely by the desire to be elected. Our design, as well as our measures of political trust and efficacy, allow us to make the most precise causal inferences to date about the impact of "game-schematic" campaign coverage. Contrary to prior expectations, our results indicate that "game-schematic" campaign coverage does not universally increases cynicism and distrust in government. Instead, both the direction and magnitude of effects are moderated by party identification and political involvement. Game-schematic coverage does not increase distrust or inefficacy among Republicans and Independents. Democrats, however, are more sensitive to these frames. Furthermore, the least involved are most affected by cynical frames. These results suggest that the impact of strategic news frames on political trust and efficacy is conditional upon the same individual differences Zaller (1992) and others have discussed.

FRIDAY **PANEL: THE HISTORIC FIRST RANDOM SURVEY IN COMMUNIST**
8:30 am - 10:00 am **NORTH KOREA: PITFALLS AND OPPORTUNITIES**

Judit Katona-Apte, UN World Food Programme, Omawale Omawale, UNICEF, Young Chun, University of Maryland & U.S. Bureau of Labor Statistics, Institute for Strategic Reconciliation
For the first time in its 50-year history, Communist North Korea allowed the international body of survey researchers to conduct a RANDOM survey studying the nutritional status of its 3 million children afflicted by the 4-year-long famine since 1995. The panelists who involved in the study design, analysis, or aid policy recommendations would critically review both survey methodology employed and findings disclosed in this historic survey in North Korea. The findings from the UNICEF=92s multiple indicator study would complement the joint nutritional survey. The 14 survey teams of UN World Food Programme, UNICEF and the European Union measured nutritional status of 1,800 children in 3,600 households during the fall of 1998. The findings indicate that acute malnutrition affected about 16 percent of the 3 million children under 7 years old, and chronic malnutrition inflicted about 62 percent of the same group. The further findings include significant variation of malnutrition by gender, region, and other household characteristics. The panelists will discuss the barriers of conducting a random survey in isolated North Korea with corresponding resolutions. They also will assess prospect of future survey opportunities in North Korea.

FRIDAY **PAPERS: POLITICAL ATTITUDES AND BEHAVIORS**
8:30 am - 10:00 am

Elite Misperceptions of US Public Opinion on Foreign Policy, **Steven Kull, Program on International Policy Attitudes**
This is a summary of a multi-part study that found that members of the US policy community misread the US public's preferences for America's role in the world. In interviews of 83 policy practitioners from Congress, the Executive branch, and the media the dominant view was that, in the wake of the Cold War, the majority of Americans wants the US to disengage from the world, dislikes the United Nations, opposes participation in peacekeeping operations, and is intrinsically opposed to foreign aid. A comprehensive review of polling data, revealed that all of these perceptions were incorrect. In a series of workshops policy practitioners were also invited to propose ideas for poll questions that might reveal the assumed isolationist attitudes. These were incorporated into a new nationwide poll as well as polls of four congressional districts believed to be particularly isolationist. In every case the isolationist effects predicted by policy practitioners failed to materialize. The study also undertook to explain how such a gap between elite perceptions and public attitudes could occur based on policy practitioners' reports of how they gain information on public attitudes and drawing on concepts of pluralistic ignorance, the third person effect and the false uniqueness effect.

Patterns of Allegiance: Substantive Findings from a New National Survey, Peter Furia, Princeton University
Are we living in the "age of nationalism" or the "age of internationalism?" Attention to such questions is increasing, yet with little if any reference to real-world public opinion trends. Benjamin Barber's best-selling Jihad vs. McWorld, for example, posits a basic opposition between "tribalism and globalism." Others oppose patriotism to cosmopolitanism, particularism to universalism, and so forth. Making a preliminary attempt to bring public opinion data to bear on the subject, I present findings from an 86-item national survey on "allegiance." These original findings are discussed in light of related items from existing cross-national surveys. Specifically, I measure the empirical strength and salience of five potential "levels" of allegiance. I refer to these, in ascending order of breadth, as localism, patriotism, civilizationism, internationalism and universalism. I consider each of these "levels" of allegiance across four distinct issue "spheres" -- politics, economics, security and culture -- via specific questions on topics like education and economic purchasing. Employing confirmatory factor analysis and other techniques, I evaluate the following descriptive hypotheses: 1) The empirical domain of allegiance is not essentially binary; 2) Allegiance is significantly differentiated across issue areas. Last but not least, I consider allegiance in relation to several familiar demographic variables.

Who Votes on Social Security and Medicare, and Why It Matters, **John Benson, Robert Blendon, Harvard University, Mollyann Brodie, Drew Altman, Henry J. Kaiser Family Foundation**
Analysis of data from several polls conducted in 1998-99, as well as from the 1996 and 1998 VNS national exit polls, points to a dilemma facing leaders trying to make major reforms in Social Security and Medicare. Americans who decide how to vote based on these two issues are particularly resistant to proposed changes; most who appear willing to support major change do not base their vote on Social Security and Medicare. This paper examines the demographic make-up of those who vote based on Social Security and Medicare, and those voters' attitudes about proposed reforms. Because seniors are the principal group that votes based on these issues, the paper also uses results from several recent polls to examine how the attitudes of seniors on these issues differ from those of other adults. The results are based on several nationwide surveys, including an RDD telephone survey conducted by the Kaiser Family Foundation, the Harvard Opinion Research Program, and Princeton Survey Research Associates, November 4-December 6, 1998, with 1,501 adults nationwide, including 751 self-described voters in the 1998 congressional elections. (Response rate = 52%, calculated by AAPOR's RR3 method, estimating what proportion of cases of unknown eligibility are actually eligible.)

The Role of Education, Income and Residential Selectivity in Constraining Exposure to Cross Cutting Political Views, **Diana Mutz, University of Wisconsin-Madison, Elizabeth Wiebe, Research Triangle Institute**
Contemporary social and political theory is rife with the assumption that exposure to nonlikeminded political views benefits the citizens of a democratic polity. Yet people in the contemporary United States are exposed to relatively little face-to-face political disagreement. Whether as a result of structural trends toward residential balkanization according to shared lifestyles, or as a result of individually motivated selective exposure, encountering dissimilar political views is not the norm when politics is discussed. This pattern puts an obvious damper on the prospects for a vibrant public sphere. As part of a larger project addressing in what contexts and with what consequences people are exposed to political views different from their own, this study examines the role of socio economic variables in conditioning exposure to cross cutting political views. Socio-economic characteristics such as education and income have the potential to do contrasting things for people with respect to the extent of their exposure to dissimilar views. On one hand, schooling can expose people to different people and ideas. On the other hand, education often gives people the resources, such as social status and income, that enable them to have more control over the structure of their environment and thus to restrict their interactions to others who are similar to them. Examples of this kind of result are gated communities, private schools, and even first class seating on airplanes. This study examines the different ways that education, income and residential choice can affect the extent of individuals' exposure to dissimilar political views in a variety of contexts including neighborhoods, voluntary associations and the workplace.

10:15 am - 11:45 am Concurrent Sessions FRIDAY

FRIDAY
10:15 am - 11:45 am

PANEL: CITIZEN SURVEYS: OPPORTUNITIES AND PITFALLS

Customer Satisfaction Surveys: The Dangers of Doing TOO Good A Job, **Danna Moore, John Tarnai, Washington State University**
This paper describes our experiences with designing and conducting customer satisfaction surveys for several different state agencies over the past several years. The research issues addressed by this paper include the following: (1) What are the unique design issues that are confronted by customer satisfaction surveys, and how do these affect the survey process? (2) What happens when the survey results run counter to what was expected, and portray the client agency in a bad light? (3) What do agencies need to do in order to be able to translate survey results into action plans for organizational change? Customer satisfaction surveys are often more difficult to design and implement because there is usually a criterion of satisfaction that is assumed. This may be explicit or implicit, and it may require comparisons over time, against an objective standard, or with a normative group. The results of customer satisfaction surveys are often used as measures of the adequacy of performance of an agency. This aspect can cause problems if there are consequences to the agency if customer satisfaction standards are not met. Another potential problem arises when follow-up surveys are not conducted with same rigor as prior surveys thereby inhibiting the ability to measure changes over time. Finally, agencies sometimes don't know how to turn survey results into action plans for change. This paper presents examples of these and other issues based on experiences with a number of customer satisfaction surveys conducted for state agencies.

Survey Research for Local Governments: Problems and Prospects, **Jon Ebeling, California State University, Chico**
This paper explores a relatively untouched field of public opinion research, surveys conducted at local levels of government in the U.S. Most of the research reported in the press and in the professional journals focuses on surveys that are national or regional in scope. Often such surveys do not use questions that can be directly related to local level policy issues. Since we often see the local level of government as the most accessible of our governments, our attitudes about it should reflect a higher level of participation and presumably more positive feelings. This presentation will focus on the perceptions local government and on policy attitudes.
He will focus his analytical part of the paper on a recent survey which had over 1,000 completed interviews with 65 questions relating to attitudes about local government policies on economic development, taxation, land use planning, and evaluation of public services. In addition, there were extensive questions on local government decision processes. Dr. Ebeling has focused much of his professional career studying the problems of participation in local government, and he concludes that there are great opportunities for doing local level research using high quality procedures on this matter alone, but there are problems too. He will suggest some things that AAPOR might want to consider to encourage improvements in the education and promotion of survey research at the local level of governments in the U.S.

Citizens' Input Into Public Policy Priorities: Iowa's Council on Human Investment Research Initiative, **Mary Losch, Gene Lutz, University of Northern Iowa, Steve Padgitt, Iowa State University**
Beginning in 1995, annual surveys of Iowans have been conducted for the state's Council on Human Investment (CHI) through a collaborative effort of state government and the three state public universities (University of Northern Iowa, The University of Iowa and Iowa State University). The CHI is a council composed of private citizens and representatives of both political parties from the Iowa Senate and House of Representatives, chaired since its inception by the Lieutenant Governor. The CHI works with the Department of Management and all state agencies to promote improved performance management in state government. Each year, different policy areas are made the focus of a survey effort--Strong Families, Workforce Development, and Economic Development in 1995, Healthy Iowans and Strong Communities in 1996, Good Government in 1997, and the Environment in 1998. In future years, these same areas will be revisited to measure and track changes in public views, and other policy areas may be added. In these RDD telephone surveys, respondents are asked to indicate their priorities within subareas of each major policy area. The data are then used by state agencies as well as the Governor and Legislature to set achievable goals and make budget decisions that better coincide with public priorities.

The Role of Survey Research in the Benchmarking Process, **Michael Link, Research Triangle Institute, Robert Oldendick, University of South Carolina**
As more state and local governments and agencies embrace strategic planning as a means of cost control, accountability, and goal achievement, the process of benchmarking has become increasingly important. This article examines the role survey research can play in the benchmarking process. We focus on some of the considerations and controversies involved in this process, including questionnaire design (What types of questions should be included?), population definition (Who should be included and how can these individuals be identified?), sampling procedures (What methods of sampling should be employed to ensure that the data are representative of the population of interest?), data collection methods (Should surveys be conducted via mail, face-to-face, or telephone?), and data analysis (How can the survey data help state and local officials evaluate their service delivery?).

FRIDAY **PANEL: ADAPTING COGNITIVE METHODOLOGY TO ESTABLISHMENT SURVEYS**
10:15 am - 11:45 am

Probing Strategies for Establishment Surveys, **Eleanor Gerber, Theresa DeMaio, U.S. Bureau of the Census**
Cognitive methods must change to adapt to new problems posed by establishment surveys. This paper describes a probing strategy designed for use in a training session carried out for professional staff at the Energy Information Administration (EIA). The form chosen for this training posed many problems common to other establishment surveys, including: balance sheet formats, item headings but no specific questions, complex records/information systems, and separately formatted and highly technical instructions. Response units potentially did not match with record keeping units, and particular items might not be relevant to particular kinds of establishments. These elements required changes in cognitive interviewing strategy. The cognitive interview process was broken down into three basic tasks: 1. Concurrent think-aloud with observation of the use of records and instructions; 2. A separate concurrent interview on the booklet of separately formatted instructions, and 3. The further investigation of the company's record keeping system. Respondents used short-cut response strategies such as relying on previous years' submissions to define for them what lines they were to fill, sometimes without processing the meaning of the items. Because of time limits in the interview, respondents described, rather than performing, certain calculations. This appeared to elicit a normative account of behavior, not including short cuts.

Improving Respondent Selection Procedures in Establishment Surveys: Implications From the Schools and Staffing Survey **(SASS), Benjamin Cohen, Education Statistics Service Institute, Andrew Zukerberg, Kathleen Wise Pugh, U.S. Bureau of the Census**
Complex organizations (e.g. large businesses and universities) serve as a unit of analysis in establishment surveys. Data that feed these units are often individuals who have a unique opportunity to describe phenomena in these establishments. Unlike households where all adults are assumed to have equal knowledge of the household and thus eligible to report for the entire household, the complex structure of establishments often creates situations where only certain members are knowledgeable enough to provide a proxy response for the organization. Identifying and gaining the cooperation of the correct respondents can be very difficult in establishments. To improve the efficiency and validity of establishment surveys, methodological research can determine how principals' or teachers' information is best applied in the attempt to understand schools. Implications from such research aids survey methodologists to more precisely select samples and respondents. Improved respondent selection procedures can enhance data quality and reduce respondent burden. In this paper, we will discuss previous research on respondent selection in establishment surveys and the results from our analysis of cognitive interviews with several public and private school teachers and principals.

Understanding the Questionnaire in Business Surveys, **Diane Willimack, Elizabeth Nichols, Seymour Sudman, U.S. Bureau of the Census**
Exploratory interviews were conducted with data providers in a judgment sample of thirty large multi-unit companies, examining a variety of topics related to their statistical reporting practices. This paper presents findings relating to company reporters' understanding of the questionnaire. Rather than focus on a single questionnaire, we asked respondents to describe their response process for multiple self-administered survey and census report forms used for economic data collection by the Census Bureau. Consistencies were found across these large companies regarding issues such as respondents' interpretation of the reporting unit and selected terminology, use of instructions, questionnaire format and layout, and how these influence response strategies for obtaining requested data. We will discuss the implications of these findings for instrument design, as well as for cognitive research methodology in the establishment setting.

FRIDAY **PANEL: ADAPTING COGNITIVE METHODOLOGY TO ESTABLISHMENT SURVEYS**
10:15 am - 11:45 am **(Cont.)**

Application of a Theoretical Model of Response Burden to Establishment Surveys, **Sylvia Fisher, Westat, Inc., Leda Kydoniefs, U.S. Bureau of Labor Statistics**
Kydoniefs and Fisher (1998) have identified a theoretical model of "response burden" (RB) designed to provide survey developers with a vehicle to evaluate a survey instrument and/or the conditions under which the instrument is to be administered. This theoretical model consists of three tiers that define RB and conceptualize underlying factors subsumed within RB. The authors have applied their model of response burden to Edwards and Cantor's (1997) extensive model of the survey response process associated with collecting survey data from establishments. The conjunction of both models will help define the relationship between RB and problems in data collection from establishments, sources of response errors associated with establishment surveys, and establishment survey non-response. A brief instrument will be provided to participants to identify aspects of RB applicable to establishment survey administration. This instrument will allow potential sources of non-response to be identified so the researcher can take action to: 1) ameliorate the effects of response burden; 2) reduce establishment non-response at both the unit- and item-level; and, 3) improve data quality from establishment surveys.

FRIDAY **PAPERS: COVERAGE & FRAME ISSUES**
10:15 am - 11:45 am

Using a Dual Frame Design to Increase Response Rates: Results of Two Experiments, **Jennifer Parsons, Linda Owens, Amy DeGrush, Timothy Johnson, University of Illinois-Chicago**
Dual frame sample designs have been proposed as a means of increasing response in RDD surveys. An RDD sample is generated, and through a reverse directory, addresses are generated for all listed numbers so that letters can be sent in advance of the initial call request. In this paper we present the results of two experiments with a dual frame design in separate RDD surveys. In the first experiment, approximately 40% of the RDD sample generated to obtain 650 completes was listed and were sent letters; one-half of the respondents in the listed stratum were sent a $1 bill as a token of appreciation. The response rate in the listed stratum was 10% greater than the response rate in the RDD stratum; the $1 bill had no effect within the listed stratum. In the second experiment, we again adopted a dual-frame design but only one-half of those with addresses were sent advance letters in order to assess whether it is the advance letter or merely characteristics of listed households that explains the higher response rate. Data from the two experiments will be presented, and a final assessment on the value of an advance letter in RDD surveys will be evaluated.

How Important Are Random Samples? Some Surprising New Evidence, **Robert Putnam, Harvard University, Steven Yonish, University of Wisconsin-Madison**
It is an article of faith among social scientists that, to ensure the validity of survey results, one should use random sampling methods to identify respondents. Indeed, the entire edifice of data analysis (significance levels, and so forth) is built on the assumption of randomness in sampling. But have we overstated the importance of random sampling and underestimated the value of survey results achieved by other means? A newly available archive of "mail panel" surveys allows us to examine these questions. While mail panel surveys - which are frequently used by commercial polling firms - use random sampling at some stages of the selection process, at the first stage, participants are essentially self-selected. We compared the results of several public-opinion questions contained in our data archive with the results achieved on similarly worded questions asked by other survey organizations using random-sampling techniques. These tests found high (and sometimes near-perfect) agreement between our results and theirs in three crucial regards: the distribution of responses on comparable questions, the trends in the variables over time, and the demographic correlates of the answers given. We conclude that, if accompanied by careful diagnostics of this sort, commercial "mail panel" data sets represent a vast and important new source of information for social scientists.

Reviewing Changes in Telephone Survey Sample Yields - A Case Study Spanning 1990 through 1998, **Michael Wilson, Westat, Inc.**
This paper documents changes in sample yields for an annual telephone survey over a nine-year period from 1990 through 1998. The survey is administered to youth between the ages of 16 and 24 years of age. In 1990, a sample of 126,786 telephone numbers were generated that yielded a total of 9,797 completed interviews. In general terms, the sample yield was one completed interview per 12.9 sample numbers. In 1998, 277,000 numbers were generated to yield a total of 10,257 interviews. The yield for this sample was of one completed interview for every 27 numbers sampled. Between 1990 and 1998, the sample size required to complete approximately 10,000 telephone interviews doubled. This dramatic change in sample sizes required to complete approximately the same number of interviews occurred, as the cooperation rate for the interview was higher in 1998 than in 1990. This paper documents the sources of sample size inflation for a single survey over a nine-year period and focuses on, among other factors, the sizable increase in the incidence of "unresolved" telephone numbers in RDD samples.

Survey Coverage: Telephone and Non-telephone Households in Puerto Rico, **Dan Ames, Beth Webb, Bob Patchen, The Arbitron Company**
Coverage in general population telephone surveys is not usually an issue in the continental U.S. due to the high telephone penetration rate, estimated by the Census Bureau to be 94.1% in 1998. In other areas of the world, penetration rates may be considered too low to provide an un-biased sample frame. In Puerto Rico, the telephone penetration rate was recently estimated to be 76.0%, based on data from the Puerto Rico Telephone Company. To address the bias potential of excluding non-telephone households, Arbitron designed a study to evaluate survey results when non-telephone households were included in a survey with telephone households. This survey, conducted in the fall of 1998, utilized in-person placement of diaries with mail return. Analysis of listening results compared data from the telephone households in the test to data from the combined sample of telephone and non-telephone households. Similar radio listening levels and patterns of listening were found for the telephone only sample and the combined phone/non-phone sample. The addition of non-telephone households did not appear to substantially affect the radio listening results of our survey. However, a lower overall diary return rate caused the survey response rate to be much lower than the rate obtained in telephone placement/mail return surveys in Puerto Rico.

FRIDAY **PAPERS: ITEM NONRESPONSE ISSUES**
10:15 am - 11:45 am

***Non Response in Agriculture Establishment Surveys: Describing, Evaluating and Implications for Data Collection and Non Response Adjustment*, Jaki Stanley-McCarthy, Daniel Beckler, USDA National Agricultural Statistics Service**
Voluntary sample surveys conducted by the USDA's National Agricultural Statistics Service (NASS) typically use a sample of operations selected from a list frame of known agricultural operations. This allows access to respondent information from previous survey contacts. NASS can also monitor the number of NASS contacts made with an operation over time. NASS also has access to the Agricultural Census which carries mandatory reporting authority, includes ALL U.S. agricultural operations and collects a wide range of data. This wide range of survey and census information allows for comparisons of respondents and non-respondents in particular sample surveys. The annual June Agricultural Survey conducted by NASS collects crop acreage, livestock and grain inventory information from a stratified sample of agricultural operators. This paper uses 1997 Census of Agriculture data to compare respondents and non-respondents to South Dakota's 1998 June Agricultural Survey. These groups were compared on size, type of operation, amount of federal dollars received, demographic characteristics and other information. Also compared were the number of NASS surveys they had been contacted for in the past several years and the amount of time between such contacts. Results of these comparisons and their implications for data collection strategies, and non-response bias will be discussed.

***Respondent-Generated Interval Estimation to Reduce Item-Nonresponse*, S. James Press, University of California, Judith Tanur, State University of New York-Stony Brook**
Press (1999) proposed a method of questioning in surveys expected to increase the accuracy of quantitative data recalled. A respondent is requested to supply not only a point assessment of a quantity, but also an interval assessing the smallest and largest values the quantity could possibly be. Point and interval estimates of the population mean are generated based on these assessments are quite accurate (Press and Tanur 1999). Quite a few respondents supplied intervals, but seemed insufficiently sure of the value of the quantity to answer the direct questions. Perhaps these respondents would have skipped the question had they not been permitted to offer an interval. If that is the case, we find savings in item non-response achieved by offering intervals. In cases with verification data, we examine the accuracy achieved by using the average midpoint of the respondent-generated intervals to estimate the quantity of interest. We also find that the interval formed by the averages of the endpoints of the respondent-generated intervals covers the true values of the quantities being estimated for all cases we can examine. Perhaps asking for an interval instead of asking a direct question will reduce item non-response without sacrifice of accuracy.

***Weighting and Imputation of Missing Data - A Quantum Leap in the Dark?*, Rossi Hassad, Louis Harris & Associates, Berne University**
The Internet is fast becoming a popular medium for conducting public opinion surveys on critical issues, the results of which continue to significantly influence public policy. Unit and item nonresponse biases associated with internet surveys can severely limit the external validity of the data. Compensatory and corrective measures such as weighting and imputation of missing data are sometimes misused in attempts to make inferences about the population, within an acceptable margin of error. The application of weighting and imputation techniques in a research culture that at times, places greater emphasis on quantity of data at the expense of quality, is at the minimum, risky. Researchers have tremendous control over the quality of their data, and should exhaust all appropriate mechanisms to ensure that the optimum quality is achieved. This paper will address weaknesses in the design and administration of questionnaires that can exacerbate errors following the application of weighting and imputation techniques.

FRIDAY **PAPERS: INTERNATIONAL SURVEYS**
10:15 am - 11:45 am

***Conducting a Social Policy Experiment in an International Setting: Research Design and Implementation Issues*, Linda Young, Community Systems Research Institute, Inc., Knowlton Johnson, Spalding University, Community Systems Research Institute, Inc., Denise Bryant, Community Systems Research Institute, Inc.**
As social policy issues increasing cross international borders, researchers must confront additional and less familiar challenges in designing and evaluating social programs, training and technical assistance initiatives in other countries. This paper examines inherent challenges for U.S.-based researchers in conducting a social policy experiment in another country, specifically Peru. We also present lessons learned during the implementation process that have implications for similar studies. Using the social policy experiment in Peru as a case study, the paper presents relevant research design and implementation experiences that focus on four central issues: (1) establishing and nurturing relationships and partnerships with key actors in the host country, (2) developing and translating research instruments, (3) implementing a true experimental design with repeated measures, and (4) ethical considerations for conducting research within the social, economic and political reality of the host country.

***National Pride in Cross-National Perspective*, Tom Smith, National Opinion Research Center**
This paper utilizes data from two national pride scales that were fielded in 23 countries as part of the 1995 International Social Survey Program's Study of National Identity. National pride in general tends to be greater in countries that are a) economically prosperous, b) stable democracies, and c) without war guilt from World War II. Domain-specific pride in such areas as the military, economics, sports, and global influence closely correspond to objective measures of success in each area. At the person level national pride is greater among members of older cohorts and the dominant nationality/racial groups, but does not vary by gender.

Contemporary Japanese Opinions: Selected Findings, **Nicolaos Synodinos, University of Hawaii, Yutaka Ujiie, Shin Joho Center**
Since 1973, Shin Joho Center conducts an omnibus survey approximately two to three times per year. In addition to the client-questions, this survey usually asks about opinions on socioeconomic and political issues. This nationwide survey has been conducted (with one exception) as a personal interview with Japanese nationals randomly selected from the "Basic Residents Lists." The sample size has ranged from 1,011 to 1,770 completed interviews. The surveys have on average about 50 questions including some basic demographics. Most of these surveys include questions about political party support, degree of support for the cabinet, and other political issues. Some questions are rotated periodically but most deal with matters of interest at the time the study is conducted. This paper presents selected recent results about the hopes and fears of the Japanese, their views about Japan and other countries, their degree of satisfaction with various aspects of their lives, their level of trust of various professionals, and their views of public opinion surveys. Whenever possible, comparisons with earlier surveys will be made and will be related to changes in Japanese society. These findings can provide a better understanding of the Japanese and their opinions about various important issues.

FRIDAY **PAPERS: THE CLINTONS**
10:15 am - 11:45 am

Hillary Rodham Clinton as First Lady: The People's Perspective, **Barbara Burrell, University of Wisconsin**
This paper examines Hillary Rodham Clinton's relationship with the public in the first six years of the Clinton administration. Its purpose is to consider the first lady more generally as an overt policy adviser to the president. The data used to examine this relationship are public opinion polls of people's impressions of her between 1993 and 1998. It tests a number of empirical hypotheses regarding support and opposition to her and her activities and compares connections to impressions of the president. What have been the trends in support and opposition to Hillary and to what extent have men and women diverged in their responses to her first ladyship? Do people distinguish between the first lady and the president in their assessments? Hillary Rodham Clinton has gone from being a popular first lady with public support for her taking on a more substantive policy role in her husband's administration than other first ladies to being seen as a liability in the Clinton presidency to being a dramatic force in the closing years of his term in office. Understanding that passage gives us insights into presidential politics and to gender roles in American society.

The Perplexing Case of Public Opinion about the Clinton Scandal, **Scott Keeter, Department of Public and International Affairs**
If the ability to predict is one measure of a mature science, public opinion research must contemplate with considerable humility its failure to anticipate the U.S. public's reaction to the Clinton-Lewinsky scandal, especially insofar as approval of President Clinton's job performance is concerned. Few, if any, analysts correctly forecast that the public's approval of Clinton's job performance would actually increase as the scandal unfolded. Moreover, predictions that public approval would erode as the "truth" about the president's behavior emerged were proven false. This paper reviews the media discourse about public opinion during the scandal, describing how the public's reaction was interpreted by pundits, journalists, and pollsters, and what predictions were made about public opinion. Following the president's State of the Union address, polls showed an increase in public approval. Paradoxically, approval of other political figures that were not involved in the scandal, or even still in office, had also increased, relative to their pre-scandal levels. The paper examines this paradox, and also critically evaluates the several post hoc explanations that have been offered for why expectations were so wrong, relying upon a variety of published polls and a reanalysis of several national surveys conducted by the Pew Research Center for the People and the Press.

Presidential Job Approval: Bill Clinton's High Ratings in the Midst of Crisis, 1998, **Frank Newport, Alec Gallup, The Gallup Organization**
President Bill Clinton's average job approval rating in 1998 was the highest of any of the six years of his administration, and with the exception of George Bush, the highest of any president for any year since Lyndon Johnson in 1965. These high ratings of the President's performance in office persisted and in some instances increased despite the Lewinsky scandal which culminated in Clinton's becoming the second president in United States history to be impeached by the House of Representatives. This discontinuity between the public's positive assessment of Clinton's job performance and the decision of the members of the House to recommend that he be removed from office led some observers to question the adequacy of the classic job approval rating as a summary measure of a sitting president. This paper reviews the history of the presidential job approval rating, which was first used in the mid-1930s by Gallup, with an emphasis on its original intended purpose and how it has been used through the years. Second, the paper reviews the specifics of Clinton's 1998 job approval ratings, based on over 40 Gallup surveys. This review includes an analysis of job approval trends, how the rating changed - and did not change -- in relationship to real world events, an analysis of Clinton's job approval by population subgroup, and a comparison of his ratings to those of previous occupants of the White House. Third, the paper examines explanations for the seemingly paradoxical pattern of high job approval ratings in the middle of one of the most widely publicized controversies in the history of the Presidency.

FRIDAY
PANEL: THE CONSISTENCY AND CORRELATES OF CONTEXT

1:45 pm – 3:15 pm
EFFECTS FOUND IN REPEATED GALLUP POLL EXPERIMENTS

OVERVIEW:
This panel consists of four papers, each analyzing either question order or response order experiments conducted by the Gallup Poll in the period of 1995-1998. The advantage of this series of experiments is that many of the experiments were repeated several times, thus allowing not only an analysis of the initial effects, but of the consistency of the effects over several replications.

Response Order Effects in Telephone Interviews: The Impact of Respondent Ability, Motivation, Task Difficulty, and Linguistic Structure, **Allyson Holbrook, Jon Krosnick, The Ohio State University**
Satisficing theory suggests that respondents may sometimes choose the first satisfactory response alternative they consider, rather than carefully considering all the response alternatives. When questions are presented orally, respondents typically cannot start thinking about the response alternatives until all have been read, so they more fully process response alternatives read last. As a result, recency effects have been observed in nearly all past studies involving oral presentation. In theory, respondents are most likely to satisfice when they are unable and/or unmotivated to think carefully about a question and when the question is difficult to answer. We tested these predictions in a meta-analysis of 212 response order experiments, each involving two response options. These experiments were done in national telephone surveys conducted by the Gallup Organization between 1995 and 1998. In each experiment, respondents were randomly assigned to be asked a question with the response alternatives presented in either one order or the reverse order. As predicted, the vast majority (80%) of these experiments revealed differences in the direction of recency effects. Forty-four percent of these differences were statistically significant. Of the significant effects, 95% were in the direction of recency, and only 5% were in the direction of primacy (fewer than would be expected by chance alone with $p<.05$). For the 170 experiments that revealed differences in the direction of recency effects, an average of 7% more respondents choose a response alternative when it was offered last than when it was offered first.

Why Should Response Order Make Such A Difference? **Roger Tourangeau, Darby Miller Steiger, The Gallup Organization**
There have been many demonstrations of the effect of the order of the response categories on the proportion of respondents who select each one. We conducted an experiment to examine the cognitive basis of these effects. One line of explanation for response order effects involves a combination of fuzziness in the underlying attitudes and a loose decision rule for selecting an answer. Respondents may find more than one viewpoint on an issue acceptable and select the first option they consider that is more or less consistent with their fuzzy underlying views. We carried out an experiment that tested whether encouraging respondents to consider each option would effect the magnitude of the response order effect. We told some respondents that the question was particularly important and asked them to consider each option carefully. The remaining respondents did not get this introduction. We found a primacy for the question we tested; this effect was diminished when the introduction encouraged more careful processing. This finding is consistent with the hypothesis that respondents can change the criterion they use in selecting an answer.

Response-Order Effects and Question-Order Effects: Is There Any Relationship between Them? **George Bishop, University of Cincinnati**
Just about all of the previous research on response-order effects and question-order effects in the literature treats these effects as if they represent qualitatively different phenomena, requiring separate theoretical explanations (see Schuman and Presser for one of the original formulations of this position). Schwarz and his associates, for example, have developed rather different cognitive models to explain question context effects (the inclusion-exclusion model) and response-order effects (the cognitive elaboration model). Secondary analysis of a large number of recent experiments on each of these response effects by the Gallup Organization, however, suggests that in many instances response-order effects, particularly recency effects, may be better understood theoretically as a special case of context effects in public opinion surveys. The author argues that it is indeed more parsimonious to treat them as such and suggests some further primary experiments to test out the implications of this alternative conceptualization.

Question Order Rotation in Telephone Interviews: The Consistency of Contrast and Assimilation Effects, **David Moore, The Gallup Organization**
This paper examines 48 question order experiments, each involving two items (including several replications of some of the experiments), in order to examine 1) how consistent are the contrast and assimilation effects when the same items are involved, 2) what types of items produce the contrast or assimilation effects, and 3) what types of respondents are most likely to be affected by the order in which the items are presented. These experiments were undertaken in national telephone surveys conducted by the Gallup Organization between 1995 and 1998. The "inclusion-exclusion" model developed by some researchers suggests that contrast effects occur when the items are seen as exclusive of each other, or even competing with each other; while assimilation/consistency/carryover effects occur when the items are seen as inclusive -- as part of a team or group that suggests they are in some sense similar. The difficult task, however, is determining a priori whether item sets will be viewed by respondents as "inclusive" or "exclusive." This paper focuses on the types of items (pairs) that are seen as inclusive or exclusive, when and how consistently the contrast and assimilation effects occur, and what types of respondents are most likely to be affected.

***Evaluation of Work First New Jersey/TANF*, Rachel Hickson, Leonard Feldman, NJ Department of Human Services**
Work First New Jersey/TANF Evaluation: This formative evaluation will provide frequent and pertinent feedback as to whether WFNJ is accomplishing its goals of moving recipients to work and self-sufficiency. The study has three inter-related components: 1) Measuring how parents and children fare over five years. Tracking 2,000 recipients (including a sub-sample of 80 recipients for in-depth interviews) over five years to understand their experiences during and after their participation in WFNJ so as to collect reliable outcome information. 2) Measuring the fidelity of the program to policy by welfare and employment services agencies. Studying the operation of WFNJ at the state and local level in order to understand implementation issues, and to develop performance indicators to help guide local and state administrators in improving operations. Measuring the interaction of the program with the communities in which recipients live. Collecting information from citizens, employers, community-based agencies and other key informants about the effects of WFNJ on three communities as well as the community's affect on recipient outcomes

***The New and Old Media: Does the Internet Displace Traditional Media?* Mee-Eun Kang, Cleveland State University**
This study investigates whether the Internet users and non-users differ in amount of newspapers/magazines read, television news viewed, etc. Various media outlets will be studied to provide a more specific and precise answer to the question regarding the relationship between traditional media use and the Internet use. This study is based on a national telephone survey conducted by the Gallup organization in 1998, comparing the relationship between traditional media use and the Internet use. The questionnaires include detailed questions on media use, such as exposure to newspapers (local vs. national), nightly/morning network news programs, CNN, cable news other than CNN, C-Span, Public television news, National Public Radio, radio talk shows, TV talk shows, News on the computer, etc. This study examines a trend by comparing Internet users and non-users in terms of various media use.

***A Model of VLT Voter Preference in the 1998 Calgary Municipal Election*, Mark Pickup, The University of Calgary**
Attitudes towards state sponsored gambling and factors that impact these attitudes are examined through the analysis of a plebiscite regarding Video Lottery Terminals (VLTs) in Alberta. Held in October 1998, in conjunction with province-wide municipal elections, the question asked if the municipal government should request that the provincial government remove VLTs from that municipality. Using survey data, a voting preference model is developed, providing an understanding of the factors involved in the decision to ban or not ban VLTs. These include demographic factors, experiential factors and attitudinal factors. Principle component analysis is used to identify attitudes and both linear and logistic regression is used to explore the relationship of these factors to each other and to VLT voting preference. Recent scholarship regarding attitudinal models of behaviour is incorporated and concepts that parallel contemporary theories of economic voting are advanced and tested. The attitudes found to have a direct impact on VLT voting preference are those towards the social impact of VLTs, the financial impact of VLTs and the role of government with respect to gambling. The nature of the indirect effects of the factors political party affiliation, knowing a problem gambler, having played VLTs, income, age, education, marital status and religious practice are determined. The study also confirms that perceptions of the societal impact of VLTs are superior to personal experiences with VLTs, as predictors of voting behaviour.

***A Pilot Study on Secondary-Higher Education Foreign Language Articulation: The Students' Perspective*, Christopher Barnes, Courtney Gosselin, University of Connecticut**
Articulation is the sequencing of educational levels so that the transition from one level to the next appears "seamless" and students are adequately prepared for the next level of instruction. While articulation problems occur between all levels of instruction and across disciplines, the problem has been especially acute in the field of foreign language. To date, articulation has been studied primarily through discussions and surveys of administrators and teachers. This groundbreaking survey begins to examine the problem of articulation among those most effected by poor articulation-the students. This study measured how well prepared students were to perform the essential language skills of speaking, reading, listening and writing, at the university level; how well the university program meets their needs; and the educational demographics pertaining to reasons for studying a foreign language. The first was a population study of University of Connecticut students from a Connecticut school district accepted to be have a well-articulated and highly successful foreign language program. The second was a random sample of University of Connecticut students with high school foreign language experience.

***A Review and Integration of Social Reality Perception Research from Public Opinion, Communication, Sociology, and Psychology*, William Eveland, Jr., University of California-Santa Barbara**
It is important that members of the public hold accurate perceptions about others in the world around them because these perceptions often serve as the foundation of decisions about public behavior and policy. However, research has frequently uncovered systematic errors in perceptions of social reality. These misperceptions may be broadly grouped under the study of "pluralistic ignorance" which has been defined as "false social knowledge of other people" (O'Gorman, 1986). Research on pluralistic ignorance as defined here has been conducted in many fields under the rubric of the false consensus effect, the false idiosyncrasy effect, social projection, disowning projection, the third-person effect, and the persuasive press inference. The spiral of silence model incorporates research on (mis)perceptions of public opinion, and their causes and implications. Cultivation theory is concerned with the role of television in generating misperceptions of social reality more generally. On the surface these theories focus on different aspects of perceptions of social reality. However, I argue in this paper that they are all related and that research in this area can benefit from synthesis and integration. Thus, this paper examines each approach along three dimensions: the phenomenon being misperceived, the reasons for misperceptions, and the social consequences of such misperceptions.

***Army Officer Elites' Views on 21st Century Armed Forces and Society Issues,* Lowndes Stephens, University of South Carolina**
The Secretary of Defense has proposed sweeping changes in our armed forces. The results of this study represent perhaps the largest database of how elite Army officers view the challenges facing our ground forces in the next millenium. The paper identifies the most relevant issues facing the US Army in the 21st Century. The dataset is based on a 1995 study for the Army's Command and General Staff College conducted by the author. The random probability samples include completed mail questionnaires from 220 field grade officers on active duty (28% response rate from official distribution population wave); 233 subscribers to the Army's professional journal (30% response rate); and 126 general officers (27% response rate). The net sentiment regarding issues of most relevance to the Army in the next century is that these subject areas are key: Future ARMY; Joint and Combined Operations; Force Projection; Leadership; Operations other than war; Information Operations; Technology; Art of Command; Battle Space and Battle Command; and National Strategy.

***Candidate Images and Vote Intentions in the 1998 Presidential Elections in the Philippines,* Jose Gaztambide, Pedro Laylo, Jr., University of Connecticut-Storrs, Carijane Dayag-Laylo, Social Weather Stations, Quezon City, Philippines**
Strong families and charismatic leaders have controlled political power in the Philippines for a long time and studies of electoral behavior there have focused on linguistic and ethnic considerations, regionalism, locale, and demographic variables to explain the vote. As the Philippine political system attempts to consolidate its democratic institutions, alternative explanations for the vote have to be developed that take into account other factors. This paper considers the role of candidate images and the voter's use of the media to obtain political news as predictors of vote intentions, and compares it to previous explanations. We hypothesize that candidate image will be the strongest predictor of the vote, even controlling for demographics, geographical location, and locale (residing in urban/rural environment). We also consider the role of the mass media in the way Filipinos vote for President. To test our hypotheses, data from a face-to-face national survey of 3,300 Filipino voters, obtained three weeks before the 1998 presidential election, is used. The results of logistic regression analysis performed to predict the vote for each of the two principal candidates, De Venecia and Estrada, support our hypotheses. In all the analyses, the candidates' image was the main predictor of the vote for both candidates. The only significant media variable was newspaper reading and that was only for Estrada.

***Contextualizing Framing Analysis,* Weiwu Zhang, Hua-Hsin Wan, University of Wisconsin – Madison**
The transfer of Hong Kong to China provides a unique setting for investigating the framing approach in a cross-cultural, and comparative context. Past framing research was predominantly conducted at the micro-individual level. This study attempts to provide a macro-twist to the framing approach, especially where frames come from in the first place. Guided by theories of contextual effects, the present study examines how the broader international environment and the intriguing three-way interrelationships among mainland China, Taiwan, and the United States provide the parameters of media framing of the Hong Kong transfer. Content analyses of the news releases from China's *Xinhua News Agency*, Taiwan's *China Times* (in Chinese), and America's *New York Times* showed substantial support for the hypotheses that *Xinhua News Agency* predominantly frames this issue as the elimination of a century and half of national humiliation; Taiwan's *China Times* mainly frames this issue as "takeover" with the hostile implication -- "will Taiwan become the next target of mainland China?"; and the *New York Times* primarily covers this event from the angle of Sino-American relationship and civil liberties. The implications of this study for future framing research are discussed.

***Information Interests, Needs and Seeking Behaviors of Low Income People and Their Loneliness,* Mei Lu, University of Michigan**
This study was conducted in conjunction with non-profit organization Focus: HOPE's efforts to provide computer and Internet access to Focus: HOPE food program recipients and their children. The main purpose of the study is to identify categories of information that can be interesting and useful to the recipients, and determine if they have motivations to use the Internet. This study also measures people's feelings of loneliness and tries to identify the relationship between their feelings of loneliness and their information interests, needs and seeking behaviors. A questionnaire survey was conducted with 226 recipients at one of Focus: HOPE's food stations. The survey result indicates that this group of people is highly interested in information, even though they do not seem to need information very frequently to solve real life problems. The majority of them showed that they frequently used various sources to seek information, and agreed that they needed more access to information. This group of people does not feel very lonely. Their overall levels of interests in information and needs of information are both positively correlated with their feelings of loneliness. There is no significant relationship between their loneliness and the frequency of using various sources to seek information.

***Public Opinion About Values: The Intersection Of Ideology And News Media Use,* Renee Botta, Sidney Kraus, Cleveland State University**
Through the framework of social cognitive theory, this paper examines how ideology and news media use predict beliefs about the importance of values to being successful in the United States. A national random phone survey of 326 people was conducted during the last two weeks of October 1998. Respondents were asked about their media use and their rating of importance on 26 values, which were factored into seven sets of values: traditional values, tolerance and equality, individualism, enjoying and pursuing wealth, political discussion and participation, living an exciting life and consequences for actions. After controlling for demographics and ideology, print and televised news media on their own do not appear to be adequate predictors of the respondents ratings of the importance of these values to being successful in the United States. The only significant main effect of news media was that the more days a week they read a newspaper, the more important they believe political discussion and participation is to being successful in the United States. As an interaction with ideology, news media predicted two of the seven value factors: political participation and discussion, and consequences for actions. The authors discuss the results in light of the political climate during the election and poling season in which this study was conducted.

Is Anybody Doing the Housework? Long-Term Trends in Attitudes, Estimates and Behavior Concerning American's Least Favorite Activity, **Suzanne Bianchi, Melissa Milkie, Liana Sayer, University of Maryland**
Housework has been the topic of considerable public debate, particularly in the context of a "second shift" unfairly imposed on women. In this analysis, we review data from national surveys over the last 30 years that show: 1) Clear and consistent cross-decade declines in the housework times of women since 1965 that hold across demographic groups, as reported in time diaries. 2) Clear increases in the diary housework times of men, with some slack off since 1985. 3) Little difference in the ratio of female-to-male housework times for both married and vs. unmarried respondents. 4) Increasingly divergent misestimates of the time spent in housework vis-a-vis the diary -- by both men and women. 5) Little change in the satisfaction levels with the cleanliness of their own homes (but not others' homes). 6) Increased expressions of dissatisfaction about the household division of labor among married women. These results are discussed in the context of other trend data from a Sloan Foundation study on the square footage of American households, the availability of outside household help, interviewer ratings of household cleanliness and other troubling and distasteful issues.

The 1948 Election Prediction Failure and the Spiral of Silence, **Daniel McDonald, Carroll Glynn, The Ohio State University**
Fifty years after the 1948 presidential election, the failure of all the major national polls to predict the election winner remains an issue (AP, 1998). The present study seeks to determine how well the Spiral of Silence (Noelle-Neumann, 1984), rather than polling error, serves as an explanation for the famous error of 1948. Noelle-Neumann's (1984) theory of the spiral of silence, which had not been developed at the time, includes most of the political/social explanations offered by Mosteller, et al. (1948) as tenets of the theory. We examine potential explanations previously offered for the prediction failure, and test hypotheses concerning what we would expect from public opinion data if the spiral of silence provides the most likely explanation for the misprediction. The study incorporates original analyses of data from the 1948 Elmira Community Study and the 1940 Erie County Study to develop profiles of the hardcore and non-hardcore. We then incorporate analyses of the National Opinion Research Center 1948 National Election Study and the University of Michigan Survey Research Center 1948 American National Election Study. Additional time points are included from cross-sectional polls conducted by Crossley, Roper, and the AIPO during the 1948 presidential campaign.

FRIDAY **PAPERS: CENSUS I**
1:45 pm – 3:15 pm

Building a Surrogate for Predicting Census Participation, **Susan Baron, Darlene Billia, Young & Rubicam, Inc.**
For the first time, the Census Bureau has contracted with an advertising agency, Young & Rubicam, Inc. (Y&R) to develop paid advertising for Census 2000. This advertising must reach and motivate both those less likely to respond to Census 2000 and those more likely to respond. Therefore, it is important to be able to segment the market based on the likelihood of returning a census form. Y&R hypothesized that surrogates could be used to predict census participation. Using data from a large syndicated market research study conducted by Simmons Research, Inc. we developed a model termed the Likelihood Spectrum™. It uses the number of community activities individuals are involved with to predict their likelihood of completing a census form. This model classifies those involved in the fewest activities as least likely to participated in the census, those involved in the most activities as most likely to participate, and those in the middle as undecided/passive. Profiles of these segments were then used to develop advertising and media plans for Census 2000. In analyzing the results of an evaluation survey conducted after the Census Bureau's Dress Rehearsal, it was confirmed that there is a direct relationship between the degree of community participation and the likelihood of completing a census form.

Activity Participation and Census Bureau Undercounts, **John Robinson, University of Maryland**
The U.S. Census Bureau produces figures that are usually treated as the standard against which other national survey estimates are judged for accuracy and validity. Most academic and commercial surveys adjust their estimates to correspond with Census Bureau figures. In the present analysis, Census Bureau estimates of national levels of participation in various activities are compared with similar estimates from established survey organizations like NORC, Westat, and the University of Maryland Survey Research Center. Particular attention is given to data on several leisure activity and attitude questions asked in the 1997 Survey of Public Participation in the Arts (SPPA97) in which more than 12,000 respondents were interviewed -- as in three earlier surveys conducted by the Census Bureau. Results indicate that consistently and significantly lower estimates of public participation in these activities are reported by respondents in Census Bureau surveys. These differences cannot be explained by several methodological factors, such as response rate levels, question context effects, survey context/purpose or design effects. A similar pattern of lower estimates appears for other activities measured in Census Bureau studies, such as adult education and political behavior. Several potential explanations for this pattern of underreporting are explored, as are the practical difficulties of resolving these discrepancies.

Reported Exposure to Paid Advertising and Likelihood of Returning a Census Form, **Nancy Bates, Sara Buckley, US Census Bureau**
Census 2000 will include a paid advertising campaign as part of the marketing and promotional strategy. To evaluate the effectiveness of the Census 2000 Dress Rehearsal advertising campaign, the Bureau conducted two waves of random digit dial telephone surveys. The surveys included questions about media use, awareness of the Dress Rehearsal, recall of advertising, and census form receipt and mailback behavior. The first survey occurred prior to the advertising implementation. The second survey began after the Census form was mailed and the ad campaign was winding down. Our analysis uncovered evidence that the advertising penetrated targeted subgroups. Certain minority groups in both sites reported significantly higher levels of exposure to the paid advertising compared to whites. We did not find exposure to the base paid advertising to have a significant direct affect on likelihood of mailing back a form. However, 'expecting a form' was one our strongest predictors of mailback behavior. We hypothesize that advertising had an indirect affect on behavior by making people aware that a form is coming in the mail, which, in turn, increases the likelihood it will be completed and returned.

Achieving and Optimum Number of Callback Attempts: Cost-Savings vs. Non-Response Error Due to Non-Contacts in RDD Surveys, **Brian Harpuder, Jeffery Stec, The Ohio State University**
Surveys cost money to conduct and funds are always limited. As a result, it is constantly to the benefit of survey researchers to develop means of reducing costs while not compromising data quality. Our paper develops a model to help researchers do this for RDD surveys. We assume for this research that repeated phone calls are necessary in order to minimize potential non-response error. Numerous callbacks, however, cost money and may not result in a completed interview. The dollar costs of the callbacks must be balanced against the quality costs of reducing the number of callback attempts. Our findings suggest that there is bias introduced to demographic and substantive questions as a result of fewer callbacks e.g. non-response. We have quantified this bias in order to conduct innovative cost-benefit analyses. Incremental improvements in data quality that come with more callbacks may not be justified by the large cost increases that more callbacks entail. Our research quantifies that tradeoff. The data used for this research are taken from the Buckeye State Poll conducted by the Ohio State University Center for Survey Research. We are using data gathered over 6 months, April through September of 1998, with a total of 3,889 completed interviews.

Investigating Unit Non-Response in RDD Surveys, **Jeffery Stec, Paul Lavrakas, Elizabeth Stasny, The Ohio State University**
Among the many non-sampling errors that any given survey may contain, unit non-response error may be one of the most prevalent, most studied, and yet least understood. Its mystery lies in the fact that it requires knowledge of non-respondents' answers to the survey questions to overcome the potential error inherent in it. Yet, it is precisely that knowledge that non-respondents are unavailable, unwilling, or unable to give. Our paper adds to the literature on unit non-response by focusing on RDD surveys and using an external data set to examine differences between respondents and non-respondents. While there has been some work on unit non-response in RDD surveys, that work has examined only data collected from survey respondents to address the question of whether significant differences exist between respondents and non-respondents. This is primarily due to the difficulty of creating an external data set for an RDD survey when the only information you usually have on non-respondents is their telephone number. We incorporate a selection of RDD surveys conducted by the Ohio State University Center for Survey Research to examine the robustness of our findings across different RDD surveys. We examine not only hard-to-reach respondents and their similarities to respondents, non-contacts, and refusals; but we also look at refusal-conversion respondents and their similarities to ordinary respondents, non-contacts, and refusals. This allows us to address the issue of whether examining only data from respondents is valid for making conclusions about non-respondents in RDD surveys.

Nonresponse Bias in Surveys of Medicaid Beneficiaries, **Vickie Stringfellow, Floyd Fowler, Jr., Patricia Gallagher, University of Massachusetts**
Surveys of Medicaid beneficiaries are most often done using mail and telephone data collection strategies. Using first mail, then telephone, then in-person visit modes of data collection, we conducted a methodological experiment to ascertain the characteristics of Massachusetts Medicaid enrollees who can and cannot be reached via each method. We sampled 1600 adults and 1600 children from the population of one health plan and administered the standard mailing protocol using the CAHPS (Consumer Assessment of Health Plans) questionnaire. Approximately four weeks later, we attempted to interview by telephone all non-respondents for whom we had a working phone number. Simultaneously, we sent trained interviewers to the last known address of non-respondents for whom we had no phone number and attempted to complete a face-to-face interview. Comparing the survey responses of respondents and non-respondents at each phase, we are able to address several research questions: Do non-respondents to each mode differ systematically from respondents? Are face-to-face respondents different from mail and telephone respondents? Do those differences have a significant effect on conclusions about health care experiences? Finally, by looking at the administrative database, we can describe some of the characteristics of those who did not respond by any method.

The Effects of Changes in Response Rate on the Index of Consumer Sentiment, **Richard Curtin, University of Michigan, Stanley Presser, University of Maryland, Eleanor Singer, University of Michigan**
This paper explores the nature of nonresponse using the call-record histories for the 211 monthly Surveys of Consumer Attitudes conducted by the University of Michigan between June 1979 and December 1996. We examine how differing levels of effort -- yielding different response rates -- affect the Index of Consumer Sentiment (ICS), the main indicator reported from the survey. In the initial set of analyses, we estimate the impact on the ICS of excluding respondents who required a refusal conversion call. This reduces the response rate 5 to 10 percentage points depending on the year. In the second set of analyses, we gauge the effect on the ICS of a) excluding respondents who required more than five calls to complete the interview, and b) excluding those who required more than two calls. This reduces the response rate on the order of 25 and 50 percentage points, respectively (less in the late 1970s-early 1980s and more in the 1990s).

FRIDAY
1:45 pm – 3:15 pm

PAPERS: MORALITY, VALUES & POLITICS

Morality and Politics: The Impeachment Issue and the Religious Right Vote in the 1998 U.S. Senate Election in North Carolina, **Roger Lowery, Richard Dixon, University North Carolina-Wilmington**
The North Carolina Christian Coalition distributed over 1.1 million voter guides endorsing the Republican incumbent, Lauch Faircloth, in the 1998 U.S. Senate election. During the last two weeks of the election campaign, Faircloth attempted to tie his Democratic opponent, John Edwards, to President Clinton and the impeachment controversy. Objective: this paper seeks to measure the impact of these actions on the turnout and vote-choice decisions of Christian-right and other voters. Methods: pre-election and Election Day exit-poll data are analyzed using contingency tables and logistic regression. Findings: Faircloth led Edwards in pre-election polls until September, when the race became a dead heat. Late-deciders went to Edwards by large margins in the last month. Contrary to widespread-media expectations, the Christian-right vote declined from 1996 as a percentage of the North Carolina electorate and most Christian-right Democratic identifiers voted for Edwards. Logistic regression indicates that while Christian-right self-identification was not a statistically significant component of vote-choice in this contest, partisan identification, political ideology, impeachment attitudes, gender, race, and urban/rural residence were. Implications: the impact of these findings on electoral strategies of the Christian right and the Republican party in the run-up to the 2000 elections in state and nation are considered.

Partisanship and Absolution: Exploring the Depths of Forgiveness, **Robert Eisinger, Lewis & Clark College, Jim Norman, USA Today**

Empirical studies of voters (e.g., Berelson et al. 1956; Campbell et al. 1960) have argued that party identification shapes if not determines political attitudes and voting preferences. Works by McGrath and McGrath (1962), Sigel (1964), Lodge and Hamill (1986), Conover and Feldman (1989) and Doherty and Gimpel (1997) all reveal that partisanship affects how citizens understand and process information about politics. This paper attempts to explore the depth to which partisanship drives one's ability to forgive or absolve politicians who have committed what are widely considered to be criminal or immoral acts. Does forgiveness toward alleged criminals depend on the ideology or partisanship of the forgiver? We show that partisanship is a driving force behind how one views politicians accused of wrongdoing. We conclude by providing potential explanations for this phenomenon, and by suggesting avenues for future research.

Trust, General Environmental Beliefs, and Willingness to Support Climate Change Initiatives, **Robert O'Connor, Richard Bord, Ann Fisher, Pennsylvania State University**

Trust matters in building support for climate change initiatives, but trust variables are not as powerful as general environmental beliefs in accounting for preferences about climate change policies. This is one of the conclusions that emerges from our multi-variate analysis of a national sample of 1,118 American adults in the summer of 1997. People who trust in God to punish and reward at judgment day and who trust business and industry to handle global warming are less likely to support government initiatives, although these correlation coefficients do not hold up when general environmental beliefs enter the equation. In contrast, people who trust individuals to reduce risks through their own actions and who trust government (i.e., the government acts competently, elected officials care what they think, and government spending is efficacious in addressing problems) are more likely to express their willingness to vote for a series of programs, regulations, and taxes to mitigate climate change. These relationships hold up in the full equation, although general environmental beliefs are still the primary determinants of policy support.

Value Conflicts, Party Divisions and Policy Consequences: The Washington Post/Kaiser Family Foundation/Harvard University Survey on American Values, **Mollyann Brodie, Kaiser Family Foundation, Claudia Deane, The Washington Post, Nina Kjellson, Kaiser Family Foundation, Richard Morin, The Washington Post, Robert Blendon, John Benson, Harvard University**

As America has become more diverse over the last generation, divisions within America's major political parties have become more pronounced. At the heart of conflicts are questions about fundamental value disagreements among Americans, and whether mass, or "catch-all", parties, can continue to reconcile these differences and channel diverse interests into effective policy. A telephone survey of 2,025 adults was conducted to explore values in America, and the relationship between professed values and specific policy preferences. We examined attitudes toward government, traditionalism (attitudes toward family, gender roles, premarital sex, divorce, and homosexuality), personal morality, equality, economic individualism, compassion, and beliefs about religion in public life. We performed cluster analysis within sub-samples of leaned Democrats and Republicans and found distinct groupings according to core values. Democrats fall into five distinct factions; Republicans fall into four. These groups are demographically unique and divergent in values and policy preferences. In many cases Democrats and Republicans disagreed more among themselves than with groups in the opposite party. Core values and issue preferences of independents were also examined. We discuss the consequences for the divisions that we found within the parties and what these divergences bode for policymaking in the future.

The Measurement of Values: Single Items versus Scales, **Allen Wilcox, University of Nevada**

It is the premise of this paper that values, especially political values, are underutilized in the study of public opinion. Underutilization results in part from the pragmatics of temporally and spatially limited surveys. These limitations are addressed here through the continued development of a procedure for validating the meaning of value terms used in Rokeach style value inventories. This approach requires that, at least initially, questionnaires include both a set of Likert items thought to measure a concept such as equality and a Rokeach item directly using the concept label. Using reliability analysis, correlation analysis, and structural equation modeling, criteria are presented and utilized to judge whether the single item is an adequate substitute for the normally more reliable longer set of items. If the judgment is positive, the single item (and others like it) can be substituted for the longer set, saving questionnaire space and permitting the use of a larger set of value items. This procedure is demonstrated on a set of values including equality, free enterprise, patriotism, humanitarianism, racial equality, and social dominance. The results suggest the viability of one item substitution under carefully specified circumstances.

FRIDAY INFORMAL PANEL: REPORTING AND DISCLOSING OF SURVEY RESPONSE RATES
1:45 pm – 3:15 pm

Warren Mitofsky, Mitofsky International, Chair, Paul Lavrakas, The Ohio State University, Elizabeth Martin, U.S. Bureau of the Census, Lydia Saad, The Gallup Organization, Evans Witt, Princeton Survey Research Associates

This informal panel discussion will focus on issues involved in the public release and reporting of response rate information (and other methodological information) from media sponsored polls and other public polls. Part of the impetus for this discussion is the request made by conservative columnist Arianna Huffington of several prominent polling organizations in September 1998 about their response rates. The AAPOR code is somewhat ambiguous on these issues and input will be sought from the audience during the discussion part of the session.

FRIDAY PANEL: EXAMINING ETHNIC CATEGORIES: DIVERSITY WITHIN LATINO OPINION
3:30 pm – 5:00 pm

Latinos, Media and Health: Exploring Ethnic Differences in Media Use and Access to Health Information, **Christian Collet, Mollyann Brodie, Nina Kjellson, The Henry J. Kaiser Family Foundation**
Latinos are disproportionately affected by some of the most serious health problems in the country. Between February and April of 1998, the Kaiser Family Foundation, in association with Princeton Survey Research Associates, conducted a national survey of 2,006 Latinos on general health concerns facing the community and the sources of health information Latinos use, with a particular focus on their attitudes and use of media. The interviews were conducted by telephone in both English and Spanish, and the sample included separate geographic strata covering New York, Los Angeles, Miami and the rest of the country. This sample design allowed us to obtain substantial samples of Latino ethnic sub-groups, including Mexican, Cuban, Puerto Rican and Dominican Americans.

Attitudes of Latino Immigrants toward Use of the Public Library: A Focus Group Study in A Chicago Suburban Community, **Alisú Schoua-Glusberg, Research Support Services**
Many public agencies and private organizations that provide services to the public are striving to reach out to immigrant communities, some with greater success than others. This paper shows the views of a particular Chicago Latino immigrant group toward a Public Library that attempts to attract them, including within-group variation based on different stages of the life cycle and degree of acculturation. Data was gathered in 1996 from a series of five focus groups with Latino immigrants and with teachers and social workers working with this community.

Diversity within Latino Political Attitudes: Examining Exit Polls from 1998 Election, **Ana Maria Arumi, The Henry J. Kaiser Family Foundation**
As the Census sampling discussion in Congress continues, it is clear that many assume new Latino voters will become Democrats. However, the recent elections reveal a more complex picture of the Latino electorate. This paper will use the 1998 Voter News Service (VNS) exit-poll data to explore differences and similarities in social attitudes and candidate choices among Latino voters in California, Texas and Florida.

Spanish or English? That Is the Question, **Isabel Valdés, Access Worldwide Cultural Access Group**
There are many compelling reasons for marketers to use Spanish when targeting Latinos - clearly, it is important to reach Spanish-dominant consumers. However, there are additional Latino segments that respond favorably to a Spanish language message. The ways in which language, acculturation and social values interrelate in different Hispanic sub-groups will be discussed. Discussion will be based on annual surveys from 1996-1998 (n=1100) of Latinos in New York, New Jersey, Chicago, Los Angeles, Houston, and San Antonio by Access Worldwide.

Public Policy Attitudes among California Latinos, **Mark Baldassare, Public Policy Institute of California, University of California-Irvine**
This paper will focus on the attitudes of California Latinos on such issues as Education, Race, and Immigration. The data will be based on 5 statewide surveys conducted in 1998. Each survey had n=2000 with Latino subsamples of at least 400.

FRIDAY **PAPERS: CENSUS II**
3:30 pm - 5:00 pm

Respondent Understanding of Alternative Residence Instructions for Census 2000 Dress Rehearsal Households, **Donna Eisenhower, National Opinion Research Center, Karen Mills, U.S. Bureau of the Census, Lisa Lee, National Opinion Research Center**
An accurate and complete count of persons is essential for the decennial census. The respondent decides whom to include and exclude on the Census form. The purpose of this research was to formally compare the response accuracy between a longer and shorter version of the residence instructions on the Census form. Response accuracy was assessed by a group administration of a vignette methodology with 50 respondents of differing educational levels. Those of lower educational levels are most likely to not read or to misunderstand the residence instructions. Seventeen vignettes were presented to respondents orally and in writing. A vignette is a short description of a person in a situation, in this case, for determination of whether to include or exclude him/her from a given household. Group debriefings following the administration of the vignettes also took place. The unexpected outcome was that the longer list of instructions clearly performed better than the shorter list using the vignette methodology as the means of assessment. Reasons for this included other well-documented factors besides length, including that the longer instructions also had an unambiguous presentation of both positive and negative residence rules, more explicit examples, and a slightly different presentation on the page. The debriefings provided opinions about the salient differences in the instruction sets. Comments about the value of the vignette methodology are also presented.

Collecting Demographic Data: A Comparison of Three Modes, **Roger Tourangeau, Darby Miller Steiger, The Gallup Organization**
The census has traditionally relied on mail data collection with face-to-face follow-up. We carried out an experiment that compared mail with two forms of telephone data collection – computer assisted telephone interviewing (CATI) and interactive voice recognition (IVR). Approximately 400 households took part. The questionnaire was the Long Form in tested in the Dress Rehearsal for the 2000 Census. It includes both relatively non-sensitive demographic questions and more sensitive items about household finances; in addition, it asks both open and closed questions. Our attempt to develop telephone versions of the questionnaire provides a case study in the differences among the modes. The questionnaire contains several items with long lists of response options; this format seemed very poorly suited to IVR. In addition, the few "check all that apply" items on the Long Form presented special problems for IVR. In some cases, solutions that seemed suitable for IVR seemed in appropriate for CATI. We compared the three versions on unit and item response rates, as well as the on distribution of the answers. The length of the questionnaire (33 items per person plus an additional set of items about the household and the residence) provides a particularly challenging test for IVR.

FRIDAY **PAPERS: CENSUS II**
3:30 pm – 5:00 PM **(Cont.)**

Cognitive Issues Associated with Redesigning the Directions for the U.S. Census Form, **Sylvia Fisher, David Cantor, Westat, Inc., Eleanor Gerber, U.S. Bureau of the Census, Carolyn Bagin, Clearly, Inc.**
The Census Bureau has developed a version of the Census form to be administered to all American households. Question #1 is designed to obtain an accurate count of the number of persons who are residing at the household address. Data quality for Question #1 is likely to increase if the respondent reads the accompanying directions to generate an accurate response. Census Bureau research indicates that many respondents simply ignore the directions when completing Question #1. This paper describes development of a format to increase the likelihood respondents will read the directions prior to completing Question #1. The assumption is that respondents who read the directions prior to responding to Question #1 are more likely to generate an accurate response to Question #1. The study also examined whether the new format would improve accuracy of responses to Question #1. Two rounds of iterative cognitive testing evaluated alternate versions of the directions, and probed respondents to identify why they did or did not read the directions. The results were used to generate a final version to be used by the Census Bureau for incorporation within a panel study to evaluate its effectiveness relative to the original Census version of the directions.

FRIDAY **PAPERS: NONRESPONSE ISSUES**
3:30 pm - 5:00 pm

Don't Judge a Survey by Its Cover: Experiments in Alternative Mail Survey Package Design, **Barbara O'Hare, Sharon Riley, The Arbitron Company**
Enticing the mail survey recipient to open the envelope is one of the basic challenges in achieving high response rates. To that end, it is critical that the package design gains the interest of the recipient. This study builds on past research in boosting survey return rates through mail package redesign. Arbitron has extensively tested materials used to mail its seven-day diary booklets to sample households. The mailing of survey materials in a small brightly-colored box, while expensive, is currently used effectively in households of low-response populations. All other households receive diary materials in a standard business envelope. In this test, a "boxelope" was designed as a collapsible package that incorporated the appearance of the standard box, but was more cost-effective. The boxelope was tested against both the current box packaging and the standard white envelope. A second test among households that receive envelopes examined the effect of an envelope with the color design of the box against the standard white envelope. Return rates are examined by key demographic segments of the population. The results of this study attest to the importance of the entire mail package appearance in engaging the recipient. Determining the appropriate mail package is a careful balancing of costs and benefits.

Impact of Written Informed Consent in a National Interview Survey, **Barbara Stussman, Howard Riddick, Pei-Lu Chiu, Ann Hardy, Catherine Simile, National Center for Health Statistics, Centers for Disease Control and Prevention**
Recently, the NCHS Human Subjects Review Board requested procedures be implemented for obtaining written consent from respondents taking part in the National Health Interview Survey (NHIS). This is the first time written documentation of consent has been attempted in a large, national interview survey that does not collect sensitive information. Because the NHIS serves as a sample frame for other large departmental surveys, determining the optimal field procedures that document consent without adversely affecting data quality is important. Therefore a pilot study of one of 12 Census regional offices was conducted during first quarter of 1999. Upon initial contact with sample households, interviewers provided potential respondents a letter describing the NHIS and asked the respondent to sign a form indicating they understood the survey and were willing to participate. In situations where respondents were willing to participate but unwilling to sign the form, the Field Representative signed the form witnessing the participant's willingness. The impact of these procedures on overall non-response was calculated. Also, data from field notes and semi-structured interviews with Field Representatives were used to assess the impact of the procedures on the efficiency and effectiveness of the procedures, and on maintaining the confidentiality of the form.

Survey Participation and Survey Sponsorship: What Do Respondents Think of Us and Should We Care, **Jaki Stanley McCarthy, Kathy Ott, Jay Johnson, USDA National Agricultural Statistics Service**
To date, there has been little systematic research studying nonresponse in the agricultural sector, which combines attributes of both businesses and households. As part of ongoing efforts to study survey nonresponse in the agricultural sector, to reduce respondent burden, and to increase survey participation, the NASS conducted several focus groups with agricultural operators, both cooperators and survey refusals. Several main themes emerged from the focus group discussions. The focus groups were followed up with a more rigorous collection of information. A series of questions was asked of agricultural establishments selected for NASS Quarterly Agricultural Surveys to measure respondent perceptions and attitudes toward NASS, its surveys and survey participation. Questions addressed respondents' identification of the agency (at the local and national level), their perceptions of the agency and its data, the perceived effect of survey results on the respondents, and their opinions regarding responding to NASS surveys. These questions were asked of both cooperative respondents and those who refused to provide survey data. Areas where knowledge or attitudes toward the agency differ between respondents and refusals will be discussed. How findings might be used to guide promotional and public relations activities, as well as changes in data collection efforts will also be discussed.

Where Have All the Nonrespondents Gone? **Leda Kydoniefs, U.S. Bureau of Labor Statistics, Kerry Levin, Tracey Hagerty, Susan Heltemes, Westat, Inc.**
Unit nonresponse is a topic that has received a great deal of attention in the survey literature. The focus of this study is on exploring whether certain reasons for nonresponse (e.g., refusals, promise to respond at a later date) and other factors (e.g., time between call attempts) affect establishment survey completion rates. Issues examined include the effect of: a cooling off period; type of survey introduction -- some nonrespondents were reminded of their past nonresponse; nature of the initial nonresponse; establishment demographics, the reasons for initially not responding and the reasons for finally refusing. The study follows nonrespondents from a small-scale research collection effort. Data on the telephone follow-up of all (initial) nonrespondents will be presented. Reasons provided for nonresponse will be coded and analyzed, as will the demographic characteristics of the nonrespondents. The authors will discuss the utility of a convertibility continuum in forecasting survey participation and refusal conversion.

FRIDAY **PAPERS: MISC. ATTITUDES**
3:30 pm - 5:00 pm

Liberalizing Marijuana Laws: Self-Interest and One's Own Back Yard, **David Livert, Charles Kadushin, City University of New York**
Who supports liberalizing marijuana laws? This paper examines the extent to which such support is the function of self-interest motives as well as neighborhood influences and race/ethnicity. Surveys of adults in 41 urban communities (n = 16,266) as well as a representative national sample (n = 1,520) were used to test these questions. Geocoded responses permitted the integration of census tract data as well as the aggregation of neighborhood observations. Consistent with a self-interest motive, marijuana use strongly and positively influenced attitudes towards marijuana liberalization efforts. This finding is consistent with recent studies that have demonstrated much stronger self-interest effects for alcohol, drug, and tobacco use compared with other domains. Net of one's own substance use, individuals living in neighborhoods with higher visible drug use were less supportive of relaxing such laws. Overall, Whites were more supportive of changing laws than non-whites. However, the amount of neighborhood drug sale activity was related to differences across race and ethnic backgrounds. In neighborhoods with higher visible drug use, Blacks and Hispanics are less likely to support legalizing marijuana; Whites, on the other hand, are more likely to support them. For California communities - which have witnessed recent public debates on marijuana laws -- race/ethnicity and neighborhood drug sales were substantially less predictive of support.

FRIDAY **PAPERS: PEOPLE AND THE INTERNET**
3:30 pm - 5:00 pm

Measuring the Exposure to and Use of the Internet: Construct Validity and Measurement Error Considerations, **K. Viswanath, Paul Lavrakas, Gerald Kosicki, The Ohio State University**
The Internet is likely to have a major impact on the way we do business, research, buy and sell. Its popularity and impending wide usage warrant closer methodological scrutiny. Do the same questions that measure exposure to conventional media be also be used to measure exposure to the web? Are the correlates of measures of exposure and attention to conventional media similar to or different from correlates of measures of exposure to the web? What is the relationship between exposure to traditional media and the new media? This paper addresses these questions by drawing on a survey of randomly selected adults in Ohio in March of 1999 as a part of the Buckeye State Poll. The data demonstrate that the demographic profile of users of new media is different from users of "traditional" media. Further, new media users differ in their media use and preference patterns from non-users of new media. Internet users appear to be somewhat similar to the daily newspaper users than users of television in their general profile though there are also some sharp differences. Overall, our data suggest that a careful, systematic and critical examination is warranted before assuming that the Internet can be a supplement to or substitute for traditional media for political and commercial communication.

Politics and the Internet–Developed for the People, Not by the People, and Used by Only Some of the People, **Rosita Thomas, Phil Riggins, Frederick Schneiders Research**
The 1998 Midterm elections came with a proliferation of election-related Web sites. The Internet offered the public an opportunity to access more information about politics, candidates, campaigns, and issues than ever before. These sites were supposed to provide a forum for increasing public participation thus empowering the people in the political process-the "first universal political forum". This paper presents the results of a Frederick Schneiders Research poll, interviews with campaign webmasters, and secondary data. The main questions addressed in this paper are: Will the Internet wedge between the connected and unconnected, the rich and the poor, whites and non-whites, men and women become more pronounced? And if so, what are the ramifications? To what extent did the Internet help inform voters in 1998? Did the Internet help propel the uninvolved in 1998? To what extent did campaigns and other election-related sites seek public advice in designing their Web sites? Were efforts made to determine what types of sites and information would move non-participants? What kinds of information about politics and elections do citizens want?

Does the Internet Promote Political Participation?: The Uses and Gratifications Approach, **Mee-Eun Kang, Leo Jeffres, Cleveland State University**
It has been hoped that the new technology would enhance democracy by distributing information more effectively than ever before. In this "information age," it is important to examine the role of the Internet on mobilizing the public in the political arena. This study investigates whether new communication technologies promote political participation among the members of the public. The study takes the uses and gratifications approach to examine the relationship between Internet use motivations and political participation. The following research questions are investigated in this study: Does the Internet promote political participation?; What are the Internet use motivations among users?; What are the relationships between Internet use motivations and political participation, and Internet use motivations and the level of interest in politics? This study compares differences in the levels of political participation and political interest among Internet users and non-users, depending on their motivations and reasons to use the new medium. A telephone survey was conducted among a national sample of adults during February 1999, at the Communication Research Center (CRC), using the CATI (computer-aided telephone interviewing) system.

The Internet, Time and the Rest of Life, **Alan Neustadtl, Meyer Kestnbaum, University of Maryland, Andrew Kohut, Pew Center, John Robinson, University of Maryland**
Like most new information technologies, the Internet makes claims on other ways of spending time. One principle used to explain which activities will be most affected is that of "functional equivalence", one that looks to prior technologies that performed much the same function. Thus in the case of TV, the main activities that were displaced were those that functionned to provide general entertainment less efficiently than TV would, namely radio, movies and pulp fiction. In a parallel way, one might look for Internet users to reduce time in other information media, both electronic (TV, radio) and print (books, magazines, newspapers). That hypothesis is addressed in terms of several recent national surveys -- by the Pew Center, by the National Endowment for the Arts and by the University of Maryland. In general, the results indicate that counter to the functional equivalence argument, Internet and computer users are actually more likely to say they spend time with these older media than those who are not on the web. Some possible explanations for these results are discussed.

Can A Non-Partisan GOTV Campaign Boost Turnout? The Findings Of A Large Scale Experiment Employing A Variety Of Methods, Messages, And Intensities, **Alan Gerber, Donald Green, Yale University**
Recent scholarship on political participation has focused increased attention on the role of political mobilization as a key variable explaining, among other things, a substantial portion of the decline in voter turnout observed over the past three decades (E.g. Rosenstone and Hansen, 1993). The positive correlation between survey reports of voting and contact with political actors is well established. This non-experimental research forms the basis of our current views on the direction and magnitude of mobilization effects. In this paper we propose to extend our knowledge of mobilization in several key ways. One, we conduct the first large-scale mobilization experiment (around 20,000 households will be in our treatment groups) in seven decades (See Gosnell 1927 for the last and apparently only effort of nearly this size). The use of a true experimental design, rather than regression analysis alone, allows us to avoid difficulties such as the endogeneity of political contact, measurement error due to misreporting of contact or voting, and coefficient bias due to improper regression model specification. Two, we examine the relative effectiveness of different treatments (mail, phone, in person contact). Three, we analyze the relative effectiveness of several different messages designed to stimulate turnout. Four, we analyze the effect of politically significant covariates, such as prior voting history, age, gender, and race, on the size of mobilization effects associated with different modes and intensities of stimulus.

Political Knowledge about Electoral Rules, **Susan Banducci, Jeffrey Karp, University of Waikato, New Zealand**
Advocates of proportional representation (PR) assume that electoral rules alter incentives for participation, affect voting behavior, and influence attachment to and confidence in the political system. Implicit in these expectations is the assumption that voters are knowledgeable about electoral rules. We examine the extent to which citizens who are familiar with both PR and plurality or first-past-the-post (FPP) systems understand the rules. Although changes to electoral systems are rare events, New Zealand changed its system from an FPP system to a German-style PR system. We hypothesize that support for the concept of proportionality is highest among those most disadvantaged by plurality rules. These include supporters of minor parties who have had difficulty translating their support into representation. Our results indicate that political knowledge about consequences and options of the new electoral system is low. We also find a low level of support for the new electoral rules but a high level of support for the concept of proportionality. Two other findings are worthy of mention: 1) The level of support for PR is dependent on question wording; 2) As political knowledge increases about the electoral system support for PR also increases.

Response Latency and Party Identification, **J. Tobin Grant, Stephen Mockabee, Quin Monson, The Ohio State University**
This paper uses response latency, defined as the time required for a survey respondent to formulate an answer upon hearing a question, to examine the relationship between attitude accessibility and partisanship. The vehicle for this research is the Buckeye State Poll (BSP) conducted each month at the Social and Behavioral Sciences Survey Research Unit at Ohio State University. From July 1998 through October 1998, the BSP interviewed over 2000 adult residents of Ohio. For each BSP respondent, data were collected on the time it took to respond to the question: "Generally speaking, do you usually think of yourself as a Republican, Democrat, Independent, or what?" Given the statewide campaigns for open seats both for governor and U.S. Senate, the partisan messages were particularly strong at this time. This unique data set illuminates several questions of interest regarding party identification including the correlation of the existing measures of partisan strength with response latency and the effect of political campaigns on the accessibility of partisan identification. We find differences in accessibility between partisan groups (such as weak vs. strong partisans) and greater accessibility closer to the election for all respondents, but also greater effects for those more likely to be affected by the information flow of the short campaign. The results provide both theoretical and empirical evidence to explain why party identification fluctuates in polling data over time.

Yea, Nay, or Maybe? Public Opinion, Value Conflict, and Uncertainty in the House of Representatives, **William Anderson, The Ohio State University**
Presidential approval matters in the arena of legislative politics. Unfortunately, little systematic evidence exists to suggest precisely how presidential approval affects the decision of individual legislators in their support of president-endorsed legislation. This paper attempts to link current voting behavior literature focusing on opinion certainty and appropriate modeling techniques to measure that uncertainty with the discussion of public opinion effects in the context of House member behavior. The paper argues that public opinion works in concert with House member ideology to produce value conflict for the member. This value conflict leads to uncertainty in the member's roll call behavior. To test the notion of value conflict and uncertainty among legislators in the U.S. House of Representatives, this paper utilizes a relatively new modeling technique, heteroskedastic probit. The results suggest that members with conflicts between their ideology at that of their constituents express more vote uncertainty, while those without such conflict are more certain of their vote decisions. The analysis is relevant for two reasons. First, it demonstrates how constituency and member ideology interact to determine presidential legislative success. Second, the analysis utilizes new modeling techniques determine how conflicting value considerations shape their behavior on the floor of the House.

SATURDAY
8:30 am – 10:00 am

PANEL: INNOVATIONS IN RDD SURVEYS
Sponsored by the New England Chapter of AAPOR (NEAAPOR)

Telephony and Telephone Sampling: The Dynamics of Change, **Linda Piekarski, Jessica Prestegaard, Gwen Kaplan, Survey Sampling Inc.**
The frame used for RDD telephone sampling has undergone dynamic change during the 1990's. Cellular phones, pagers, fax machines, personal communication services, Internet access, home businesses, modem communication, and competition for local telephone service have created an unprecedented demand for telephone numbers. The introduction of 'interchangeable' area codes in 1995 increased the pool of possible telephone numbers from 1 billion to 6 billion. The avalanche of new area codes that ensued has already appropriated 1.3 billion of these possibilities, with no end in sight. Popular technologies such as answering machines, call blocking, caller ID, and call forwarding are yet another dynamic of change. This paper will examine these changes and their impact over time on telephone sampling frames, methodologies and sample performance.

Reducing Nontelephone Bias in RDD Surveys, **Martin Frankel, Michael Battaglia, David Hoaglin, Abt Associates Inc., Philip Smith, Centers for Disease Control and Prevention, K.P. Srinath, Abt Associates Inc., Robert Wright, National Center for Health Statistics**
Telephone surveys face the challenge of assessing, and compensating for, bias from noncoverage of nontelephone households. Work by Keeter (1995) suggested that some persons and households who do not have a telephone at a particular time are actually between spells of telephone service. Our studies of data from the 1997 National Health Interview Survey and the Current Population Survey 1996-1998 show that such spells are common, although some households never have telephone service. Some telephone surveys have begun to ask respondents whether they experienced an interruption in telephone service in the last year and, if yes, the total length of the interruption(s). Thus data on interruptions in telephone service may permit adjustments that reduce "nontelephone bias" in RDD surveys. We describe three main bias-reduction strategies and discuss their performance in the context of the National Immunization Survey (NIS), a large RDD survey conducted for the Centers for Disease Control and Prevention. The NIS collects information on vaccinations received by children age 19-35 months in 78 geographic areas that cover the entire U.S. The three approaches we examine range from full coverage adjustments, which modify the weights of households with an interruption in telephone service to represent the entire population of nontelephone households, to a Politz-Simmons-like approach, which does not account for households that never have telephone service. We also compare the resulting estimates of vaccination levels for the U.S. and the 78 geographic areas with methods based on simple poststratification and modified poststratification (Hoaglin and Battaglia, 1996), in terms of bias reduction and increase in variance.

Analysis of RDD Interviews by the Number of Call Attempts: The National Immunization Survey, **J. Michael Dennis, K.P. Srinath, Candice Saulsberry, Martin Frankel, Ann-Sofi Rodén, Abt Associates, Robert Wright, National Center for Health Statistics**
A recurrent question in the random-digit dialing (RDD) literature concerns differences in characteristics between interviewed cases and those cases that would have been interviewed if not for data collection protocols that limit the number of call attempts. Such limits are often placed because of the diminishing marginal increase in the response rate per each additional call attempt. Limits on call attempts, however, have the potential to introduce non-response bias if cases excluded as a result of such limits have different characteristics than the responding group (e.g., regarding study variables as well as age, sex, race, geography, and income.) The National Immunization Survey (NIS) provides a multi-year, RDD database for investigating the potential for non-response bias introduced by call limits. Households having children in the age range of 19 to 35 months are eligible for the interview. Reflecting the survey's large scale and commitment to the control of non-response bias, a substantial number of interviews are completed with cases receiving 25 or more call attempts (almost 900 such cases or 2.6% of all interviews in 1997). Contrasting these high-attempt cases to the comparison group of cases completed in fewer than 25 call attempts suggests that the high-attempt group has a higher proportion of urban, non-white, and poorer households. In addition, the report will also model the relationship between the number of call attempts and the characteristics of completed cases such as the presence of a second telephone line, use of the second line for facsimile machines and computer modems, and study variables such as the immunization status of two-year old children. Finally, we shall quantitatively illustrate the cost of each additional call attempt and the corresponding reduction in the mean square error of the estimates.

SATURDAY **PANEL: INNOVATIONS IN RDD SURVEYS (Cont.)**
8:30 am – 10:00 am **Sponsored by the New England Chapter of AAPOR (NEAAPOR)**

***Alternative Methods of Obtaining Family Income in RDD Surveys,* Lorayn Olson, Ann-Sofi Rodén, J. Michael Dennis, Francine Cannarozzi, Abt Associates Inc., Robert Wright, National Center for Health Statistics**
Income is often a key demographic variable used in social science research. The importance of this item, as well as the sensitivity of the question, warrants that particular attention be given to refinement of the collection of these data. This presentation will address the implications of conversion from a precoded iterative series of income questions designed to narrow down the income range to an open-ended question requesting the exact amount preceding the series of precoded income questions. The National Immunization Survey (NIS) is a random-digit-dialed survey designed to yield estimates of vaccination coverage of children in the target age range of 19-35 months in each of 50 states and 28 metropolitan areas that are designated as Immunization Action Plan (IAP) areas. Since 1994, the NIS has collected family income data using an iterative series of precoded income questions. As a result of increased interest in more detailed income data, a question asking for the exact income has been added prior to the NIS series of precoded income questions. For the respondents who answer the exact income question, the series of precoded income questions are no longer used. For those who do not provide an exact income, the series of precoded income questions is asked. Three groups will be compared: 1) respondents who provide an exact income; 2) respondents who do not provide an exact income, but do answer the series of precoded income questions; and 3) respondents who do not provide an exact income nor answer the series of precoded income questions. Data from these two versions of income questions will be analyzed with respect to item nonresponse ("don't know" and refusal answers) and the resulting income and demographic distributions. The NIS income distributions will be compared with secondary datasets (i.e. Current Population Survey, Survey of Income Program Participation, and National Health Interview Survey). An intriguing outcome of the addition of the exact income question to the NIS is that the income item nonresponse rate was notably reduced by 10 percentage points. Upon introduction in Q2/98, preliminary analysis showed that 78 percent of the respondents provided an exact income compared with 82 percent of the Q1/98 respondents who answered the series of precoded income questions. The addition of respondents who answered the series of precoded income questions increased the income item response rate to 88 percent. An analysis of this outcome, comparing the Q1/98 results with the Q2/98-Q4/98 results, will be presented.

SATURDAY **PANEL: WHEN QUALITATIVE AND QUANTITATIVE METHODS MEET**
8:30 am – 10:00 am

Veronica Nieva, Mary Achatz, Shelley Perry, Michael Wilson, Westat, Inc., Jerry Lehnus, Defense Manpower Data Center, Susan Berkowitz, Westat
Increasingly, research into complex social issues has involved eclectic designs, combining several types of data collection and analytic methodologies. The proposed panel focuses on the combination of quantitative and qualitative approaches to research, discussing the variety of purposes for such multi-method approaches, issues that should be considered in developing these types of projects, and providing concrete examples. The panel will include four papers, two of which will discuss general issues, and two which will describe the design and findings largely derived from the quantitative and qualitative aspects of the Youth Attitude Tracking Survey (YATS). The YATS program consists of an annual nationwide telephone survey of 10,000 youth, and a series of focus groups and in-depth interviews. The survey data series started in the late 1970's; the qualitative work started about 6 years ago.

SATURDAY **PAPERS: QUESTION WORDING FOR MEASURING RACE**
8:30 am – 10:00 am

***Gains, Losses, And Changes in Hispanic Coverage with Changes in Ethnicity Question,* Ruth McKay, General Accounting Office**
The 1995 Current Population Survey Supplement on Race and Ethnicity provided a unique opportunity to learn about how respondents would identify their race and ethnicity under two reporting conditions. It was earlier reported that the Hispanic ethnicity question appearing in the CPS Supplement resulted in a 16% increase in the number of respondents identifying as Hispanic, compared to the number identifying as Hispanic on the regular CPS question. However, 5% of respondents who identified as Hispanic on the regular CPS question were missed by the CPS Supplement. In addition, comparison of those reporting as Hispanic on both the CPS and the CPS Supplement shows some respondents changing ethnic groups, e.g., from Mexican to Central or South American, across the two surveys.

***A Historical Note on White Beliefs about Racial Inequality,* Howard Schuman, University of Michigan, Maria Krysan, Visiting Scholar, Russell Sage Foundation**
Beliefs about the sources of black socioeconomic disadvantage have been inquired into by major continuing surveys since the 1970s. The results indicate that most whites tend to place responsibility mainly on blacks themselves, with the primary emphasis on a presumed lack of motivation on the part of blacks. Drawing on two questions available from the Gallup organization, we show that at the height of the civil rights movement in 1963, white respondents tended to blame whites and blacks equally for racial problems, but that this changed sharply in the late 1960s. The change, which may well have been a reversion to pre-1960 beliefs, was probably due both to the enactment of civil rights legislation that supposedly ended racial discrimination and to the eruption of urban riots in Detroit, Newark, and other cities that signified something quite different from the previous non-violent protests in the South. The shift we describe indicates that attributions of blame in this area are not as fixed as later data suggest, though the shift must also be viewed in the context of the predominantly liberalizing trends that have occurred with a number of other racial attitude questions. As part of our analysis, we use a split-sample experiment to separate change over time from change due to variations in question wording.

Does Race Influence the Support for the Environmental Justice Movement? **Carl Dasse, Florida State University**
The Environmental Justice Movement insists that low-income and minority neighborhoods are more likely to be exposed to environmental hazardous because of racism and classism in the siting of locally undesirable land uses, the enforcement of environmental regulations and clean up of polluted areas. As a result, environmental justice advocates have lobbied for a more equitable distribution of environmental goods such as clean water and environmental bads such as pollution. The lobbying efforts of the Environmental Justice Movement were answered by President Clinton who issued Executive Order 12,898, which required all federal agencies to make environmental justice concerns part of their mission statement. In this paper I attempt to show if race influences the support for the claims of the Environmental Justice Movement. In particular, I combine the public opinion literature about environmental support with the empirical data on the claims of the Environmental Justice Movement. My essential argument is that minorities are more likely to provide responses that are consistent with the claims of the Environmental Justice Movement than whites. This paper adds to the field of public opinion in two ways. First, it tests if there are opinion differences among minority groups about environmental issues. Second, it examines if the empirical findings that show racial inequality in the siting decisions of locally undesirable land uses are evident in the opinions of Florida residents.

Inter-racial Friendships, **Tom Smith, National Opinion Research Center**
Different methods of measuring inter-racial contacts produce large differences in the level of same. Experiments conducted on the 1998 General Social Survey indicate that estimates of how many people have inter-racial friends is much higher when a direct question is asked, intermediate when a three-step procedure is used, and least when a name-generator, network approach is used. Cognitive and social desirability reasons for these effects are discussed.

SATURDAY
8:30 am – 10:00 am

PAPERS: SURVEYING ON THE WEB I

Benchmarking Research Web Sites, **James Newswanger, Schulman, Ronca & Bucuvalas, Inc.**
This presentation introduces a benchmarking tool to evaluate market research web sites. Best practices in web site design begin with sites built to be easy to navigate and resourceful. Many of the top 100 U.S. market research companies have a web presence, and these sites have been reviewed for this presentation. Based on that work, there appear to be at least eight objectives that merit consideration in developing and identifying the mission of a research web site. These objectives include: providing an overview of in-House projects and staff; linking with professional resources and associations; highlighting domestic and global capabilities, skills, and proprietary products; performing research on-line; collecting visitor information; developing communications, transactions, and relationships; strengthening a brand; and, providing notice of employment opportunities. Currently, these objectives are met or not met in a multitude of ways by various sites. A variety of examples will be discussed in terms of ability to meet the needs of market and opinion research firms and their clients. In particular, the author's personal experience in developing the SRBI corporate web sites will be one case study.

Can Internet Polling Work? Strategies for Conducting Public Opinion Surveys Online, **Greg Flemming, Molly Sonner, Pew Research Center**
The tremendous growth of the Internet has sparked new interest in the potential for conducting surveys online. Yet for many purposes online polls remain unavoidably and systematically biased -- at the very least because they are necessarily limited to the roughly 40 percent of adults who use the Internet, a population that is significantly younger, better-educated, and more affluent than the U.S. population at large. This paper tests several strategies for reducing the bias in Internet surveys, comparing the results of online polls that incorporate these strategies with simultaneously-conducted telephone surveys of nationally-representative samples. These unique survey experiments shed new light on the limitations and potential of online polling.

Designing Surveys for the Next Millennium: Internet Questionnaire Design Issues, **Andrew Zukerberg, Elizabeth Nichols, U.S. Census Bureau, Heather Tedesco, University of Maryland**
As survey forms have changed from paper to computer administered methods, research has focused on the effects of these technologies on survey design. In recent years technology has allowed the creation of computerized self-administered questionnaires. The growth and acceptance of the Internet as a mode of communication and commerce has opened new possibilities for implementation of these questionnaires. This paper presents the design challenges we faced adapting the Library Media Center Questionnaire for an Internet reporting option. During usability testing we conducted an experiment to test alternative design options available to an Internet self-administered questionnaire (ISAQ). We report our design findings from this testing and the results of a field pretest with the ISAQ and a paper version. This paper focuses on the design alternatives available when creating a ISAQ, including the two different navigational strategies and two ways of presenting edit messages we investigated. The paper concludes with rudimentary recommendations for designing an ISAQ.

SATURDAY
8:30 am – 10:00 am

PAPERS: IMPROVING SURVEY MEASURES

Assessing Measurement Error in Socially Undesirable Response Categories: A Latent Class Model for Studying Preference Falsification, **Allan McCutcheon, University of Nebraska-Lincoln, Joseph Hraba, Iowa State University, Jiri Vecernik, Czech Academy of Science**
The reticence to acknowledge socially undesirable attitudes and behaviors has long played a central role in the analysis of public opinion. During the McCarthy era, Lazarsfeld and Thielens' (1958) classic study indicated that many American faculty members expressed apprehension over freely sharing their views on topics such as race, class and economics. In more recent discussions, Kuran (1995) has argued that, while the current political climate has changed, many still engage in "preference falsification" to comply with normative pressures. It is the "universal fear of isolation" that Noelle-Neumann's (1984) cites in her spiral of silence theory to explain the quieting of unpopular beliefs. In this paper, we examine a number of common survey indicators of support for the market reforms in Central and Eastern Europe. Using a latent class model (see e.g., McCutcheon 1987, 1996; Hagenaars 1990, 1993) on data from a series of representative surveys from the Czech Republic, we show that single-item indicators are subject to a substantial under-reporting of socially undesirable alternatives; on direct questioning, disproportionately few respondents appear willing to report favoring the former, socialist economic system. Following our examination of example data, we discuss the implications of this methodology for the study of changing public support for the reforms in Central Europe and for the study of other areas of socially sensitive topics in which preference falsification may play a significant role.

What are the Factors Involved in Selecting High-End Values in Questions Pertaining to Success? **Monica Dashen, U.S. Bureau of Labor Statistics**
Respondents in attitudinal surveys are sometimes required to assess their success in life. The aim of the present work is to understand what conditions influence people to select high-end scale values in life-success questions, and three studies were conducted toward that end. Two hypotheses were examined: (1) When evaluating their own life success, people will not select high-end values lest they appear conceited; and (2) People's selection of a high-end value is influenced by whether they are comparing themselves to a reference group. Three studies involving life success questions were conducted to assess these hypotheses. In Study 1, people did not rate their best friends life success higher than that of their own. This finding contradicts the self-presentation prediction that it is more acceptable to rate a friend highly than it is oneself. In Study 2, people tended to rate a fictional person's responses as highly conceited when he rated himself highly in terms of life success. In Study 3, mean life success ratings tended to be higher for those respondents who were asked to compare themselves to the average person than for those who were not. Additional findings and implications to questionnaire design and related topics will be discussed.

Improving Survey Measures: When Two Questions are Better Than One, **Floyd Fowler, Jr., University of Massachusetts-Boston, Paul Beatty, National Center for Health Statistics, Greg Fitzgerald, University of Massachusetts-Boston**
One of the important question-design challenges is how to ask questions that involve complex definitions or descriptions of what is wanted. The investigators reviewed the questions in the National Health Interview Survey and its supplements and the BRFSS. We identified 19 commonly asked questions that included complex concepts or qualifiers to questions. The project involved two steps. First, the questions were evaluated using cognitive interviewing techniques. Then, a field test was carried out, using 156 telephone interviews, in which the original question and an alternative were asked of comparable samples of approximately 75 each (77 and 79). For the 19 questions, in 5 instances it was determined that the best solution was to break the test question into two questions. In three of the five tests, there was clear evidence that the two-question series was an improvement. In the other two, the revision was no better than the original — and neither was very good. The bases on which these conclusions were reached and the reasons for the successes and failures will be the focus of the presentation.

Respondent Estimate vs. Time-Diary Data on Weekly Activity Times, **Stanley Presser, Suzanne Bianchi, John Robinson, University of Maryland**
Much social policy and scholarly debate on the quality of American life centers around data on the amount of time Americans spend on paid work or watching television. Most data on these activities come from surveys in which respondents are usually asked to give brief answers to simple estimate questions. Comparisons with parallel time-diary figures on these same activities have often shown marked discrepancies with these estimate data -- usually in the direction of social desirability of the activity in question. In the present analysis, we review results from a unique national survey in which the same respondents gave both time-diary information and time estimates for the same activities. Particular attention is given to hypotheses suggested by earlier studies of the discrepancies, namely: 1) Moderate or average estimates (eg. 40 hours for the length of the workweek) are those most compatible with diary figures. 2) Progressively higher estimates above the mean provide increasingly larger overestimates in relation to the diary. 3) Progressively lower estimates provide increasingly lower underestimates. Several of the activity estimate questions come from the National Survey of Families and Households (NSFH), as well as the GSS and other data sources.

SATURDAY
8:30 am – 10:00 am

PAPERS: ELECTION AND POLITICAL SURVEYS

Conducting Tracking Polls and Analyzing Tracking Poll Data: A Study of the Effectiveness of Voluntary Episodic Efforts to Reduce Air Pollution, **Gary Henry, Richard Chard, Georgia State University**
In this paper, we present information from a five-month tracking poll that obtained an average of 32 responses per day over the period. The purpose of the poll was to obtain estimates of changes in attitudes and behaviors resulting from governmental efforts to have the public voluntarily reduce activities that contribute to the creation of ground level ozone during high-risk times. This innovative use of tracking polls consists of a rolling, random digit dialing sample who were asked a series of questions designed to measure knowledge, attitudes, as well as actual and intended behavior related to driving and other actions that produce ozone. Additionally, there were a series of general attitudinal and demographic questions. Overall, the sample consists of more than 4,500 completed surveys conducted from May through September 1998. This paper discusses operational issues, characteristics of the sample, and results of the analysis.

PAPERS: ELECTION AND POLITICAL SURVEYS (Cont.)

***A Low-Cost Means for Improving the Accuracy of Tracking Polls,* Donald Green, Alan Gerber, Yale University**

When tracking opinion over time, do changing poll results reflect real opinion change or merely sampling variability? Using statistical techniques borrowed from electrical engineering, we offer an easy-to-implement way for public opinion analysts to differentiate true opinion change from ephemeral movements in opinion polls. In our presentation, we will walk the audience through our interactive website (http://statlab.stat.yale.edu/~gogreen/kfform.html) that allows visitors to input poll results and receive a set of estimates of where public opinion stands at each point in time. This technique offers many valuable advantages to pollsters and public opinion analysts. To pollsters conducting tracking polls, it offers a way to achieve the same degree of sampling precision with smaller sample size (or, equivalently, to reduce sampling error for a given sample size). To poll watchers, it offers an inexpensive means by which to extract more accurate election forecasts from survey results. And, finally, for academic purposes, this technique offers a way to expunge measurement error from public opinion time series data, such as the widely used Gallup "macropartisanship" and presidential approval series.

***Political Participation and Survey Response: An Analysis of Respondents and Non-Respondents,* Jeffrey Karp, Susan Banducci, University of Waikato, New Zealand**

It has long been acknowledged that a willingness to participate in a survey may interact with the variables one wishes to measure. In election surveys, for example, respondents who are less likely to participate in the political process may be less likely to complete a survey. Although widely recognized, non-response bias is often difficult to measure given the lack of information about non-respondents. We overcome this limitation by examining participation in the 1996 New Zealand Election Study (NZES) where the sample is drawn from official electoral registration rolls containing both demographic (age, ethnicity, sex, and occupation) and behavioral (the act of voting) information about registered voters. Using these data, we construct a model that predicts the likelihood of response as a function of political participation and demographic characteristics. We also examine how these variables interact with ethnicity. Our results indicate that participation increases the likelihood of response regardless of ethnicity. However, the effects of participation are not as great as other factors such as occupation and age particularly when they interact with ethnicity.

***Who Really Won the Good Friday Referendum? Polling the Peace Process in Northern Ireland,* Colin McIlheney, PriceWaterhouseCoopers**

The Good Friday Agreement was put to the ultimate test- that of the approval or lack of it from the electorate in Northern Ireland. The campaign was a bitter one and even the interpretation of the results has been a source of long running controversy. This paper draws on the results of the PricewaterhouseCoopers exit poll, which predicted a result almost identical to the actual count. The poll has been widely credited as restoring the reputation of exit polls tarnished in the wake of the 1992 UK general election fiasco. The author is responsible for the design of opinion polls and voter surveys for the BBC and Sunday Times newspaper. The presentation discusses many of the key issues arising from the landmark vote on 22 May including what many commentators regard as the 64,000 dollar question- did a majority in both communities (Unionist and Nationalist, Protestant and Catholic) vote yes?

10:15 am – 11:45 am Concurrent Sessions SATURDAY

SATURDAY
10:15 am - 11:45 am

PANEL: CHANGING PATTERNS OF TELEPHONE CALL ATTEMPTS

Marla Cralley, The Arbitron Company, Michael Link, Research Triangle Institute, Tom Piazza, University of California-Berkeley, Timothy Triplett, University of Maryland, Mike Weeks, Research Triangle Institute

This panel will discuss the changing patterns of telephone call attempts in RDD studies (more calls seem to be needed) and how these changes are affecting budgets, response rates and auto-scheduling algorithms. The panel will also discuss some of the current obstacles to reaching respondents (answering machines, caller ID, call blocking, etc.). Each of the panelists is experienced in analyzing and presenting call-attempt data. The panel will begin with a brief presentation (5 or 10 minutes) by each panelist on his perception of the current situation at his own institution. The remainder of the session will be devoted to a discussion of the situation in general and to questions, observations, and experiences offered by members of the audience.

SATURDAY
10:15 am - 11:45 am

PAPERS: SURVEYING ON THE WEB II

***A Direct Comparison of Web-based and Telephone-based Data Collection Modes,* William Robb, Tammy Ouellete, Larry Luskin, Marc Scott, Macro International, Inc.**

The use of the World Wide Web as a data collection mechanism is rapidly increasing. Advantages of this data collection mode when compared to telephone interviewing include lower costs, and the ability to the respondent to complete the survey at a convenient time. Disadvantages typically include the difficulties of drawing a representative sample, and a lower response rate. The survey examined in this paper presents a rare opportunity to directly compare telephone and web based data collection modes in an experimental setting. A survey regarding satisfaction with a variety of services was conducted during the fall of 1998 using both web-based and telephone-based data collection methodologies. Each data collection mode used the same questionnaire, with sampled respondents randomly assigned to one mode of data collection. Approximately 1,600 interviews were conducted across both modes. This paper examines differences in response rates and costs between the mode of data collection. Responses are also examined for mode effects, exploring the effect of data collection mode on a variety response measures.

***Principles for the Design of Web Surveys: A Review of Current Practices and the Need for Change*, Don Dillman, Dennis Bowker, Washington State University**
Although less that one-third of U.S. households have access to the Internet, surveying on the World Wide Web has taken off. Pushed into use, and even prominence, by the potential to collect enormous numbers of questionnaire responses from convenience samples at very low costs, many aspects of scientific survey design are being ignored, including explicit considerations of coverage, nonresponse and measurement errors. The ability to obtain representative samples of respondents from defined populations is also being threatened by a tendency to rely on advanced programming features which in effect prevent individuals with poorer equipment, browsers, and telecommunications access from receiving and responding to web surveys. Unusual and perhaps unique question wording and visual layouts seem likely to contribute to measurement error as well as nonresponse. In this paper we review examples of web surveys that seem to ignore these methodological issues, and propose 12 principles for designing web surveys. This paper builds heavily on previous work by the authors and includes a call for scientific research on critical features of web survey design.

***Self-Selected Web surveys: Can the Weighting Solve the Problem*? Vasja Vehovar, Zenel Batagelj, Katja Lozar, University of Ljubljana**
Many marketing companies see the Web survey methodology as the technology that will replace telephone surveys in a way they, in turn, replaced face to face surveys a few decades ago. However, due to coverage problems the Web surveys will hardly reach the telephone coverage rates. As for now, the Internet penetration is relatively low, even in the most developed countries. In its existing mode, the Internet can not be absorbed by more than one half of the active population, so severe problems of statistical inference exist. A standard response from the advocates of Web surveys is that the variables are simply robust. The strongest evidence is the telephone samples, which somehow work despite severe co-operation problems. However, research shows that the standard socio-demographic control variables offer very limited help in the attempts to weight data from Web surveys. In an experiment with the national Web survey in Slovenia (n=6,500), where extensive comparisons with telephone surveys (n=10,000) were made, specific control variables that measure the computer (and Internet) orientation were used. Additional notion of "clickers", the Internet users that decided to click to the Web survey, was introduced to clarify the response behavior. Significant improvement was observed when the proper control variables were introduced.

***Internet Technology: Gaining Commercial Advantage,* Vsevolod Onyshkevych, Dave McIndoe, RONIN Corporation**
The focus of the paper is on how use of the Internet can help the researcher and covers three main areas: (1) Surveys best suited for the technology available; (2) Combining the Web with other technologies to optimize response rates; (3) How the Web may radically change existing technologies (like CATI and CAPI) by providing a more open and flexible interface, and centralized control of the data and interviewing. The paper draws upon case studies in which Internet-based research was conducted on behalf of clients. We will explain in detail, some of the findings and the experiences gained from of our ongoing projects. The paper will also explain the costs associated with a web-based survey. Given the importance of adhering to quality research principles, we will dispute the notion that Internet-based surveys are "free". Other items discussed include: (1) Appropriate and inappropriate populations for web-based studies, (2) Effective multi-media applications, (3) Matching the target samples to methodologies. In conclusion, we will demonstrate some of the more promising new applications that browser-enabled tools allow, including hand held devices, kiosks in remote locations, data collection in areas where phones can't reach, real-time input from hand-held devices and self completed interviews.

SATURDAY **PAPERS: DATA QUALITY ISSUES**
10:15 am - 11:45 am

***Standing on the Outside, Looking in: Tapping Data Users to Compare and Review Surveys*, Leda Kydoniefs, Linda Stinson, U.S. Bureau of Labor Statistics**
It is not unusual for survey organizations to conduct periodic expert review (sample design, definitions, question wording, data collection procedures etc.,) of ongoing survey programs. The question arises, is there another way to conduct such a review? What if attention was turned toward the individuals who use the resulting data? Would the resultant data substantially add to the knowledge we would have from the "typical" internal review by content knowledge and survey research experts? This paper presents the methodological approaches one could consider in pursuing answers from users to the questions implied by "what do data users want?" Which approach provides us with the most extensive information about survey users given limited time and resources? Two BLS establishment-based, wage-related surveys were undergoing programmatic review. Protocols were developed for a series of discussion groups and debriefing interviews. Questions were posed to identify user data needs and understand their motivations for turning to each survey respectively. We will include in our presentation a preliminary assessment of the effectiveness of the overall approach – that of contacting users of survey data and whether this new knowledge added something substantive to that already known by the two BLS survey programs

***A Comparison Of Data Collected Via Telephone Interview And Records Abstraction For The Office-Based Medical Provider Survey Component Of The Medical Expenditure Panel Survey, With Regard To Data Quality And Medical Provider Characteristics,* Catherine Haggerty, Karen Grigorian, National Opinion Research Center**
The Medical Expenditure Panel Survey (MEPS) is funded by the Agency for Health Care Policy and Research, DHHS, to provide timely, comprehensive information about health care use and costs in the United States. One component of MEPS, the Medical Provider Survey, collects diagnoses, services, cost, and payment data from a diverse sample of medical providers (physicians, hospitals, and others) who were identified by household survey respondents, as providing medical care. This presentation will focus on one of these sample types from MPS -- the office-based physicians. Response rates for this sample of office-based physicians was high (87% of the eligible sample); medical offices refusing to participate via telephone interview were offered the option of sending in the billing records for data abstraction. In 1998, 82.2 percent of the medical offices that participated did so via telephone interview and 16.2 percent participated by sending billing records for data abstraction. This paper will address differences observed in data quality, as collected via the two modes of data collection for the office-based sample: Telephone interview and data from billing records, as evidenced by incidence of missing data. Additionally, we compare the characteristics of responders across the two modes, as relates to office location, size of practice, and number of patients per office for which we requested data.

SATURDAY **PAPERS: DATA QUALITY ISSUES**
10:15 am - 11:45 am **(Cont.)**

Event History Calendar Methods Study: Experimental Design, Analytical and Operational Results, **Robert Belli, William Shay, Frank Stafford, University of Michigan**
Event history calendars (EHCs) are hypothesized on theoretical grounds to outperform traditional standardized question-list (Q-list) surveys in optimizing the quality of autobiographical recall, especially as the length of retention intervals increase. In a methodological study supported by the National Science Foundation, EHC and Q-list modes of data collection were compared using a subset of respondents from the Panel Study of Income Dynamics (PSID). The Q-list condition used a traditional standardized survey instrument, a 25-page paper questionnaire with scripted question sequences, and general interviewing techniques. The EHC used a paper survey instrument that was one 18?x28? page; flexibility in using cross-domain referencing was facilitated by the layout of timelines in the instrument and was encouraged as interviewing probes. With interviews conducted in 1998 about events that occurred during 1996 and 1997, the primary measure of data quality involved the correspondence between 1996 reports collected in the 1998 experimental interviews against 1996 reports from the regular 1997 PSID data collection, a "gold standard" comparison (two-year vs. one-year recall). In addition to assessing levels of agreement by condition with core PSID demographic and economic outcome measures, several operational variables are compared, including interviewing and total production length, and interviewer and respondent burden.

SATURDAY **PAPERS: ELECTION POLLS**
10:15 am - 11:45 am

Comparative Exit Poll Methods in Mexico and the U.S., **Warren Mitofsky, Mitofsky International, Ulises Beltran Ugarte, Technical Advisor to the President of Mexico**
Exit polling methods adhere to the norms of probability based sampling. Within that stricture applications vary among countries and even within countries. The challenge is to adapt the methods to a political system while maintaining sound survey principles. Methods taken for granted in the US will not necessarily work in other countries. This paper will compare the variation in methods necessary in order to conduct exit polls in Mexico and the US. The paper will include a discussion of the differences in sampling, questionnaire design, interviewing procedures and more. It will look at biases in election estimates and the effects of nonresponse. Differences in reporting by the news media also will be discussed.

Why Did the Polls Go Wrong In the 1998 Quebec Election? Or Did They? **Claire Durand, Andre Blais, Sebastien Vachon, University of Montreal**
Throughout the last electoral campaign (November 1998) in Quebec, Canada, most polls "predicted" an easy victory for the Parti québécois (P.Q.) over the Liberal party. On Election Day, the Liberals obtained a greater share of the vote than the P.Q. (though they did not win a majority of constituencies). This paper presents the results of a post election poll conducted two weeks after the election among a stratified sample of 1771 respondents of 3 pre-election polls carried out by two Quebec firms, CREATEC and CROP. The 1,500 respondents (response rate of 85%) were asked whether they actually voted, whether they were hesitant the week preceding the election, which party they voted for and what was the main reason for changing their mind. An analysis of the results suggests that neither a late campaign shift towards the Liberal party nor differential turn out could explain the discrepancy between the polls and the actual outcome, though movements between parties were common. The discrepancy stems mostly from biases related to the sampling frame -- unlisted phone numbers, underepresentation of collective households (old age pensioners mainly) -- and from characteristics of non-respondents.

SATURDAY **PAPERS: CONTROVERSIAL ISSUES IN HEALTH CARE**
10:15 am - 11:45 am

Attitudinal Shifts Concerning Medical Marijuana: Implications in Public Policy, **Amanda Florian, Michelle Pettit, Karmen Todd, Northern Arizona University**
In 1998, voters in Arizona, Nevada, Washington, Oregon, Alaska, and Washington D.C. supported the medical use of marijuana and other Schedule I drugs. This development appears to signal movement away from the 'War-on-Drugs' mentality that characterized our nation throughout the 1980's and early 1990's. Using primary data collected by Northern Arizona University's Social Research Laboratory, this paper examines factors that underline the shift in public attitudes toward reconsideration of the role of drugs in society. Cross-state comparisons drawn from secondary data sources are utilized to understand the social, cultural and political dynamics behind the end of the 'War-on-drugs'.

The Public and Assisted Suicide: The New Pro-Life Issue? **Melissa Herrmann, International Communications Research, John Benson, Harvard University**
Anti-abortion groups have been in the forefront of opposition to four recent ballot initiatives on physician-assisted suicide (PAS), and are also the main impetus for "lethal dose" legislation that would make it illegal for a doctor to prescribe enough pain-killers to help a patient commit suicide. This paper uses the results of three recent nationwide surveys (a 1996 Gallup/CNN/USA Today poll, the 1998 General Social Survey, and a 1998 survey by the Washington Post/Kaiser Family Foundation/Harvard University Survey Project) to examine attitudes about PAS and abortion. Each survey contains, in addition to standard demographics, questions measuring public attitudes on PAS and abortion. The Post/Kaiser/Harvard survey also contains several measures of moral values, religiosity, and types of religious belief. Two of the surveys include questions about capital punishment. We will examine the similarities and differences in attitudes about PAS and abortion among various groups in society. In the aggregate, attitudes about these two issues are closely related. But important differences in levels of support are found among certain groups, defined by socio-demographic, moral, and religious variables.

SATURDAY **PAPERS: CONTROVERSIAL ISSUES IN HEALTH CARE**
10:15 am - 11:45 am **(Cont.)**

Medical Use of Marijuana—Searching for the Root of Its Support, **David Wilber, The Roper Center for Public Opinion Research**
Legalized marijuana use for medical purposes has received considerable attention of late with six states in the past two election cycles adopting ballot measures authorizing this controversial practice. In contrast, historically more generalized legalization has never secured this level of support. In offering a plausible explanation for this ground swell endorsing medical use of marijuana one can argue that support is primarily humanitarian in nature—to ease the pain and suffering of those stricken with severe illness. A second source of support may be derived from a portion of the electorate already endorsing legalized marijuana use more broadly. Relying on the vast body of public opinion data available at the Roper Center for Public Opinion Research and recent exit polls, this paper explores and evaluates this topic—by examining voting patterns, public opinion, and demographic profiles—looking to provide some insight into this intriguing social development.

SATURDAY **ROUNDTABLES**
10:15 am - 11:45 am

Using Cognitive Pretesting in Questionnaire Design, **Kristin Stettler, National Agricultural Statistics Service, USDA**
Most discussions of cognitive interviewing techniques focus on the process itself, the nature and uses of cognitive interviewing, how to conduct cognitive interviews, etc. This roundtable discussion will focus on applying the results of cognitive pretesting to questionnaire design. Examples from the author's experience will be provided to encourage discussion and participation from the roundtable participants.

Standard Response Codes and Rates, **Tom Smith, National Opinion Research Center**
In 1998, AAPOR published a "best practices" manual detailing how to report "standard" response outcomes and rates for in-person and RDD telephone surveys. This publication resulted from the multi-year effort of a committee headed by Tom Smith. Since then a new AAPOR subcommitte committee has been drafting new sections for the manual that would apply to mail surveys of named individuals. In the future, the manual will need to address Internet survey resposne outcomes and rates. This roundtable will seek input to AAPOR on these matters.

Ethical Issues in Survey Research, **Moderator to be announced**
On occasion there are discussions on AAPORnet about various ethical issues that survey scholars and practitioners face. For example, one discussion focused on whether telephone interviewers should or should not be required to provide respondents with their true names. This informal roundtable is an opportunity for those interested to share experiences and opinions about such issues.

2:00 pm – 3:30 am Concurrent Sessions SATURDAY

SATURDAY **PANEL: MEASURING POLITICAL ATTITUDES-- HOW WELL ARE WE DOING?**
2:00 pm – 3:30 pm

John Robinson, University of Maryland, Stan Humphries, Stephen Finkel, University of Virginia, Vincent Price, University of Pennsylvania, Alan Neustadtl, University of Maryland, J.Merrill Shanks, University of California-Berkeley, Maria Krysan, Pennsylvania State University
The recent publication of Measures of Political Attitudes (Academic Press 1999) provides public opinion researchers with a basic reference work to examine the range and variety of measures of our main research variables. In this volume, leading researchers in their field have identified the most relevant scales and measures, have evaluated the evidence for their reliability and validity and have described the most crucial needs for future research. In this session, the following chapter authors discuss their preferred measures and the state of measurement in each field: Political Tolerance-- Stan Humphries, Steve Finkel, University of Virginia, Political Information-- Vincent Price, Political Trust-- Jack Citrin, Chris Muste, University of California, Berkeley, Political Partisanship-- J. Merrill Shanks, University of California, Berkeley, Racial Attitudes-- Christian Crandall, Monica Bernat, University of Kansas. This session would be a continuation and follow-up to the parallel session at AAPOR last year, in which the topics of political ideology, political agendas and political participation were reviewed. Audience comments and discussion with the authors will be encouraged.

SATURDAY **POSTERS: METHODOLOGY I**
2:00 pm – 3:30 pm

"Don't knows" and "No answer": Who Are They and Where Are They Going? A Comparative Analysis Between Sensitive and Non-sensitive Survey Item, **Sara Swenson, Margaret Wells, University of Nebraska**
A trend analysis by cohort effect of "don't know" and "no answer" was examined using data from the 1972 through 1996 General Social Survey (GSS). Both sensitive and non-sensitive survey items were included in the investigation of "don't know" and "no answer" responses. Analysis on "no opinion" and "don't know" answers include the following respondent characteristics: gender, age (lifecycle), and education. These variables are included in the trend analysis by cohort effect for both "don't knows" and "no answers." A cohort analysis allows for the investigation of intracohort and across-cohort effects. The patterns found for sensitive and non-sensitive survey items were similar, with the exception of one sensitive survey item. Analysis reveals that there is a decreasing trend of "don't know" and "no answer" across cohorts. There is an increasing trend of "don't know" across age with older respondents having a higher frequency of answering "don't know." When looking at both age and cohort effect, there is an increasing trend of "don't know" within cohort. There is not a similar trend for "no answer."

***What We Now Know about 'I Don't Know': An Analysis of the Relationship between 'Don't Know' and Education,* Clifford Young, National Opinion Research Center**
The most frequently examined predictor of DK is education. Research consistently shows that, under most conditions, the more educated are less likely to answer DK than the less educated. However, relatively little research has focused specifically on the relationship between education and DK. In order to address this shortcoming, this paper asks two fundamental questions: (1) what is the specific functional form of the relationship between DK and education? and (2) what factors (if any) explain this association? This paper first finds that the relationship between DK and education is negative but nonlinear. Specifically, the propensity to give a DK response occurs disproportionately among those respondents with less than a high school degree, declining at an increasing rate at higher levels of education. This paper also finds that, in combination, three factors can completely explain away the DK/education relationship: (1) level of cognitive sophistication (verbal ability, knowledge of politics, and media consumption), (2) propensity to participate in social and political events and (3) social disengagement at older ages. Specifically, cognitive sophistication and social participation explain the difference in mean DKs between those respondents with high levels of education and those with moderate levels of education. Social disengagement at older ages in turn explains the difference in mean DKs between respondents with moderate levels of education and low levels of education. This paper argues that future research should examine whether cognitive sophistication, social participation, and social disengagement are predictors of other forms of nonresponse (e.g., item, wave, and supplement nonresponse).

***Alternate Methods of Asking Race in Telephone Surveys: Preparing for the Y2K Changes,* John Kennedy, Nancy Bannister, Indiana University**
The poster session will present data on four methods for asking respondents to classify their race in a telephone interview. In 1997, OMB revised Directive 15 that specified how racial and ethnic data are to be collected. The most significant change is that respondents will be allowed to select multiple races. We tested alternative wordings and response patterns for administering the race categories question in telephone surveys conducted in fall 1998 and spring 1999. In one version, respondents were not read the race categories but interviewers were allowed to accept multiple races. In this version, the race distribution was similar to those found in earlier surveys. Few respondents selected multiple categories. This outcome is similar to that found in previous research. In three other versions, the respondents were read the OMB categories and were allowed multiple responses. Using these procedures, we found that substantially more respondents indicated they were American Indiana or Alaska Natives. We will present the tables that show the race distributions for Indiana based on: (1) Four methods of collecting race data using multiple categories, (2) One method that allowed only one racial category; (3) The 1997 population estimates of the racial and ethnic composition of Indiana.

***Reducing Item Nonresponse to Self-Reported Income and Election Voting,* Amy DeGrush, Jennifer Parsons, Timothy Johnson, University of Illinois – Chicago**
Household income and election voting questions are routinely asked in general population surveys. Yet, there is relatively little methodological work directed at improving the collection of these sensitive questions. We report findings from a 2 X 2 experiment designed to investigate optimal means for collecting household income and election voting data. Using item nonresponse as a proxy indicator of question sensitivity, respondents in a statewide RDD telephone survey were randomly assigned to two common forms of a household income question: (a) a version that requires interviewers to read up to six ordinal response categories to respondents versus (b) a version that asks respondents to answer a series of less-specific "yes-no" questions; and a voting question: (a) a version that offers reasons for not voting versus (b) a succinct version that asks whether the respondent voted in the last election. The dependent variables analyzed are nominal measures of respondent willingness to report household income and voting (yes-no). These variables were also analyzed using logistic regression in order to assess the independent and joint effects of the experiment while controlling for other variables likely to be predictive of income and voting nonresponse, including age, gender, urbanicity, education, and other demographic survey items.

***Reinterview Consistency of Factual Data,* Carl Ramirez, US General Accounting Office**
In a March 1998 mixed panel survey of finance officers at 501 US banks and thrifts, a subset of the stratified sample was asked to re-report the total number of non-customer ATM transactions for the month of January 1997. The answers they gave in response to the 1998 survey were compared to answers their institutions had provided to an identical question one year earlier. The differences in amounts reported among this subset of respondents were instructive. A large majority of the responses differed across the two survey waves, although the average absolute proportional errors were not large. However, rounding (a characteristic associated with typical estimation strategies) did not occur more frequently among the 1998 reports of 1997 totals than among the original 1997 reports, as was expected. The nature and extent of apparent estimation strategies, record searches, and use of previously reported data from retained copies of 1997 questionnaires are discussed, and possible reasons for the differences are suggested.

***Developing Hate Crime Questions for the National Crime Victimization Survey,* Meredith Lee, Denise Lewis, Melinda Crowley, Elaine Hock, Christopher Laskey, U.S. Bureau of the Census, Colin Loftin, Wayne Logan, Lynn Addington, State University of New York-Albany**
In response to the growing concern regarding hate crimes, President Clinton declared at the White House Conference on Hate Crime in November 1997, that the Bureau of Justice Statistics (BJS) would start to collect national-level estimates on the frequency of hate crimes in the United States. Shortly thereafter, BJS along with the Census Bureau began to develop hate crime questions to be included in the National Crime Victimization Survey (NCVS), an interviewer-administered survey. This paper describes how the original hate crime questions were developed, and presents preliminary data from the Community Oriented Policing Services (COPS) survey, which was used to pretest them. One question will be discussed in detail since it proved to be problematic. This was a field-coded question which, according to the literature, (see, e.g., Payne, 1971; Sudman and Bradburn, 1982; Fowler, 1991; Schwarz and Hippler, 1991; Sudman, Bradburn, and Schwarz, 1996) has advantages and disadvantages. The paper also describes a small-scale cognitive research project conducted during the fall of 1998 to redesign this question to address the issues raised in the COPS pretest results. This paper will conclude with a discussion of preliminary data from a field pretest, which started in January 1999, to further evaluate this question.

***The Effect of Mailing a Post-Survey Thank You Postcard on Survey Return Rates,* Sharon Riley, The Arbitron Company**
There is considerable research reporting that survey response rates depend very much on the number of contacts. More contacts mean higher response rates; there is no substitute. Making repeated and well-timed contacts in a pleasant, inoffensive way that will further encourage response is the goal. By communicating to each respondent that he or she is important to the study's success significantly increases the chances of getting a high response rate and quality responses. In an Arbitron seven day diary survey of radio listening, the two most critical follow-up periods during the survey are at the beginning of the survey week and at the end. Most of our follow-up effort is at the beginning of the survey week when follow-up calls are scheduled to make sure the survey has been received and to answer any respondent questions. But at the end of the survey week, another critical behavior must occur - respondents must mail back their surveys. Through a controlled test we found that mailing a post-survey postcard to consenting households does motivate respondents to return their radio diaries at the end of seven days, especially those living in 1-2 person households.

***Question Wording Effects on Public Support for Social Spending on Drugs,* Kenneth Rasinski, Jeffrey Timberlake, Eric Lock, National Opinion Research Center**
We analyzed a question wording experiment included on the 1984 to 1998 General Social Surveys. One subsample was asked whether, as a society, we spend too much, too little, or not enough on "dealing with drug addition". A second subsample was asked about spending on "Drug Rehabilitation". Results indicate that support for spending on "dealing with drug addiction" was higher across the years than support for spending on "drug rehabilitation" by about 5 percent. Our analysis showed that the following groups were more likely to support spending on dealing with drug addiction than on drug rehabilitation: Older respondents, those in the Midwest (compared to the South), those in small cities or suburbs (versus those in large cities), and those who watch more television. Jews, Catholics, Mainline Protestants, those with other religious affiliations, and those with no religious affiliation showed more support for drug rehabilitation than for dealing with drug addiction, when compared to fundamentalist protestants. Both wordings were positively associated with pro-welfare attitudes, but the association was stronger for spending on drug rehabilitation than for spending on dealing with drug addiction. Pro-law-and-order attitudes were negatively associated with support for spending on drug rehabilitation but were not at all associated with spending on dealing with drug addiction.

***The 1998 Survey of Small Business Finance: Using Focus Groups and Cognitive Interviews to Improve Questionnaire Design,* Lisa Lee, Diana Jergovic, Catherine Haggerty, Karen Grigorian, National Opinion Research Center, John Wolken, Federal Reserve Board**
The Survey of Small Business Finance is the third survey in a series that collects financial data from businesses with 500 or fewer employees. The intent of the survey is to understand how small businesses finance themselves, what sort of access to credit they have, and the impacts of changes in financial organizations on access to credit for small businesses, particularly those that are minority owned. The questionnaire collects information on income and expenses, assets and liabilities; all loans, equity, checking accounts, credit cards, and other sources of funding; and all financial services used. This survey is particularly challenging as it asks for detailed, sensitive data, which requires considerable reference to records. The paper will focus on the impact of focus groups and cognitive interviews on improving the design of the questionnaire and worksheet.

***Data Quality and Process Quality,* Jean Martin, Joy Dobbs, Social Survey Division, Office for National Statistics UK**
Users of survey data need to have information, which enables them to assess the quality of the data collected: they need to be able to judge whether the data are suitable for the purposes envisaged. Commissioners of surveys (who made or may not be direct users of survey data) are also concerned with quality: they need to be able to specify their requirements for quality and judge what is promised in competing proposals in order to ensure optimum value for money in addressing their needs or those of their clients. Such judgements have to be made before any outputs are available. Survey organizations are concerned to sell their services and deliver high quality survey research. They will have their own definitions of what constitutes quality and are also aware of the importance of the general reputation of their organization in terms of the quality of its work. This poster will present different definitions and perspectives on quality, and provide suggestions of the sort of information that can be produced to measure data and process quality. We include more subjective aspects of quality, such as relationships with clients, derived from a TQM perspective where the emphasis is on customer focus and the provision of a complete service to meet customer needs, providing the right information, in the right form, at the right time and price, and which goes beyond the production of high quality data.

***Survey Topic and Refusal Rates: Evidence of a Relationship,* Charlotte Steeh, Gary Henry, Applied Research Center**
Our presentation traces the effect of nonresponse on the substantive answers to a series of telephone surveys designed to assess how the availability of Hope scholarships affects high school students' planning for college. The survey was designed as a five-year panel study of households with at least one teenager in the eighth, ninth, or tenth grades during 1997. Eligible households were screened from an RDD sample, and the refusal rate for the initial survey exceeded 40%. As a result, a short follow-up survey was conducted with the refusers from one sample replicate. In our analyses we find that the educational expectations a parent has for a child determines the likelihood of cooperation with our specific survey request. These hypothesized relationships are more important in our multivariate analyses than the effects of age, race, income, educational level of the parent, and urbanicity. Since we have now completed the second wave of the main survey, we can extend our model to those respondents who refused to participate at this later point in the study even when offered an incentive. Again we find that parents' educational expectations are related to panel attrition in the same way as for initial refusals-only more systematically.

***Nonresponse Issues in Japanese Public Opinion Surveys,* Nicolaos Synodinos, University of Hawaii, Meiko Sugiyama, TWCU, College of Culture and Communication**
There are serious concerns about the declining response rates of personal surveys in Japan. Nonresponse arises from various factors including a) inadequate sampling lists, b) respondent-related factors, and c) fieldwork-related procedures. The "Basic Residents Lists" are frequently used for drawing samples but access to these lists has become more difficult and it has been reported that different geographical areas of Japan have been affected differently. Governmental surveys are less susceptible to the problem of list inaccessibility but can be affected by other list-related difficulties. In a recent survey, the Public Relations Department of the Prime Minister's Office added a second phase to follow-up the non-respondents of the first phase. A nationwide sample of 3,000 Japanese adults was drawn probabilistically from the "Basic Residents Lists" and personal interviews were used for both phases. After five or more attempts to reach the selected respondents, the first phase secured a response rate of 74%. The second phase (consisting of five or more attempts) was successful in increasing the overall response rate by 10 percentage points. Most importantly, it was possible to reduce the number of refusals confirming the view that some can be ascribed to situational rather than dispositional factors.

***Producing Culturally Approppriate Survey Instruments*, Beverly Weidmer, RAND**
Collecting accurate health data on the growing number of ethnic minorities in the United States has increased in policy relevance in recent years. Today, most general population sample surveys require translation into at least one language (usually Spanish), and often other languages as well. Cross-cultural research is threatened by the failure to produce culturally and linguistically appropriate survey instruments for minority populations. A survey conducted with an inadequate instrument may lead to erroneous conclusions that are difficult to detect during analyses. Conclusions drawn from such research may be mistakenly attributed to differences between the source and the target populations. These risks, and the increasing importance of cross-cultural research, have led to a re-examination of translation techniques as well as other techniques for producing survey instruments that are appropriate for this type of research. Adept translation of a survey instrument is an integral part of the instrument development process but it alone does not ensure that a culturally appropriate survey instrument will result. Producing a survey instrument that is culturally appropriate for ethnic minorities in the United States may require modifying the English version of the instruments as well as subjecting the translated instruments to more rigorous testing to assess their validity and reliability. Testing of the translated instruments should include determining the reading level of the translated survey instrument, conducting cognitive interviews that evaluate both the appropriateness of the survey content as well as the cognitive task required in the survey instrument (particularly for self-administered surveys), and pre-testing the survey instrument to ensure that survey measures perform equally well in the target language as in English. This paper reviews the major issues associated with producing culturally appropriate survey instruments and proposes techniques for improving this process.

***Construction Strategies for Complex Survey Questions*, Paul Beatty, National Center for Health Statistics, Floyd Fowler, Jr., Greg Fitzgerald, University of Massachusetts-Boston**
Standardized survey questions must often convey a large amount of information to respondents. Yet questionnaire designers have little guidance on how to actually assemble these pieces into a whole that is clear and comprehensible. The goal of our study was to find evidence that certain construction strategies result in fewer errors, lower respondent confusion, or less time-consuming interactions with interviewers than others. We evaluated this hypothesis by administered alternate versions of survey questions (mostly drawn from the National Health Interview Survey) first in cognitive interviews, and then in split-ballot telephone interviews with 156 respondents which were tabulated and behavior coded. Results of our study indicate that the benefits from reorganizing verbiage within complex questions has relatively minor payoff. Instead, the majority of cognitive burden comes from unwarranted assumptions within the question. Revised questions that eliminate such assumptions yield very different responses. But changing the question structure does nevertheless influence the type of difficulties that are observed in question administration. For example, some versions require extensive interviewer probing to obtain an answer, while alternate versions generate more respondent interruptions.

Diary Redesign: Can a Machine-Readable Diary be Engaging?* Barbara O'Hare, Marla Cralley, The Arbitron *Company
Diary surveys are a useful way to capture a record of daily routine activities that are difficult to measure using other modes of data collection. However, as a self-administered instrument, design of the diary itself is critical in engaging and motivating the respondent and in ensuring that the respondent records the desired behavior properly. As noted in the literature, the structure and complexity of the diary can present difficulties to the respondent, affecting response rates and data quality. In this study, a new diary design to capture radio listening was tested against the current diary. The objective was to identify a format that is appealing to the respondent while providing benefits to reduce processing costs through incorporation of optical scanning design elements. Two versions of the redesigned diary were tested - one with a time matrix of 15-minute intervals and the other with boxes for respondent write-in of listening episodes. The test examined diary return rates and radio listening levels by key demographic groups. It was found that the time-matrix diary performed differently than the open-times diary. The findings revealed the difficulty in developing a diary design that maximizes return rates, elicits complete responses, and incorporates features compatible with machine diary-processing.

***Making Visible the Invisible: An Experiment with Skip Instructions on Paper Questionnaires,* Cleo Redline, U.S. Bureau of the Census, Don Dillman, Washington State University, Richard Smiley, U. S. Bureau of the Census, Lisa Carley-Baxter, Arrick Jackson, Washington State University**
Gaining compliance with skip instructions remains one of the most vexing problems for designing paper questionnaires. This paper reports an experimental comparison of two fundamentally different approaches to reducing skip pattern errors, and compares the results with a conventionally used method. The theoretical basis of the alternative designs is suggested by previous work of Jenkins and Dillman (1997, "Towards a Theory of Self-Administered Questionnaire Design." In L. Lyberg, et al., Survey Measurement and Process Quality. New York: Wiley-Interscience). One method utilizes placement of check boxes to the right of the answer categories followed by skip instructions in a larger, bolder font against a high contrast background. It also utilizes verbal warnings prior to applicable questions that a skip possibility is included in that question. The second method utilizes even larger, bolder verbal skip instructions and it shows continuation to the next question with arrows. It also places a brief summary of the preceding answer in parentheses at the beginning of the next question, e.g. "(If yes)." The control group utilizes a conventional method now in use by the U.S. Bureau of the Census, which is known to exhibit undesirably high rates of noncompliance. The three methods were evaluated through the classroom testing of 1266 students at the Washington State University. Interpretation of the results is augmented by results from 48 cognitive interviews conducted at both the U.S. Bureau of the Census and Washington State University.

***Perceptions of 'Public Opinion' and 'Public' Opinion Expression*, Dietram Scheufele, University of Wisconsin-Madison, William Eveland Jr., University of California**
The notion of deliberative democracy is based on the exchange of arguments among citizens and the articulation of individual opinions in public. More recently, a number of scholars have argued for a more careful look at the criterion variable, i.e., opinion expression. Our research explores the public and non-public articulation of opinion in greater detail. We explicate the two forms of opinion expression, i.e., public and non-public opinion expression, their theoretical premises, and their discriminant validity by comparing two theoretical models predicting the two forms of opinion expression separately. Specifically, we explore the role that communication variables, group membership, attitude strength, and perceptions of public opinion play in predicting the articulation and expression of one's own opinion in public and non-public settings. Using data from the 1996 National Election Study, we test the antecedents of public and non-public forms of opinion expression. Preliminary results show that strength of partisanship and group membership are the strongest antecedents of public and non-public opinion expression, both at the national and the state level. Significant interactions between group membership and perceptions of opinion incongruity and between strength of partisanship and perceptions of opinion incongruity emerge only for public opinion expression based on perceptions at the state level. Strength of partisanship, in all models, is negatively related to perceptions of incongruity.

***Polling and the Media: Is it Time to Clean the 'Mirror of Reality'?* Frederic Solop, Kristi Hagen, Northern Arizona University**
Fifty years ago Walter Lippman described the media as holding up a mirror to reality. Today survey researchers depend upon this 'mirror' for transmission of survey findings to a mass audience. At the same time, Americans face a hidden crisis. The health of our technologically oriented democracy depends on rapid transfer of information; but, for democracy to flourish, this transfer must necessarily be as substantive and accurate as possible. Every day the public reads, sees, and hears more polling research, but the information they receive is often an inaccurate interpretation of the data generated by survey researchers. This study examines the problem of accuracy in the reporting of survey research data in the media. To better understand the nature of this problem, a sample of polling stories appearing in major newspapers over the past five years will be coded for accuracy in reporting of survey findings, depth of information coverage, and story integrity. Study findings will lead to a better understanding of the extent and nature of slippage between the information provided by survey research professionals and the transmission of that information to the broader public. A program for systematically addressing these problems is outlined at the conclusion of the paper.

***When Pollsters Speak, Who Believes Them?* Ronald Hinckley, Research/Strategy/Management, Inc., Robert Shapiro, Columbia University**
With data from two national surveys conducted for the Public Relations Society of America Foundation and the Rockefeller Foundation, we examine the credibility accorded pollsters. Using the first study (n = 1,000), we position pollsters 35th out of 44 generic public policy information sources--better than famous athletes but far behind ordinary citizens--and determine which demographic, socio-economic, and political groups give pollsters the benefit of the doubt when they speak. We conclude that opinions on pollster believability fit into an overall national credibility index but do not associate with other information sources into any of eight common dimensions of credibility. With the second study (n=1,501), we determine a pollsters credibility in the context of problems arising out of race and ethnic differences. We find that pollster credibility fits into a national issues credibility index on race and ethnic concerns but again does not associate with any of the nine common dimensions within the index. We compare pollster credibility to that of other information sources, and, in addition to controlling for other variables, we explore whether or not pollster credibility varies by the salience accorded the race/ethic issue.

SATURDAY
2:00 pm – 3:30 pm
PAPERS: CHILDREN'S HEALTH

***Attitudes toward Genetic Testing and Fetal Diagnosis, 1990-1996,* Eleanor Singer, Amy Corning, Toni Antonucci, University of Michigan**
With few exceptions, existing research on attitudes toward genetic testing and prenatal diagnosis is based on small studies using nonprobability samples of specialized populations. In this paper, we use General Social Survey data and a nationally representative sample to report on attitudinal change between 1990 and 1996 and to explore socio-demographic predictors of public views on genetic technology and reproduction in the context of changing mass media coverage between 1987 and 1995. During that period, media coverage of prenatal testing became both less frequent and less favorable, despite increasing use of this technology, whereas media reports about other types of genetic testing increased in frequency and became more favorable. Between 1990 and 1996, attitudes toward genetic testing remained stable, while attitudes toward abortion in case of genetic defect became more negative, especially among the less well educated and those less knowledgeable about genetic testing. We explore some of the implications of these findings.

***American Pragmatism: Government Health Insurance for Children,* John Young, Minah Kim, Harvard University**
Americans' policy preferences on new programs are often formed by their desire to solve problems and by their evaluations of other similar programs rather than by ideological, partisan, or self interest considerations. The authors will present a theoretical framework drawn from the work of Phillip Converse, William James, John Dewey, and the insights of cognitive and social psychologists. This framework will be applied to Americans' preferences for government provided health insurance for uninsured children and by their willingness to pay higher taxes to cover its cost. The authors will show that (1) individual evaluations of Medicaid and community clinics have the strongest positive effects on their support for the government health insurance for uninsured children. These effects are followed by their belief that children without health insurance have more difficulty getting health services, and are stronger than party identification, ideology, or self-interest. Party identification exerts a positive effect only among Strong Democrats. The strongest negative effect comes from strong Republican and very conservative identifications. Self-interest does not appear to be a significant factor in this case. (2) On the question of paying more in taxes to cover the cost of insurance for uninsured children, individuals' evaluations of community clinics and Medicaid have the strongest effects, positive or negative. The belief that uninsured children have difficulty getting medical services is also a significant positive factor. Partisanship is less important than in model one and its effects are limited to strong Republican and Republican leaner identifications. While the ideology variables have the expected signs (positive for liberal and negative for conservatives), none are statistically significant. None of the self-interest variables are statistically significant.

Further Explorations Of Conversational Interviewing: How Gradations Of Flexibility Affect Costs And Accuracy, **Michael Schober, New School for Social Research, Frederick Conrad, Scott Fricker, U.S. Bureau of Labor Statistics**
Conversational interviewing, in which interviewers and respondents work together to make sure questions are understood as intended, can lead respondents to answer questions more accurately than strictly standardized interviewing. However, it takes longer and can be costly. Here we measured response accuracy and interview length for three types of partially conversational interviewing, which resemble current practice in some organizations. Census Bureau interviewers telephoned paid laboratory respondents, who answered factual questions from ongoing government surveys on the basis of fictional scenarios. Interviewers either (1) read scripted definitions for question concepts when respondents explicitly requested clarification; (2) used their own words to present official definitions for question concepts when respondents explicitly requested clarification; or (3) presented scripted definitions whenever they deemed it necessary, even if respondents hadn't explicitly requested clarification. For all three partially conversational techniques responses were reliably more accurate than for strictly standardized interviews, and interviews took reliably longer; compared to fully conversational interviews, responses were reliably less accurate and interviews shorter. Results suggest that response accuracy improves whenever respondents get help, whether or not they ask for it explicitly; but if it is left only up to respondents to ask for help, they often won't.

"You Can't ****ing AskThat" Researching Bad Language on Television - How Far Can You Go? **Nick Moon, NOP Research**
One of the difficulties in conducting research into taste and decency is finding what people consider offensive without in the process offending them. In planning a qualitative/quantitative survey to measure opinion on bad language on television it became apparent that we were going to have to expose respondents to some fairly extreme language if we were to meet the survey requirements of finding which words were acceptable. This seemed an almost impossible task, but in practice we managed to meet the survey objectives very successfully. We were able to get people to consider the relative strengths of a whole series of words, from the relatively mild to the fairly hard-core. People recruited for the qualitative stage were pre-warned that they would be asked to view clips, which they might not otherwise choose to watch. In the quantitative stage we found it was possible to get people to sort a large number of shufflecards, each containing one word or expression, into degrees of acceptability. Our experience suggests that it is possible to research "difficult" topics in some depth, provided it is approached in a sensitive way, and that public tolerance over the content of research is greater than many might fear.

Respondent Cues That Survey Questions Are In Danger of Being Misunderstood, **Jonathan Bloom, Michael Schober, New School for Social Research**
Are there indications of respondent uncertainty, besides explicit requests for clarification, that interviewers (or computer interviewing systems) could exploit to determine whether a survey question is in danger of being misunderstood? We coded audiotapes and transcripts of 43 telephone interviews conducted in the laboratory of the Bureau of Labor Statistics (Schober & Conrad, 1997), in which respondents answered questions from ongoing government surveys about purchases, housing, and employment; respondents answered on the basis of fictional scenarios, half of which embodied non-prototypical situations likely to cause uncertainty. Immediately after interviews asked questions, respondents' first utterances contained certain linguistic and paralinguistic features reliably more often when the fictional situations were non-prototypical, i.e., when it might be hard to answer the question accurately without further information. These features included pauses longer than 1 second, ums and uhs, speech errors (repairs and replacements like "I bought car t- car tires"), and "reportings" (descriptions of respondents' circumstances rather than answers to the question). These data suggest that even though respondents don't explicitly ask for help as often as they might, they nonetheless provide other useful cues of their states of mind, and that respondents bring their ordinary conversational repertoire even to restricted survey situations.

Using the NCHS Cognitive Lab to Help Design Cycle VI of the National Survey of Family Growth, **Barbara Wilson, Linda Peterson, National Center for Health Statistics**
The National Survey of Family Growth (NSFG) is a periodic survey about fertility and reproductive health. Questionnaires for previous cycles have been pretested in the NCHS cognitive lab with a variety of techniques that identify potential problems with comprehension, recall, sensitivity, context, format, vocabulary, reference periods, or response categories. In the planning for the next cycle of the survey, NSFG staff asked the cognitive lab to use the ethnographic technique called "Grand Tour Questions" to determine how women spontaneously report contraceptive histories, pregnancies, and sexual partners in answer to questions such as "I'd like you to tell me about all the contraceptive methods you have used in the last three years. Begin anywhere you like." The method is intended to provide clues as to how memory is searched and information is reported. The findings from the interviews will be used to guide questionnaire design and to instruct interviewers.

Cognitive Ability and Acquiescence, **Bo (Paul) Zhou, University of Akron, ACNielsen**
Past studies have shown that low education and being black increase survey respondent's tendency to acquiesce. But is it simply because of low education and being black, or of low socioeconomic status or poor cognitive ability? No research has answered this question. With the help of a refined modeling technique developed from Mirowsky and Ross' pioneer study, this paper detects and proves the existence of acquiescence in a national representative sample, and investigates cognitive ability's role in determining acquiescence. It is found that respondents with higher cognitive ability are less likely to acquiesce, and that when cognitive ability is under control education and race do not have significant impact on acquiescence. It is also found that other variables such as family income, age, and religiosity are significantly related to acquiescence.

A New Kind of Survey Mode Difference: Experimental Results From a Test of Inbound Voice Recognition and Mail Surveys, **Rajesh Srinivasan, Stephen Hanway, The Gallup Organization**
It is well documented that mode of data collection effects will often appear when two or more methods of data collection are employed. These effects may differ in magnitude and direction depending upon which modes are chosen. The recent development of Inbound Voice Recognition (IVR) and Touchtone Data Entry (TDE) as modes of data collection has introduced new concerns and considerations with regard to data quality and response effects. Design of questionnaires for these modes often includes the use of scale questions where only endpoints are labeled to minimize the cognitive burden on the respondent to improve completion rates. The added visual component of mail questionnaires makes it less burdensome on the respondent to semantically label all response options. The Gallup Organization conducted experiments comparing mail treatments with two types of IVR treatments, one in which respondents were recruited by telephone and another where they were recruited by mail. The questions asked of respondents were identical across the two modes, however the response options for the mail questionnaires varied between complete semantic labeling and endpoint labeled items. Experiments were also included in the design to test whether prenotification and recruitment by mail would be more effective coming from the research organization versus the client and to determine the effectiveness of non-monetary incentives. Further experiments to be included in this paper, include the introduction of semantic labels in IVR administrations and the use of random prize drawings or other monetary incentives. The paper will review processes thought to be underlying mode differences in the past and will discuss the relevance of past research on mode differences to the use of these new technologies.

Are We Getting the Truth in Reconciled Reinterview Studies? **Paul Biemer, Research Triangle Institute, Henry Woltman, U.S. Bureau of the Census**
The reconciled reinterview study is one of the primary methods used in the survey methods literature for estimating measurement bias in survey estimates. In reconciled reinterview, an interviewer, supervisor, or researcher recontacts a sample of respondents interviewed in the original survey, reasks some of the questions from the original interview, and reconciles any discrepancies between the interview and reinterview responses with the respondent. The reconciled response is then taken as the true value or "gold standard" for judging the accuracy of the original responses. The paper summarizes recent results from the survey methods literature as well as from four studies conducted by the authors to evaluate reconciled reinterview data quality. Evidence is provided from these studies both in support of and in conflict with the assumption that the reconciled reinterview process yields the true value. An important conclusion of the paper is that reconciled reinterview procedures seldom provide data that are accurate enough to serve as gold standards for quality evaluations. Finally, the paper will offer some alternatives to reconciled reinterviews for estimating measurement error bias that involve the use of latent class analysis and which do not require the assumption that the remeasurements are infallible.

Within-Household Respondent Selection in an RDD Telephone Survey: A Comparison of Two Methods, **Craig Hill, Research Triangle Institute, Karen Donelan, Harvard University, Martin Frankel, Baruch College, City University of New York, Abt Associates**
The options for selection of a respondent within a household in a telephone survey range across true probability, quasi-probability (e.g., "most recent birthday"), and non-probability (e.g., "Youngest Male/Oldest Female") methods. Researchers recognize that the principal trade-off involved in selecting a method can be viewed as one of quality of data vs. overall cost. In this paper, we report on the results of an experiment conducted within a telephone survey; prior to fielding the sample of 17,078 telephone numbers, each was randomly assigned to one of two methods of within-household respondent selection: "Most Recent Birthday" (MRB) or "Youngest Male/Oldest Female" (YMOF). We examine the difference in response rate produced by the two methods; the demographic composition of the samples generated by the two methods; the cost required to complete a case using each method; the distribution of post- stratification weights calculated for the two groups; and selected weighted marginal responses to survey items that demonstrate the impact of selection method on reported survey findings.

Screening for Adolescents in RDD Surveys, **John Tarnai, Marion Landry, Rod Baxter, Washington State University**
This paper describes five separate telephone surveys of RDD households in three states intended to identify adolescents and complete interviews of 30 minutes in length about use of alcohol and other drugs. Two surveys involved completing interviews of randomly selected adults first, and then screening for an adolescent for a separate interview. The remaining three surveys involved contacting households and screening immediately for adolescents. Two different methods were used to screen for adolescents in these latter three surveys. One method had interviewers ask telephone respondents whether or not there were any eligible adolescents in the household. The second method required interviewers to first conduct a brief household interview with the telephone respondent and then screen for an eligible adolescent. We found significant differences among these various screening methods in the percent of eligible households in each sample, and in the percent of households cooperating with the interview. The paper describes these results and discusses the effects of the different screening approaches. Given the differences in response rates achieved with the different screening methods, the paper also discusses the implications for improving response rates to RDD telephone surveys of adolescents.

8:30 am - 10:00 am Concurrent Sessions SUNDAY

SUNDAY
8:30 am - 10:00 am

PANEL: IF YOU WANT TO KNOW WHAT KIDS THINK, TALK TO THE EXPERTS: CONDUCTING RESEARCH WITH CHILDREN

Jo Holz, Roper Starch Worldwide, Inc., Laurie Bauman, Albert Einstein College of Medicine, Joan Chiaramonte, Roper Starch Worldwide, Inc., Rosemarie Truglio, Children's Television Workshop
This panel will present examples of recent opinion/attitudinal research conducted with children, in a variety of very different research settings. In addition to presenting findings from some of their studies, the panelists will discuss the unique problems raised and the methods they have used to obtain accurate and usable responses from children, and will share insights and recommendations for working with child respondents. Chiaramonte will present recent data from a syndicated annual study of children's interests, concerns, and lifestyles, and will discuss how to provide research clients with actionable data while creating a meaningful and enjoyable interviewing experience for the child. Bauman will report on research designed to assess the mental health of 8-12 year-old children whose mothers have late-stage AIDS/HIV. She will discuss the challenges of using home-based interviews to collect sensitive, complex information from children in difficult circumstances. Truglio will describe the methodology used to measure preschoolers' reactions to Sesame Street, the ways in which these findings are used, and the unique challenges of conducting research with preschoolers.

SUNDAY
8:30 am - 10:00 am

PAPERS: COMPUTER ASSISTED SURVEY INFORMATION COLLECTION (CASIC)

IFDTC/AAPOR Joint Session

Screen Design and Question Order in a CAI Instrument - Results from a Usability Field Experiment, **Marek Fuchs, University of Eichstaett**
Screen design and questionnaire design affect the interviewer behavior in a CAI environment. Previous research has shown that interviewers can work more properly and efficiently if suitable functions and features are incorporated in the CAI instrument. Usability experiments with the household roster of two large government surveys have shown that using grids and tables is an important feature to facilitate the interviewer's performance. While these experiments were conducted under laboratory conditions, we have results from a first field experiment. In March of 1998 a CATI survey on immigrants was fielded in Germany (response rate 84%, n = 501). Four different versions of a household roster were compared in this production study, testing two different screen designs together with two different question orders in a 2x2 factor design. The four versions were randomly assigned to interviewers and respondents. Time measures were built into the CATI program, and 234 randomly selected interviews were video taped and analyzed according to a coding scheme developed earlier. Based on the data we assessed the usability of different CAI design features. The results show that the screen design as well as the question order have a significant influence on interview duration and interviewer behaviors. Especially the grid based and topic based version allows the fastest performance in terms of time used to complete the instrument. Results from the coding data suggest that the differences between versions are due to specific interviewer and respondent behaviors. The data indicates that the grid based topic version enables a respondent oriented interviewer behavior, and thus allows the best interviewer performance in terms of duration.

The Impact of Instrument Design on Interaction in the Computer Assisted Survey Interview, **Sue Ellen Hansen, University of Michigan**
Research has shown that question wording and order may contribute to measurement error. Research on self-administered surveys has found that questionnaire format also may affect measurement. Less attention has been paid to the impact of instrument design on interviewer-administered surveys, which involves interviewer-respondent interaction. Computer-assisted interviewing (CAI) raises further design issues. The computer draws interviewer attention away from the respondent, and may influence interviewer-respondent interaction, data quality, and the efficiency with which data are collected. CAI calls for design that addresses the needs of interviewers and respondents as users of CAI instruments. As part of an evaluation of the 1997 National Health Interview Survey (NHIS) CAPI instrument, Census Bureau interviewers conducted 52 videotaped interviews, 38 computer-assisted (CAPI) and 14 paper (PAPI). Interviews were conducted in a laboratory with respondents recruited for the study. Questions were coded for design characteristics such as instructions, respondent information, and help indicators, and for behaviors such as problems reading questions, silences, and entry problems. The results of analysis of mode differences in design characteristics and behaviors are presented, with examples of problems believed to be the result of poor instrument design. Implications for the effects of CAI instrument design on measurement error are discussed.

The Use of Computer Assisted Self-Interviewing (CASI) in Product Clinics, **Mick Couper, University of Michigan, Michael Curtis, Pinnacle Research Consulting**
Product clinics provide respondents with the opportunity to interact with the products being evaluated (e.g., cars or other durable goods). Respondents are typically recruited using random selection from vehicle registration lists in a selected site and invited to a central location to participate in the clinic. A car clinic generally involves several vehicles, and respondents are asked to sit in, walk around, try out features, and evaluate many aspects of each vehicle using a self-administered instrument. Over the last several years we have evolved from paper-based questionnaires to computer assisted self-interviewing (CASI) using hand-held computers. Product clinics provide unique challenges for computer assisted data collection. Respondents, many with no prior experience of computers, are required to conduct fairly lengthy interviews while walking around and at times need to operate the equipment in confined spaces (e.g., sitting in the driver's seat). In this paper we describe Pinnacle's experiences with different forms of CASI. We compare pen-based and keyboard-based systems, and discuss hardware and software design challenges for this type of interview situation. We present data from respondent debriefings on their reactions to the systems being used, and evaluate respondent performance (e.g., time taken to complete an interview).

SUNDAY **PAPERS: COMPUTER ASSISTED SURVEY INFORMATION COLLECTION (CASIC) (Cont.)**
8:30 am - 10:00 am **IFDTC/AAPOR Joint Session**

Computerized Event History Calendar Methods: A Demonstration of Features, Functions, and Flexibility, **Robert Belli, William Shay, Frank Stafford, University of Michigan**
Recent survey research on event history calendar (EHC) methods shows that EHCs may outperform traditional standardized question-list (Q-list) designs in optimizing autobiographical recall and minimizing interviewer and respondent burden. To date, however, such methodological research has been based on a paper mode of administration. In traditional Q-list designs, computer-assisted interviewing has several advantages over paper-and-pencil administration. The same is presumed to be true for EHCs, with paper-mode problems in both data entry and interviewer cueing potentially alleviated by a computer-assisted mode of data collection. Opportunity to re-orient survey automation along the lines of EHC designs has come with the advent of windows-based software and graphical user interface tools. This presentation will demonstrate a prototype of a computer-assisted EHC application under development at the University of Michigan Survey Research Center. In addition to illustrating the features, functions and flexibility afforded by new software technology, the demonstration will highlight how this system can capitalize on the cross-domain referencing essential to optimizing respondent recall and thus survey data quality. This session will offer a glimpse of the possible nature of survey interviewing for the 21st Century.

SUNDAY **PAPERS: RESPONSE RATE ISSUES**
8:30 am - 10:00 am **IFDTC/AAPOR Joint Session**

Experimental Techniques for Improving Response Rates in a Multi-Modal Study of an Elite Population, **Sameer Abraham, Darby Miller Steiger, The Gallup Organization**
With some notable exceptions, the vast majority of studies examining methods to increase response rates have focused on the general population or broad segments within it. Few researchers have applied these techniques to the study of elite populations such as CEOs, Congressmen, academics, physicians, and other individuals whose "opinions and actions count most." The objective of this paper is to broaden our understanding of methods that may or may not work with an elite population of academics. We present findings from several experiments conducted in a multi-modal (mail, telephone, Web) pilot test of the 1999 National Study of Postsecondary Faculty (NSOPF:99). Four experiments were administered to improve response rates and response quality among a nationally representative sample of 500 faculty in higher education institutions. The experiments included: (1) prenotification versus no prenotification; (2) use of priority mail versus first class mail for the initial questionnaire mailing; (3) use of a respondent-friendly and scannable questionnaire versus a conventional and nonscannable questionnaire; and (4) attempting a CATI interview at the first telephone prompt of nonrespondents versus prompting for return of the paper or web questionnaire before attempting a CATI interview. Findings will be presented and discussed.

The Effect of Screening Methodology on Response Rate in Random Digit Dialing Surveys, **Amy Nyman, Anthony Roman, Polly Armsby, Lois Biener, University of Massachusetts-Boston**
The Massachusetts Adult Tobacco Survey has traditionally been carried out in two stages: collection of household information from any adult who lives in the household, followed by an extended interview with a randomly selected adult in the household. Our experiment eliminated the use of separate interviews by proceeding directly to random selection of the adult respondent, who provided both individual and household information. The two protocols were used in parallel during the months of June and July 1997. We found that embedding the household data collection in the respondent interview produced lowered response rates for the portion of the survey concerned with household data in comparison to when the household data collection and respondent interviews were conducted separately. However, the response rate for the respondent interview in the embedded version was higher than the response rate for the respondent interview from the established methodology. Studies more concerned with gathering individual data may consider embedding household information within an individual interview, while those focused on maximizing the amount of household data collected may be best served by separating collection of household information from collection of individual information.

One Size Fits All: Surveying a Population with Multiple Nationalities and Language Preferences, **Adam Safir, The Arbitron Company**
In recent years there has been a resurgent interest in understanding Asian-American media habits, driven in part by the relatively high income and educational levels of this minority group. However, even in large-scale data collection operations such as the radio audience measurement industry, attention to minority media behaviors has been primarily limited to the Black and Hispanic populations. The Arbitron Asian Audience Study was conducted to assess the feasibility of interviewing a survey population characterized by a diverse array of language preferences, determine Asian-American representation among Arbitron radio households, and learn more about the sample performance and listening habits of Asian-Americans as compared to other minority groups. A sample of 6,158 households from the Summer 1996 syndicated survey were re-interviewed and offered the previously unavailable response option "Asian" to the race/ethnicity question. The results of this study have indicated that although Asian-Americans are adequately represented among Arbitron radio households, their listening habits differ significantly from those of other minority groups in some unexpected ways. This presentation will share interesting insights into the sample performance and media habits of a minority group previously unidentified in radio audience measurement.

SUNDAY **PAPERS: MISC. HEALTH**
8:30 am - 10:00 am

Hablamos Español: Collecting Information by Mail from Spanish-Speaking Medicaid Enrollees, **Patricia Gallagher, Floyd Fowler, Jr., Vickie Stringfellow, University of Massachusetts**
Collecting information from non-English speakers is a challenge for survey researchers. Methodological experiments were conducted in a Medicaid population to evaluate the effect on response rates of two mail protocols that offer Spanish-speaking respondents the opportunity to complete questionnaires in Spanish. Probability samples of enrollees, adults and children, were drawn. Within each sampled group (n=1,600 adults and 1,600 parents of children), a random half received a Canadian-style dual-language questionnaire, containing both an English and a Spanish version of the questions. The other half received an English-only version along with a postage-paid postcard containing instructions in Spanish to return the postcard to request a Spanish-language instrument. Analyses of the data collected provide answers to the following questions: 1) Among Spanish speakers, how does the response to the two-language instrument compare with the response to the English-plus-postcard-request approach? 2) Does the use of dual-language questionnaires adversely affect the response rate of English-speaking respondents? 3) Is it possible to identify a target population to receive a dual-language Canadian-style questionnaire from information in Medicaid records?

The Impact of a National Education Campaign on Support for Medicare Reform Proposals, **Felicia Mebane, Harvard University**
This analysis examines how changing the public's perception of whether or not Medicare is in crisis would affect public opinion about Medicare policy. Variables measuring Americans' views of the seriousness of Medicare's problems are regressed on support for prominent reform proposals. Additionally, the policy positions of Americans who think that Medicare's financing problems are not critical are compared with the views of Americans who think that Medicare is headed for a crisis. The conclusion includes a discussion of implications for upcoming debates concerning Medicare reform. The results are based on analysis of two telephone surveys sponsored by the Henry J. Kaiser Family Foundation and The Harvard School of Public Health. The first survey was conducted May 31-June 5, 1995 with a sample of 1,383 adults nationwide (including an oversample of adults 65 years of age or older). The second survey was conducted August 14-September 20, 1998 with a sample of 1,909 adults nationwide (including an oversample of adults 65 years of age or older). The response rates for the two surveys are 48 and 52 percent, respectively.

The Public Price of Health System Change: Discontent in Five Nations, **Karen Donelan, Robert Blendon, Harvard University, Katherine Binns, Louis Harris & Associates, Inc., Kimberly Scoles, Harvard University**
In recent years, many nations have undergone dramatic changes in health care financing and service provision within their health systems. These changes have been enacted as nations have been faced with rising costs, increased public expectations, emerging pharmaceutical and other medical technologies, and aging populations. The Commonwealth Fund 1998 International Health Policy Survey was designed to measure public perceptions of and experience with the health care systems of the United States (US), United Kingdom (UK), Canada, Australia and New Zealand. Surveys of nationally representative cross-sections of approximately 1,000 people in each of the five countries were conducted during the period from April-June, 1998 by Louis Harris & Associates and their international affiliates. A common survey instrument was used in all countries. The instrument was developed by the authors and reviewed by experts in each of the nations surveyed. Interviews were conducted by telephone in all nations except the U.K., where they were conducted in-person. This cross-national study indicates that health care experiences and major policy changes that affect them are central to individual and family security. Exposure to high out of pocket costs, difficulties getting access to care and fears that quality of care is declining prompt widespread public dissatisfaction across international borders. Policy makers in all nations need to understand that the public notices policy changes in health and frequently bears new and unexpected costs unwillingly.

SUNDAY
8:30 am - 10:00 am

PAPERS: WORK & WELFARE

Attitudes about Work: Job Satisfaction in a Changing Economy, **Chase Harrison, Kenneth Dautrich, University of Connecticut**
The nature of work in America is changing. The shift to a service-oriented economy and increasing productivity demands from employers may be having an impact on how satisfied Americans are with their jobs. Macro-level trends such as the globalization of the economy, the shift to information and service sector industries, and the changing nature of work and family all have a potentially dramatic impact on how Americans feel about their jobs. Overall job satisfaction is a function of many different factors. Workers have differing levels of satisfaction with these factors, and attach different levels of importance to each of them. We examine the relationship between their relative importance and satisfaction of different components of a job. We also look at the underlying components of job satisfaction: income and benefits, the working environment, and the role of work in life. Data will be based on the first two "Work Trends: Americans Attitudes About Work, Employers and Government" surveys conducted quarterly by the University of Connecticut Center for Survey Research and Analysis and the John J. Heldrich Center for Workforce Development at Rutgers University. These surveys are conducted by telephone with approximately 1,000 randomly selected members of the American workforce.

Political Ideology, Work Ethics, or Self-interest: A Structural Equation Modeling on Individuals' Attitudes toward Economic Justice, **Zhiwei Zhang, National Opinion Research Center, Richard Wokutch, Virginia Polytechnic Institute and State University**
This study develops and tests a causal model on the determinants of public attitude towards government responsibility in reducing economic inequality, using the 1991 General Social Survey of 1510 respondents. It examines the effects of three constructs identified as contributing to the controversy - political ideology, work ethics, and self-interest through structural equation modeling. To control for the potential confounding effect, two additional intervening constructs - the self reported confidence in private business establishment, and the perceived attitudes on whether the spending on national welfare program should be increased, are introduced. The results indicate that 1) Conservatism exerts a significant negative effect on the perceived role of government intervention to achieve economic justice. The magnitude of this negative effect for members of higher educational group is more than twice as large as that for members of lower educational group. With regard to the total effects of conservatism, the effect ratio between the higher and lower educational group is almost 3:1; 2) Self-interest has larger negative effect on the perceive role of government intervention to achieve economic justice in the higher educational group than in the lower educational group; 3) The negative effect of self-interest on welfare attitudes is greater in the lower educational group than in the higher educational group.

Race, Class and Attitudes toward Social Welfare Programs: American Public Opinion at the End of the Twentieth Century, **Kip Kelly, Edward Sharkey, Northern Arizona University**
At the end of the twentieth century, the debate over what types of social welfare programs the public should support has intensified. The lack of consensus is expansive, touching everything from how and if we should fund public schools to the desirability of Affirmative Action programs. This effort will use 1998 General Social Survey data to determine how supportive Americans are of a range of social welfare programs. We will pay particular attention to the impact that both race and racism have on these attitudes. We anticipate that both variables will affect social welfare opinion. Furthermore, we will analyze the influence that class-based attitudes have on levels of support. This research is significant because it may increase our understanding of what types of policy proposals are likely to resonate with the American public.

SUNDAY
10:15 am - 11:45 am

PANEL: GAUGING THE IMPACT OF WELFARE REFORM THROUGH SURVEYS

Charlotte Steeh, Georgia State University, Allen Duffer, Research Triangle Institute, Fritz Scheuren, The Urban Institute, Nancy Bannister, John Kennedy, Indiana University, Dana Rickman, Michael Foster, Georgia State University, Dianne Anderson, Iowa State University
The federal government, state governments, and private foundations are currently funding surveys that attempt to measure the impact of welfare reform on former recipients and on community services. The purpose of this panel is to discuss the problems that plague such surveys and to evaluate how well the various research and sample designs of projects already being conducted deal with each. One major issue that will affect study conclusions is nonresponse due to the difficulty of locating eligible respondents. Thus particular emphasis will be given to describing tracking techniques that go beyond those contemplated even in panel studies. Other factors, such as who provides the sample list, whether the study design is longitudinal, what mode of administration is used, whether or not incentives are provided, whether or not official sponsorship has an effect, and what training interviewers must have, will also be considered. The discussion will suggest that the outcome of survey evaluations of welfare reform may be biased depending on who the nonrespondents are-those who have found jobs or those who have not. In conclusion, the validity of the survey method itself for studying low-income populations will be assessed.

SUNDAY
10:15 am - 11:45 am

POSTERS: METHODOLOGY II
IFDTC/AAPOR Joint Session

***In-Home Evaluation Of An Automated Touch-Tone Telephone System To Administer A Health Questionnaire,* David Mingay, Misha Belkin, Richard Kim, Steve Farrell, Lyn Headley, Priya Khokha, Ethan Sellers, Michael Roizen, University of Chicago**
We investigated the use of a telephone audio computer-assisted self-interviewing system (T-ACASI) to administer a preoperative assessment questionnaire. Patients were given an instruction sheet and asked to take the questionnaire from home. Within 24 hours of patient completion, an investigator telephoned and administered a series of closed and open-ended debriefing questions. We investigated patients' understanding of the task and sought to identify the cause of any difficulties encountered. Other questions concerned patients' perceptions of the task and suggestions for improving the instrument. Eighty percent of patients completed the questionnaire. Relatively few serious difficulties answering the questions were reported, although telephones with the earpiece and keys on the same unit proved more difficult to use. In addition, knowledge probes suggested that many patients had a poor understanding of how to return to a question or change an answer. Overall, positive comments greatly exceeded negative ones. Interview pace, voice clarity, and the convenience of being able to take the questionnaire from home at any time were highly rated. The only commonly voiced criticism was the interview length, which averaged 24 minutes. We describe the changes made to the instrument in response to the findings and conclude by discussing possible implications for using T-ACASI in household surveys.

***The Process of Implementing Computer-Based Training for Telephone Interviewers,* Mark Wojcik, Chris Brogan, Mike Dennis, Lorayn Olson, Bonnie Randall, Sofi-Ann Roden, Abt Assoicates**
Over the past year Abt Associates has been working to transition a portion of its interviewer training from classroom-based training to computer-based training. In doing so, we have progressed through three distinct stage, each with its own set of implementation issues. Stage 1 implementation involved the incorporation of multi-media (audio, clip art, and limited video) PowerPoint presentations into the classroom training sessions. In this stage, the multi-media presentations simply served to emphasize the information being provided by the trainer and to lighten the mood in the training room. Stage 2 implementation involved the adoption of PowerPoint-based self-instructional materials into the training program. In this stage, all telephone interviewers completed a self-guided on-line tutorial at the beginning of training. The purpose of the tutorial was to acquaint them with the project and the CATI system as well as to provide the background information for the completion of the subsequent classroom training. Finally, Stage 3 implementation involves the shift to a Web-based training (WBT) product. The resulting modules will expose interviewers to project material, allow them to participate in simulated interviewing situations, monitor and track the results and progress of each learner, and provide the opportunity to evaluate their individual performance. In transitioning through these three phases, we have learned a great deal about the issues involved in the implementation of CBT and wish to share our experiences with others who may be exploring the use of similar technology.

***Conducting Youth Surveys in Low-Income Urban Neighborhoods,* Debra McCallum, John Bolland, Institute for Social Science Research**
The process of conducting surveys with youth in public housing and low-income neighborhoods in two mid-sized cities is discussed. The surveys covered a wide range of issues, incuding violence, sexual behavior, substance use, family relationships, self-esteem, neighborhood attachment, and hopes for the future. For each of four waves of data in Huntsville, Alabama, approximately 600 youths were surveyed, with response rates of 80%-97% in six target neighborhoods. Over 1800 youths participated in Mobile, Alabama, with response rates in the range of 65%-75% for thirteen target neighborhoods. We discuss calculation of response rates for these surveys and the strategies we have used for recruiting the youth, for obtaining active parental consent, and for conducting the surveys. We discuss the advantages of neighborhood-based surveys in comparison with school-based surveys, in light of our finding that 4% of the youth were not currently attending school, and 12% had been expelled from school at some time during the previous year. This is particularly relevant for studies of high-risk behaviors, where inclusion of responses from those who are not in school might be of special concern. We also discuss the costs, concerns, and disadvantages of conducting neighborhood surveys in impoverished urban areas.

Enhancing a CATI Operation with Cell Phones in a Mixed-Mode Data Collection Effort, **Karen Tucker, Battelle Centers for Public Health Research and Evaluation, Pam Wells, Decision Information Services, Inc.**
Battelle Centers for Public Health Research and Evaluation (CPHRE) and its subcontractor, Decision Information Resources (DIR) recently conducted the Baseline Survey for the Evaluation of Jobs-Plus Community Revitalization Initiative for Public Housing Families in six cities across the nation. The survey was designed to collect baseline data from residents of public housing developments. The study design involved a mixed-mode CATI/PAPI data collection approach. Integral to our approach was the ability to accommodate subjects who did not have telephones by equipping our field staff with cellular telephones. This approach maximized the number of cases conducted via CATI, thus optimizing data quality while still attending to the in-person needs of subjects in each development. The cellular phone technology: (1) Worked very well in all six cities; (2) Provided respondents with an alternative to using their own telephone or completing a PAPI; (3) Carried strong messages to the respondents of using "with it" technology and that they were "important" enough for someone to make an extra effort to gather their opinions; and (4) Decreased the time spent persuading individuals to participate.

In the Wake of Tragedy: The Challenges of a Rapid-Turnaround Survey on Injuries to Children in Automobile Crashes, **Edward Freeland, Princeton University, Linda Russell, Response Analysis Corp., Esha Bhatia, Flaura Winston, The Childrens Hospital of Philadelphia, Dennis Durbin, The University of Pennsylvania**
This paper describes some of the challenges of collecting survey data on children who are injured or killed in automobile crashes. The survey is the result of collaboration between State Farm Insurance, the nation's largest automobile insurance provider, and a team of researchers from the Children's Hospital of Philadelphia and the University of Pennsylvania. To carry out the survey, rapid-turnaround CATI interviews are being conducted over a 36-month field period that began in June 1998. More than 20,000 drivers who file crash-related insurance claims are being contacted and screened for the survey, and approximately 8,200 of these drivers are expected to complete full interviews. The major challenges of the survey are: (1) interviewing drivers and parents shortly after a crash has occurred; (2) getting completed interviews when respondents' attorneys are involved; (3) getting respondents to report accurately on seatbelt usage and seating position at the time of the crash; (4) training interviewers to handle cases involving death or severe injury. The purpose of the paper is to provide guidance to researchers who plan to conduct surveys in the growing field of injury research.

Non-Response among Subsidy Recipients in Puerto Rico, **Francis Mendez Mediavilla, Carlos Toro Vizcarrondo, Jaime Bofill Valdés, University of Puerto Rico**
This is mainly an exploratory research. It is based on the qualitative and quantitative analysis of a number of presumably related demographic, social, and economical variables obtained from the Department of Labor's Survey of Household Monetary Income. We examined four independent samples obtained during 1997 and with a reference period for year 1996. The pivotal controversy concerns the sectors of our society receiving welfare benefits in monetary form. A discrepancy was discovered between the answers to the survey and official government accounting figures and estimates. The proportion of households receiving monetary subsidy appeared underestimated. A mathematical classifying algorithm (k-means) was used, as a classification tool, to develop a "pattern" based on selected demographic variables and the different sources of income for the Puerto Rican households. These profiles were used in different ways to impute potential non-respondents. All the methods were based on specifying an two or three-dimensional Euclidean range in order to classify the observation as a potential subsidy recipient (within the range) or non-recipient (outside the range). Findings: There is, at least, a sector of monetary subsidy recipients that concealed the fact of being subsidy recipients. The potential subsidy recipient imputation resulted in adjusted figures that resembled the government accounting figures.

Respondent Burden and Compliance in a Personal Meter Panel Survey, **Brian Harris-Kojetin, Viola Penn, The Arbitron Company**
Panel surveys may require continued participation and efforts from respondents over months or even years. For example, television audiences are often measured through meter panels that require installation of meter equipment in the household and specific behaviors by the respondent every time they view a television program. Cooperation in panel surveys often deteriorates over time as the burden of participation increases. To minimize bias due to attrition or fatigue, it is critical that panel relations procedures maximize respondent compliance and minimize attrition. Since 1992, Arbitron has been working on a Personal Portable Meter (PPM) program as an alternative to current audience measurement methods. This program provides each broadcaster with an encoder that inserts an inaudible identification code into the station's signal. As survey respondents are exposed to the signal, these codes are then captured by a pager-size decoder. This technology requires respondents to perform two basic tasks for the system to work: 1) keep their decoder units with them throughout the day; and 2) recharge them each night. The present paper describes the results of the first complete field test of the PPM system in Manchester, England. A comprehensive system for monitoring respondent compliance and providing incentives based on their behavior is described, and analyses are presented showing levels of respondent compliance over the duration of the two-month panel.

What Do Parents Know? An Analysis of Proxy versus Self Reports of Contact with Non-residential Parents, **Jennifer Hess, U.S. Bureau of the Census**
The 1998 Survey of Program Dynamics (SPD) is a longitudinal demographic household survey designed to measure the impact of welfare reform. The SPD contains two distinct instruments: the "core" survey, which is answered by an adult household respondent; and an adolescent self-administered questionnaire for children ages 12-17. Both the core and adolescent SAQ include questions on children's contact with their non-residential parents. These questions measure the amount of contact between children and their non-residential parents. In this paper, I will examine how well parents' answers predict adolescents' answers regarding contact with
their non-residential parent, and will examine other factors that might affect the results, such as the age of the child or the date of last contact. Results of this analysis can be used to provide future guidance on respondent selection. If reports from residential parents and their adolescent children are consistent, this indicates that proxy reports from the parent are acceptable and won't affect data quality. If, on the other hand, the reports from adolescents differ from those of the parents, this would support the need to conduct additional research to determine which source provides the most useful data.

***Using Iterative Cognitive Testing to Identify Response Problems on an Establishment Survey of Energy Consumption,* Sylvia Fisher, Westat, Inc., Robert Adler, MECS**
The Energy Information Administration (EIA) sponsors the Manufacturing Energy Consumption Survey (MECS), an establishment survey that has collected data national data from 20,000 manufacturing establishments. A comparison of 1991 and 1994 MECS data revealed that respondents appeared to be misclassifying natural gas purchases (nonutility versus utility). Although respondents' estimates of total natural gas appeared to be reasonable, component parts of the estimate of total natural gas, namely, nonutility purchases and utility purchases, appeared to be questionable. In order to determine whether these response problems resulted from cognitive issues associated with responding to the MECS, a two-phase study was conducted to identify cognitive misconceptions and/or confusions elicited from respondents based upon current wording and structure of the MECS. This poster documents study results which identified conceptual difficulties in MECS wording, and formatting problems that appear to have elicited response problems. Intensive cognitive interviews were conducted with twelve (n=12) establishment respondents, resulting in the redesign of portions of the MECS form. These redesigned portions were then administered to a sample of n=65 U.S. manufacturing establishments. Extensive telephone debriefing interviews were conducted with twenty of these respondents. Study results were used to finalize changes to redesigned portions of the MECS instrument.

SUNDAY **PAPERS: INCENTIVES AND RESPONSE/NONRESPONSE**
10:15 am - 11:45 am **IFDTC/AAPOR Joint Session**

***Innovative Strategies for Increasing Active Parental Consent in School-Based Drug Education Research,* Jennifer Hawes-Dawson, Gail Zellman, Sarah Cotton, RAND, Marvin Eisen, Urban Institute**
In our national study of a multi-site longitudinal test of a school-based prevention program, we achieved an overall parental consent rate of 77 percent under active (written) consent requirements. This paper describes how we used an analysis of schools as organizations to construct a set of plans and incentives to produce this parental response rate in large, inner city schools with substantial minority populations. The research literature illustrates the potential of active parental consent to severely reduce participation rates and increase sample bias in school-based studies of adolescents, especially studies on sensitive topics such as drug use or sexual behavior. Yet little has been written about promising strategies for increasing parental response when active consent is a requirement. Consequently, researchers required to implement active parental consent methods lack solid guidance about what does and does not work to enhance parental return of signed permission slips for their children. In this paper, we describe our consent plan and incentives and discuss their cost and effectiveness in our implementation of in-school surveys with 7,000 seventh graders from 12 Los Angeles public schools. We also examine the repercussions of active versus implicit (passive) parental consent procedures on study outcomes, and compare our results with similar school-based studies.

***The Timing of the Incentive Offer and its Effect on Response Rate in a Mail Survey of Local Health Department Directors,* Ashley Bowers, University of North Carolina, Jeremy Morton, Research Triangle Institute, Stephanie Earnshaw, University of North Carolina**
Incentives have become an important tool in conducting mail surveys. We wanted to examine whether the timing of the incentive offer in the sequence of mailings (advance letter, first questionnaire mailing) might affect response rate. We hypothesized that the sooner there is the potential to encourage reciprocity, the more likely it is that the sample person will open and carefully consider later mailings and ultimately participate. To explore this hypothesis, half of the cases in our study were randomly assigned to receive a pen in the advance letter and the other half received the pen in the initial questionnaire mailing. We mailed the Community Health Measures questionnaire to all local health departments in the United States that serve a jurisdiction of at least 100,000 residents (N=496). The study was fielded from July-November, 1998. The overall response rate, defined as the number of questionnaires returned with at least one of the three sections complete divided by the number of questionnaires originally mailed, was 71%. Our analysis examines the response rate by incentive timing group (advance letter versus initial questionnaire mailing). We also consider how incentive use in a survey of local health departments may differ from incentive use in household surveys.

***Buy-In or the Installment Plan: The Effect of Amount and Distribution of Incentives on Willingness to Respond to Mixed Mode Surveys,* Neli Esipova, Ben Kadel, Linda Penaloza, Charles Palit, Wisconsin Survey Research Laboratory**
We will present the results from an experiment testing the influence of incentives on a nation-wide mixed mode survey. The survey is administered as a telephone survey with a mail survey follow-up. Respondents are drawn from two groups: individuals recently involved in starting new businesses and a control group drawn from a general population sample. In the first phase, all respondents are called with a telephone survey. A portion of each group was offered $25 to complete the telephone interview; the rest were offered $35 to complete the telephone interview. The group receiving $25 were offered an additional $25 to complete the mail survey. The group receiving $35 was not offered any additional money to complete the mail survey. Preliminary results indicate that the groups responded at different rates depending on the amount and type of incentive distribution. We will examine multiple measures of willingness to respond to the second (mail) survey in order to understand the value of a distributed incentive versus an up-front incentive. The analysis will also control for length of interview and other significant variables.

***The Effect of Incentives on Cooperation and Refusal Conversion in a Telephone Survey,* Martha Kropf, Julie Scheib, Johnny Blair, University of Maryland**
As the cost and effort to gain cooperation in telephone surveys increases, many researchers are exploring the use of incentives to increase initial cooperation rates and as an inducement in refusal conversion. Seldom has the combined use of incentives for multiple purposes been used in a single telephone survey. Also, little research has been conducted concerning the differences between those who respond with incentives and those who respond without incentives. In this study, we employ an experimental design to assess the effects of incentives of different amounts and different types. A national survey is used to estimate these effects in different phases of data collection, including refusal reworking. For those households with published telephone numbers, the effect on initial cooperation of different amounts of incentives mailed with an advance letter is assessed. For households without published numbers, the effect of different types of promised incentives is examined.

SUNDAY
10:15 am - 11:45 am

PAPERS: INTERVIEWER QUALITY & EFFECTS
IFDTC/AAPOR Joint Session

Interviewer Effects in Telephone Surveys: The Influence of Black Interviewers on White Respondents, **Gary Henry, Cristina Ling, Georgia State University**
In this paper, we argue that the telephone survey situation is also a social interaction in which social desirability effects may occur. We expect that attitudes that are most directly related to issues of race are likely to change most as the race of the interviewer changes. We test our hypotheses using data from two waves of a national public opinion survey conducted by the Applied Research Center at Georgia State University between May and July of 1997 (N=1200). This data set is unique because it allows us to examine the influence of black interviewers on white respondents. In the first wave, respondents were interviewed by African-American interviewers. In the second wave, a sample of white respondents were re-interviewed by white interviewers. Respondent identification of the first interviewer's race and respondent assessment of the quality of the first interview are expected to influence attitude change from the first to the second interview. Attitudes on public policies issues such as affirmative action and concepts such as reverse discrimination are expected to show the greatest degree of change, while attitudes on privacy rights are expected to show the least amount of change. This allows examination of the influence of interviewer race on racial policy attitudes. In sum, the objective of our study is to expand the literature on race of interviewer effects by estimating their effect in interviews conducted over the telephone.

Interviewer-Respondent Interaction Effects: Testing for Respondent Reluctance and Variation in Response to Sensitive Questions, **Hank Jenkins-Smith, Amy Goodin, Carol Silva, University of New Mexico**
This study uses the results of a large RDD telephone survey (n=7500) conducted in New Mexico to investigate interaction effects between interviewers and respondents in the context of a survey concerning sensitive questions. Unlike most prior studies of this kind, the survey was designed to directly measure the respondents' perceptions of age, gender and ethnicity of the interviewer, which permits analysis of the effects of perceived (as well as actual) interviewer characteristics on a range of important aspects of the interview. Furthermore, given the large data set and the diverse ethnicity of the population, the sample also permits a rich array of ethnicity/gender comparisons across interviewers and respondents. Specifically, the data are used to test for the effects of interviewer/respondent pairings on a range of important variables. First, how accurately can respondents assess interviewer characteristics in the course of a telephone survey? Second, what are the effects of perceived interviewer characteristics on respondent reluctance to be interviewed? Measures of reluctance for this analysis include interviewer coding of the difficulty of persuading the respondent to participate in the survey, measures of the length of time (in seconds) required to persuade the respondent to participate, and other indicators. The hypothesis is that reluctance to participate may be systematically influenced by the perceived characteristics of the interviewer. Third, what are the effects of the perceived interviewer characteristics on responses to questions about the respondent? Do perceived interviewer characteristics affect how the respondent chooses to present him or herself? Fourth, how do perceived interviewer characteristics affect responses to sensitive questions, including those on drug and alcohol use? Overall, the results of the study build on prior research to clarify how interviewer/respondent characteristics may be affecting telephone survey results.

Retaining Good Interviewers: Characteristics that Affect Interviewer Turnover and Retention in a CAPI Survey, **Andrew Williams, Tamara Cook, Richard Apodaca, Westat, Inc.**
Computer-assisted personal interviewing (CAPI) studies often incur higher training costs due to the increased time required for interviewers to master CAPI technology. As training costs increase, so does the attention given to interviewer retention rates. In order to maximize the efficiency of project resources, organizations must better understand which factors influence interviewer turnover. The Medicare Current Beneficiary Survey (MCBS) is a national, longitudinal study that conducts over 50,000 interviews per year with a field staff of 225. Since its inception in 1991, almost 600 interviewers have been hired and trained. Initially, the MCBS experienced high interviewer retention rates. However, more recently, retention rates for new hires have declined. This decrease led to an examination of which interviewer attributes best predict survey tenure. The MCBS has maintained a database of demographic, experiential, and attitudinal information collected from each interviewer hired. Further, when an interviewer leaves the MCBS, the database is updated with the reason for departure. To better understand the relationship between interviewer characteristics and retention, analyses of these data on interviewers who left the project and those who remain were conducted. The authors present their results, propose strategies for increasing recruiting efficacy, and make recommendations to improve interviewer retention.

SUNDAY
10:15 am - 11:45 am

PAPERS: SPIRAL OF SILENCE, THIRD-PERSON

The Spiral of Silence and Public Opinion on Affirmative Action: The Case of Washington State's Initiative 200, **Patricia Moy, Keith Stamm, David Domke, University of Washington**
Do people refrain from expressing minority opinions because they fear isolation from society at large, as Noelle-Neumann's (1974) spiral of silence theory hypothesized? Or do they fear isolation from reference groups, as critics of the theory have charged (Salmon & Kline, 1985)? In spring 1998, a Washington State ballot initiative proposed to effectively prohibit discrimination or preferential treatment based on race, ethnicity, or gender in public employment, education, and contracting. Initiative 200 was a highly controversial issue, generating considerable news coverage and political advertisements. It was the subject of several polls in the months before the November 1998 election, and much of The Seattle Times coverage involved explaining how the ballot initiative would affect various groups. Washington State voters ultimately voted 58% to 42% in favor of the initiative. Our study addresses the influence of a number of factors on willingness to speak out about Initiative 200. First, we examine the extent to which speaking out on a current controversial issue is predicted by demographics, fear of isolation, and media use, as originally formulated by the theory. Second, we explore the impact of factors that more recent studies of the spiral of silence have addressed in relatively disparate settings: issue salience, local vs. national climates of opinion, and alternatives as to why people are less likely to express their opinion.

Implications of Comparison Group Size for the Social Distance Corollary in the Third-Person Perception, **David Tewksbury, University of Illinois, Urbana-Champaign**

Prior third-person effect research has demonstrated that the discrepancy between the perceived impact of media messages on one's self and others increases as the "others" become more socially remote. This social distance phenomenon is often thought to have its roots in social comparison and perceptions about interpersonal similarity. Unexplored in this research is the contribution of reference group size to the effect. It may be that remote "others" are perceived to be more vulnerable to messages in part because they are a larger group of people. Also unexplored thus far has been the relationship between social distance effects and behavioral components of the third-person effect, namely support for censorship. This study investigated the influence of reference group size on support for regulation. The results of a between-subjects experiment using a convenience sample of university students suggests that the social distance phenomenon is a partial function of group size. Estimates of media influence on various others increased with group size, the manipulated variable. With size held constant, estimates of effects also increased as the reference group became more geographically remote. In addition, the data indicated that subjects who made estimates regarding large groups of others were slightly more likely to support content restrictions

Third-Person Effects About Body Image among Chinese and American College Students, **Prabu David, Liren Zeng, The Ohio State University**

Perceived effects of fashion advertising on body image perceptions were compared between college-age women from China and the United States. Body image media effects on self and others were evaluated for three outcomes -- perceived ideal body weight, perceived attractiveness, and likelihood to lead to an eating disorder. The findings were remarkably similar between the Americans and Chinese, with both groups exhibiting a robust third-person effect. Given the arguments advanced by scholars and media critics that advertising and other socio-cultural factors are placing an enormous burden on women around the world to conform to idealized norms of beauty, the absence of a significant difference is not surprising. When the explanatory mechanism for the third-person effect was examined among Chinese students, perceived effect on self was explained simply by physique monitoring, whereas perceived effect on others was explained by a combination of factors including, physique monitoring, physique anxiety, and self-esteem. These findings are discussed within the framework of cultural differences between Americans and Chinese along the individualism-collectivism dimension and its role in the third-person effect. Also, some of the challenges involved in translating some of the operational definitions of body image factors (e.g., eating disorder) between the two cultures and the translation of psychological constructs such as self-esteem and physique anxiety are discussed.

Notes

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