

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

*Annual Conference • Portland, Oregon*

*May 17-21, 2000*

*Facing the Challenges of the New Millennium*



# IN MEMORIUM

## **Dr. Seymour Sudman 1928-2000**

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To honor Dr. Seymour Sudman, we are setting aside a special time for his many friends to gather.

Saturday, May 20, 2000 | 3:30- 4:30 pm | in the Washington Room

Dr. Seymour Sudman was an outstanding scholar, inspiring teacher, and valued colleague. We at AAPOR were blessed to have him in our midst for many years. He exemplified the spirit of our organization.

In 1987, we recognized his professional contributions by giving him the AAPOR Award, the highest honor we give. He was also a past president of AAPOR (1981-82) .

All are invited to attend and share their memories.



*DoubleTree Jantzen Beach*  
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MAY 17-19, 2000  
*Annual Conference*

WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH

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AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

*55<sup>th</sup> Annual Conference*  
MAY 18-21, 2000



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MELANIE MILLER AT THE UNIVERSITY OF NORTH CAROLINA FOR THEIR  
INVALUABLE AID IN PREPARING FOR THIS CONFERENCE.



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## *SPECIAL THANKS ... FOR INVALUABLE ASSISTANCE*

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WE THANK THESE PUBLISHERS AND ORGANIZATIONS  
FOR THEIR CONTRIBUTIONS OF BOOKS TO OUR EXHIBIT.

We thank Carol Milstein of the AAPOR Secretariat for her common sense, patience and good nature. We also thank Grace Daly (Chicago) for her exceptionally kind help.

**AAPOR OWES MUCH TO THE AGENCIES WHICH HAVE HELPED TO  
ENSURE ITS FINANCIAL HEALTH BY GIVING CONTRIBUTIONS  
OF MORE THAN \$ 1 65 DURING THE PAST YEAR**

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WAPOR  
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*Annual Conference*  
MAY 17 - 21, 2000

**Portland | Oregon**

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*Facing the Challenges of the New Millennium*

A JOINT CONFERENCE OF THE  
WORLD ASSOCIATION FOR PUBLIC OPINION RESEARCH  
&  
AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

*Facing the Challenges of the New Millennium*

WAPOR  
MAY 17-19, 2000

PORTLAND | OREGON

AAPOR  
MAY 18-21, 2000

WEDNESDAY, 17 MAY 2000

1:00-5:30 pm	WAPOR & AAPOR Registration	Glisan Room
	WAPOR Council Meeting	Washington Room
5:30-7:00 pm	WAPOR Cocktail Party	Clark Room
7:00-9:30 pm	WAPOR Dinerman Award Banquet	Clackamas Room

THURSDAY, 18 MAY 2000

7:00 - 8:30 am	WAPOR Breakfast	Timberline Room
8:00 - 5:30 pm	AAPOR & WAPOR Registration	Glisan Room
8:30 - 9:00 am	WAPOR Keynote Address <i>Opinion Polling in Young Democracies</i> Speaker: Mahar Mangahas, Social Weather Stations, PHILIPPINES	Washington Room
9:00 - 10:30 am	WAPOR Concurrent Sessions	

**WAPOR SESSION A: Recent Elections Around the World**

Overton Room

Chair: Kathleen A. Frankovic, CBS News, USA

*Malaysian Elections 1999*, Syed Arabi Idid, MORI Research Malaysia, and Mazni Buyong, University of Kebangsaan Malaysia, MALAYSIA

*Does European Public Opinion Exist? Media Framing on European Election Campaign 1999*, Rosa Berganza, University of Navarra, SPAIN

*Europe on the Agenda: Parties, News Media and the Electorate at the 1999 European Elections in Denmark*, Claes H. de Vreese, University of Amsterdam, THE NETHERLANDS

*The Sociological Forecasts of Presidential Election Results in Ukraine*, Vladimir Paniotto, Natalya Kharchenko, and Olena Popova, Kiev International Institute of Sociology, UKRAINE

*Employing Panel Analysis in Media Effects Research: Findings from the 1998 German Federal Election*, Thomas Petersen and Wilhelm Haumann, Institut für Demoskopie Allensbach, GERMANY

**WAPOR SESSION B: Methodological Issues and Applications**

Pettygrove Room

Chair: Dietram A. Scheufele, Cornell University, USA

*New Methods of Public Consultation*, Brian Gosschalk, MORI, UK

*Using Dillman's Total Design Method (TDM) in a South Europe Country: Spain*, Vidal Díaz de Rada, Public University of Navarra, SPAIN

*An Analysis of the Relationship Between Don't Know and Education*, Clifford A. Young, Vox Populi, BRAZIL  
*Can The Great Errors of Surveys Measuring Alcohol Consumption Be Corrected?* Eckart Kühlhorn and Mats Ramstedt, Stockholm University; Björn Hibell, Swedish Council for Information on Alcohol and Other Drugs; Stig Larsson, Lund University, and Hans L. Zetterberg, ValueScope AB, SWEDEN

THURSDAY, 18 MAY 2000

10:30–10:45 am	Coffee Break	Loveday Room
10:45 am–12:15 pm	WAPOR Concurrent Sessions	
<b>WAPOR SESSION A: The Reporting of Polls</b>		<b>Overton Room</b>
Chair: Rich Morin, The Washington Post, USA		
<i>Media and Polling in the Transition to Democracy: The Use and Misuse of Opinion Surveys by Hong Kong Newspapers</i> , Ting-yiu Robert Chung and Kit-yu Veronica Sze, The University of Hong Kong, SAR, CHINA		
<i>Poll Review: The 2000 Korean National Assembly Election Polls</i> , Mee-Eun Kang, Sookmyung Women's University, KOREA		
<i>Why Public Opinion Polls were Banned in India – A Study of Indian Elections</i> , Kavita Karan, Osmania University, INDIA		
<i>Nigeria's Transition to Democracy in Public Opinion Polls</i> , Kareem A. Tejumola, Research & Marketing Services, and Margit Cleveland, RMS Media Services, NIGERIA		
<i>Different Polls, Different Reporting? A Comparison of Online and Traditional Random Sample Opinion Polls in U.S. News Media</i> , Sung Tae Kim and David Weaver, Indiana University, USA		
<b>WAPOR SESSION B: The Mexican Voter at the Crossroads</b>		<b>Pettygrove Room</b>
Chair: Warren Mitofsky, Mitofsky International, USA		
<i>Social Bases of Electoral Choice in Mexico: Weighting Factors of the Retrospective Vote</i> , Ulises Beltrán, Survey Research Unit of the Office of the President of Mexico, MEXICO		
<i>Postures Toward Risk and Electoral Choice in Mexico</i> , Jorge Buendía, Centro de Investigación y Docencia Económicas, MEXICO		
<i>The Presidential Primary Voter</i> , Roy Campos, Consulta, S.A., MEXICO and Warren Mitofsky, Mitofsky International, USA		
<i>The Presidential Succession in Mexico in the Year 2000: Democratic Transition and Selection of Candidates of the Political Parties</i> , Federico Curiel Gutiérrez and Felipe Estévez Lugo, University of Guadalajara, MEXICO		
12:15 -1:45 pm	WAPOR Luncheon	Timberline Room
1:45 - 2:15 pm	The New Old <i>IJPOR</i> , Wolfgang Donsbach, Managing Editor	Overton Room
2:00 - 5:00 pm	<b>AAPOR Short Course</b> <b><i>Introduction to Weighting for Surveys</i></b> Instructor: J. Michael Brick, Westat and Joint Program in Survey Methodology	Clark Room
2:00 - 4:00 pm	AAPOR Council Meeting	Crown Zellerbach
2:00 - 6:00 pm	<b>AAPOR Short Course</b> <b><i>Designing Great Questionnaires, Part II</i></b> Instructor: Jon Krosnick, The Ohio State University	Washington Room
3:30-5:00 pm	<b>Joint Session of National Network of State Polls and Academic Survey Research Organizations</b> Beverley Wiggins and John Kennedy	Weyerhaeuser Room

THURSDAY, 18 MAY 2000

**2:15-3:45 pm WAPOR Concurrent Sessions**

**WAPOR SESSION A: Media Content, Functions, and Effects**

**Overton Room**

Chair: Wolfgang Donsbach, Dresden University of Technology, Germany

*Impact of the Press on Public Opinion about the Economy*, David P. Fan, University of Minnesota, USA

*Framing Political Leaders' Images and Second Level Inter-Media Agenda-Setting: The Role Played by Radio in Spain* Esteban López-Escobar, University of Navarra, SPAIN; Marta Martín Llaguno, University of Alicante, SPAIN; Maxwell McCombs, University of Texas-Austin, USA; and Antonio Tolsa, University of Navarra, SPAIN

*Seeking Information about Foreign Affairs: The Impact of News Preferences and Media Use*, Jarol B. Manheim and Lars Willnat, The George Washington University, USA

*A Homogenous Preference?: Investigating the Systemic Determinants of International News Coverage with a Global Perspective*, H. Denis Wu, Louisiana State University, USA

*The Relation Between News Media Credibility and General Confidence in Institutions: A Case Against Journalistic Exceptionalism*, Robert O. Wyatt, Jill A. Eddy, Ken Blake, and Teresa Mastin, Middle Tennessee State University, USA

**WAPOR SESSION B: Public Attitudes Around the World**

**Pettygrove Room**

Chair: Robert M. Worcester, MORI International, UK

*Campaigns, Elections and Political Support*, Susan A. Banducci, University of Amsterdam, THE NETHERLANDS, and Richard Clucas, Portland State University, USA

*Values of the Electorate in Dutch Society*, Martijn Lampert and Frits Spangenberg, Motivaction Research and Strategy, THE NETHERLANDS

*Public Satisfaction with Governance in the Philippines, 1986-99*, Mahar Mangahas, Social Weather Stations, PHILIPPINES

*Support for Government, Evaluation of Current Situation and Legitimacy of Transformation: Polish Public Opinion, 1989-2000*, Krzysztof Zagórski, Public Opinion Research Center, POLAND

**3:45 - 4:00 pm Coffee Break**

**Loveday Room**

**4:00 - 5:30 pm WAPOR Concurrent Sessions**

**WAPOR SESSION A: Perceptions of Citizenship, National Identity, and Patriotism**

**Overton Room**

Chair: Nicolaos E. Synodinos, University of Hawaii at Manoa, USA

*Exploring Dimensions of Patriotism: A Comparative Study*, Richard Clark and Matthias Kretschmer, University of Connecticut, USA

*Organizing Representation in the European Union: A Correlation Between Preference Formation and Group Membership*, Daniel V. Preece, Simon Fraser University, CANADA

*The Transfer of Hong Kong to China: A Study of the Construction of National Identity*, Minmin Wang, Roberta Fiske-Rusciano, and Frank Louis Rusciano, Rider University, USA

*Coorientation Theory and Public Opinion Processes: Perceptions and Mutual Perceptions of Hong Kong Residents' National Identity, 1997-1999*, Jonathan J.H. Zhu, City University of Hong Kong; Huailin Chen, Chinese University of Hong Kong; and Steve Zhongshii Guo, Hong Kong Baptist University, SAR, CHINA

THURSDAY, 18 MAY 2000

4:00 - 5:30 pm      **WAPOR Concurrent Sessions, continued**

**WAPOR SESSION B: Cross-National Comparisons**

Pettygrove Room

Chair: Stephen E. Everett, Public Affairs Research, U.S. Air Force, USA

*Meaning and Measurement in Cross-National Research on Support for Democracy*, Damarys Canache, Florida State University; Jeffery J. Mondak, Florida State University; and Mitchell A. Seligson, University of Pittsburgh, USA

*Public Opinion About Corruption: An Exploratory Study in Chile, Costa Rica and Mexico*, Roderic Ai Camp, Claremont-McKenna College; Kenneth M. Coleman, Iowa City, Iowa; and Charles L. Davis, University of Kentucky, USA

*You Are What You Eat?: A Three-Nation Study of Public Attitudes Toward Biotechnology and Food*, Allan L. McCutcheon, University of Nebraska-Lincoln, USA, and Koenraad Abts, Catholic University Brussels, BELGIUM

*The Effects of Education on Political Opinions: An International Comparison*, David Weakliem, University of Connecticut, USA

*Governance and Democracy: A Global View*, Mari Harris, Markinor (Pty) Ltd., SOUTH AFRICA, and Meril James, Gallup International, UK

5:00 - 6:00 pm      **Media Pollsters Gathering**

Hotel Lobby

Organizer: H. Stuart Elway, Seattle Times/Elway Research

5:30 - 6:30 pm      **WAPOR Business Meeting**

6:15 - 7:15 pm      **Welcoming AAPOR Cocktail Party,  
Sponsored by Survey Sampling, Inc.**

Grand Ballroom Foyer

7:30 - 9:00 pm      **WAPOR & AAPOR Dinner**

Grand Ballroom East

9:00 - midnight      **WAPOR & AAPOR Jazz Café  
Jazz Duo**

Grand Ballroom West

Friday, 19 May 2000

7:00 - 9:00 am      **Breakfast**

Grand Ballroom East

10:00 am-5:30 pm      **WAPOR & AAPOR Registration  
WAPOR Council Meeting**

Glisan Room

8:30 -10:00 am      **AAPOR/WAPOR Concurrent Sessions**

**Joint WAPOR/AAPOR Session A:      Measuring and Reporting on Race**

Clark Room

Chair: Brian Gosschalk, MORI UK, UK

*The Mirror of the Americas: Latin and Anglo America*, Miguel Basáñez, MORI, USA

*Self-Perceptions and Public Opinion About Immigrants*, Marcos Torres, University of Washington, USA

*Race Reporting by Hispanics in a National Health Survey*, Anjum Hajat and Jacqueline B. Lucas, National Center for Health Statistics, USA

*Improving Race and Ethnicity Questions in a Survey of Puerto Rico's AARP Members*, Tracy Needham, AARP, USA

Discussant: Maria Krysan, Pennsylvania State University

FRIDAY, 19 MAY 2000

8:30 am -10:00 am      **AAPOR/WAPOR Concurrent Sessions, continued**

**Joint WAPOR/AAPOR Session B:      Public Opinion after the Fall of Communism      Washington Room**

Chair: Kurt Lang, Emeritus, University of Washington

*Winners and Losers: Economic Transition and Political Behavior in Poland*, Janice Bell, Office of Research, Dept. of State, USA

*Using Opinion Research to Promote Moldovan Privatization through Mass Media*, Karl Geoffrey Feld, Western Wats Opinion Research Center, LC and Russell H. Mouritsen, Brigham Young University, USA

*Addressing Challenges of Media Measurement in Eastern Europe and the Former Soviet Union: The International Broadcasting Perspective*, Matt Warshaw and Mark Rhodes, InterMedia, USA

Discussant: Frank Louis Rusciano, Rider University, USA

**AAPOR SESSION C:      Going Cyber: The Impact of Internet Usage      Grand Ballroom West**

Chair: Leo Bogart

*The America Online/ Roper Starch Cyberstudy 1999*, Diana E. Pollich and Jo Holz, Roper Starch Worldwide

*Class Versus Place: Models For Diffusion & Adoption Of New Communication Technologies*, K. Viswanath, Daniel G. McDonald and Paul J. Lavrakas, The Ohio State University

*Watch, Read Or Surf? An Analysis Of Mass Media And Internet Use Among Young Americans*, Lars Willnat, School of Media and Public Affairs, George Washington University

*Use Of E-Mail And Internet Surveys By Research Companies*, Jeff W. Totten, Bemidji State University

Discussant: Michael Margolis, University of Cincinnati

**AAPOR SESSION D:      Health Surveys on Underserved and Low-Income Populations      Crown Zellerbach Room**

Organizer and Chair: Dianne Rucinski, Health Research and Policy Center at the University of Illinois-Chicago

*An Analysis of Item Nonresponse to Questions About Barriers to Medicaid*, Dianne Rucinski, Richard Warnecke and Shasha Gao, Health Research and Policy Center at the University of Illinois-Chicago

*Notes From the Field: Experiments in Influencing Response Rates from Medicaid Enrollees*, Patricia M. Gallagher, Floyd J. Fowler, Jr., and Vickie L. Stringfellow, Center for Survey Research, University of Massachusetts-Boston

*First names or Initials: Examining Alternative Self-Identifiers and Nonresponse*, Colleen Porter, Dept. of Health Services Administration, University of Florida

*Screening for Family and Household Composition in a Statewide Survey to Determine Public Benefits Eligibility*, Ingrid Graf, Survey Research Laboratory, University of Illinois-Chicago

Discussant: Judee Richardson

**AAPOR SESSION E:      Impact of Survey Design on Sample Efficiency and Bias      Weyerhaeuser Room**

Chair: Sylvia Fisher, U.S. Bureau of Labor Statistics

*The Efficacy of Pre-Screening Telephone Sample Records*, Peter Mariolis, Centers for Disease Control and Prevention

*Arbitron/Survey Sampling Telephone Study: Who Is In Those Small Banks Anyway? Trading Coverage For Efficiency - Does It Really Matter?* Marla Cralley, Arbitron Research Department, and Linda Piekarski, Survey Sampling, Inc.

*Combining Samples versus Cumulating Cases: A Comparison of Two Weighting Strategies in NLSY97*, Colm O'Muircheartaigh and Steven Pedlow, National Opinion Research Center, University of Chicago

*Balancing Costs, Sample Design, And Interviewer Workloads In A Market Research Survey*, Martin Collins, City University Business School, London, UK, and Colm O'Muircheartaigh, National Opinion Research Center, University of Chicago

Discussant: Clyde Tucker, U.S. Bureau of Labor Statistics

**FRIDAY, 19 MAY 2000**

**8:30 am -10:00 am**      **AAPOR/WAPOR Concurrent Sessions, continued**

**AAPOR SESSION F:      Respondent Selection Methods Revisited**

**Overton Room**

Chair: Jennifer Franz, JD Franz Research, Inc.

*Respondent Selection In RDD Surveys: A Randomized Trial Of Selection Performance*, Charles E. Denk and John W. Hall, Mathematica Policy Research, Inc.

*A Comparison Of The Accuracy Of The Last Birthday Versus The Next Birthday Methods For Random Selection Of Household Respondents*, Katherine Lind, University of South Carolina, Michael Link, Research Triangle Institute, Robert Oldendick, University of South Carolina

*A Further Investigation Of The Last-Birthday Respondent Selection Method*, Paul J. Lavrakas, Brian E. Harpuder, and Elizabeth A. Stasny, Center for Survey Research, Ohio State University

*Design Changes And Nonresponse In The National Health Interview Survey*, Howard Riddick and Catherine Simile, National Center for Health Statistics

*Who Makes The Best Focus Group Participants?*, Michael Wood and Peter Tuckel, Department of Sociology, Hunter College, City University of New York

**10:00 am - 5:00 pm**

**EXHIBITS  
BOOKS  
SOFTWARE and TECHNOLOGY**

**Multnomah/Clackamas Rooms**

**10:15-11:45 am**      **AAPOR/WAPOR Concurrent Sessions**

**Joint WAPOR/AAPOR Session A: Understanding Environmental Attitudes**

**Clark Room**

Chair: Graham Hueber, Ketchum Public Relations

*The Role of Knowledge in Attitudes Toward Risky Environmental Technologies*, Eric R.A.N. Smith, University of California, Santa Barbara, USA

*Ignorance is Not Bliss: The Impact of Knowledge on Policy Preferences for High-Level Radioactive Waste*, Robert E. O'Connor, Pennsylvania State University; Gilbert W. Bassett, Jr., University of Illinois at Chicago; Hank C. Jenkins-Smith and Carol Silva, University of New Mexico, USA

*Thinking about Global Climate Change*, Fiona Clark, University of Washington, USA

*Description and Explanation of the Greening of the World: A Methodological and Theoretical Challenge for Survey Methodology*, Solange Simões, University of Michigan, USA; Peter Ester, Institute for Labour Studies, THE NETHERLANDS; Henk Vinken, Tilburg University, THE NETHERLANDS

Discussant: Allan L. McCutcheon, University of Nebraska-Lincoln

**Joint WAPOR/AAPOR Session B: Public Deliberation Revisited**

Chair and Discussant: Daniel M. Merkle, ABC News, USA

*The Evaluation Design of the 1996 American National Issues Convention*, Kenneth A. Rasinski and Norman M. Bradburn, NORC, at the University of Chicago, USA; James S. Fishkin and Robert C. Luskin, The University of Texas at Austin, USA

*Citizen Deliberation and Resistance to Framing Effects*, Vincent Price and Eun-Kyung Na, University of Pennsylvania, USA

*Participation in Political Conversations and Individual Media Combination Systems*, Connie de Boer, Aart S. Velthuisen, and Marion van Beelen, University of Amsterdam, THE NETHERLANDS

*Talk or Conversation? Dimensions of Interpersonal Discussion and Their Implications for Participatory Democracy*, Dietram A. Scheufele, Cornell University, USA



FRIDAY, 19 MAY 2000

**10:15 -11:45 am AAPOR/WAPOR Concurrent Sessions, continued**

**Joint WAPOR/AAPOR SESSION C: Public Opinion on Social Issues**

**Crown Zellerbach**

Chair: Lars Willnat, The George Washington University, USA

*Citizens' Perception of Crime: Linking Public Opinion to Public Policy*, Roberto Mendez, Adimark, CHILE

*The Welfare State: Preferences for Alternative Principles of Allocation*, Per Arnt Pettersen, Norwegian University for Science and Technology, and Lawrence E. Rose, University of Oslo, NORWAY

*Sources of White Opposition to Affirmative Action: Lessons from Public Opinion Analysis*, Linda Williams and Celeste Lay, University of Maryland, USA

*An Experiment in Teaching Tolerance: Examination of Israeli-Palestinian Sesame Street Viewers*, Michael Cohen and Victoria Francis, Applied Research & Consulting, USA

Discussant: William P. Eveland, Jr., University of California at Santa Barbara, USA

**AAPOR SESSION D: The Next Generation of Internet Survey Research**

**Grand Ballroom West**

Organizer, Chair and Discussant: John Lapinski, Yale University

*How To Produce Credible, Trustworthy Information Through Internet-Based Survey Research*, George Terhanian, Harris Interactive Inc.

*Probability-based Web Surveying - An Overview*, Doug Rivers, InterSurvey, Inc.

*"Bill of Rights of the Digital Consumer": The Importance of Protecting the Consumer's Right to Online Privacy*, Rudy Nadillo, Greenfield Online, Inc.

*Customer Database Research: Guidelines for Complete and Ethical Data Collection*, Tara McLaughlin, Cyber Dialogue, Inc.

**AAPOR SESSION E: Strategies for Reducing Nonresponse**

**Washington Room**

Chair: Linda Stinson, Bureau of Labor Statistics

*Common Influences Across Household Surveys On Noncontact Nonresponse: Theory And Data*, Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Douglas A. Wissoker, Urban Institute, Liberty Greene, Madeline E. McNeeley, Darlene A. Montemarano, Joint Program in Survey Methodology

*Reducing Nonresponse In An Establishment Survey: An Evaluation Of Three Experimental Treatments In A National U.S.D.A. Survey*, Darlene A. Montemarano, Darby Miller Steiger, Sameer Y. Abraham, The Gallup Organization, and John Endahl, U.S. Department of Agriculture

*Obtaining A High Response Rate From A Hard-To-Reach Population*, Elham Eid-Aldredge, and Z. Joan Wang, REDA International, Inc.

*Telephone Answering Machine Messages As A Tool For Reducing Survey Nonresponse*, Michael W. Link and Janice E. Kelly, Research Triangle Institute, and Andrew G. Malizio, National Center for Education Statistics

*The Effect of Leaving Different Answering Machine Messages on Response Rates in a Nationwide RDD Survey*, Peter Tuckel, Department of Sociology, Hunter College, CUNY

Discussant: Lina Guzman, University of Wisconsin

**AAPOR SESSION F: Improving Respondent Comprehension of Questions**

**Overton Room**

Chair: James Cashion, Mathematica Policy Research

*Different Respondents Interpret Ordinary Questions Quite Differently*, Anna L. Suessbrick, New School for Social Research, Michael Schober, New School for Social Research and Frederick G. Conrad, Bureau of Labor Statistics

*"And What Was the Question Again?" - Text and Talk in Standardised Survey Research Interviews*, Hanne-Pernille Stax, University of Southern Denmark, DENMARK

*Respondent Disagreement And Cognitive Content: Different Answers On Four Questions*, Brian R. Clarridge and Lauri Scharf, Center for Survey Research, University of Massachusetts, Boston

*Estimating Daily Activity Times: Comparing Three Approaches in Relation to Time Diaries*, Stanley Presser and John P. Robinson, University of Maryland, College Park

Discussant: Donald Camburn, Research Triangle Institute

FRIDAY, 19 MAY 2000

**8:30 am -10:00 am AAPOR/WAPOR Concurrent Sessions, continued**

**AAPOR SESSION F: The Minority and Religious Vote**

**Pettygrove Room**

Chair: Harry Wilson, Roanoke College

*The Missing Latino Voter: Bias In Measuring Hispanic Attitudes and Voting Behavior*, Adam Berinsky, Department of Politics, Princeton University, Cara Wong, Department of Political Science, University of California, Berkeley

*In The Aftermath Of Protest: The 2000 Orange County Register/Pacific Opinions Poll Of Vietnamese Americans*, Christian Collet, University of California, Irvine/Pacific, and Anthony Salvanto, Center for the Study of Democracy

*Comparing Latino Voters And Non-Voters In The 2000 California Elections*, Mark DiCamillo, The Field Institute

*Religion In The Public Square: Implications For Election 2000 And Beyond*, John M. Benson, Harvard Opinion Research Program, Melissa J. Herrmann, ICR/International Communications Research

Discussant: Nancy Belden, Belden Russonello & Stewart

**11:30 am- noon: "Meet the Authors"**

**Multinomah/Clackamas**

**Paul Lavrakas and Michael Traugott**, co-authors

*Election Polls, the News Media & Democracy*, and *The Voter's Guide to Election Polls*, 2<sup>nd</sup> edition

Moderator: Natasha Hritzuk, Schulman, Ronca & Bucuvalas, Inc

**11:30-12:30 pm Joint WAPOR/AAPOR Poster Session**

**Mt. St. Helens Ballroom Foyer**

*Examining the Public's Knowledge and Attitudes Towards AIDS in Europe*, Tiandong Li, University of Nebraska-Lincoln, USA

*Big Issues and Media Coverage: The Recall Function of the Press*, Marta Martín Llaguno, University of Alicante, SPAIN

*Don't Know Responses in Japanese Surveys*, Nicolaos E. Synodinos, University of Hawaii at Manoa and Yutaka Ujii, Shin Joho Center

*Our War, Your War: Participatory Propaganda in the Persian Gulf War (1990-1991)*, Abby M. Sandor, Cornell University, USA

*Response Effect of Question Content and Others' Presence*, Suhao Tu, Academia Sinica, TAIWAN

*Privacy Issues And Question Characteristics: Content And Mode*, Eleanor R. Gerber and Melinda L. Crowley, Center for Survey Methods Research, Statistical Research Division, U.S. Census Bureau, USA

*Employment Or Education? Framing Affirmative Action*, Patricia Moy, University of Washington, Julie Andsager, Washington State University, Hilary Karasz, University of Washington, USA

*Addressing Survey Refusals Among African Americans: Can Tuskegee Be Overcome?*, Joel Kennet, Barbara F. Wilson, Alfredo Calvillo, Karen R. Whitaker, National Center for Health Statistics, USA

*Rose-Colored Glasses Or Harsh Reality?: Changes In Generation X Students' Perceptions Of The University's Role In Developing Positive Citizenship*, Nancy Whelchel, North Carolina State University, USA

*Communication Needs and Orientations Among Internet Users in Korea*, Mee-Eun Kang, Sookmyung Women's University, KOREA

*News And Current Events In The Lives Of Generation Y*, Nellie Gregorian and Michael Cohen, Applied Research & Consulting

*Validation Of The Life History Interviewing Approach In Criminal Justice Research*, Catherine A. Gallagher, George Mason University, USA

*O\*NET Data Collection Program: Pretest Results Of Methodological Experiments On Employee Respondent Incentives*, Randall Keesling, Research Triangle Institute, John Nottingham, National Center for O\*NET Development, Employment Security Commission of North Carolina, USA

*The Variability of Candidate Issue Evaluations and Political Sophistication*, David Dutwin, University of Pennsylvania, USA

FRIDAY, 19 MAY 2000

12:30 - 2:00 pm	Lunch	Grand Ballroom East
	Chapters Representatives Lunch	Jantzen Room
	POQ Advisory Group Lunch	White Stag Room

2:00 - 3:30 pm      **Concurrent WAPOR/AAPOR sessions**

**Joint WAPOR/AAPOR Session A: The Post-Industrial Citizen: Mapping Causes and Consequences of Local Civic Involvement**      **Clark Room**

Chair: Terry Nichols Clark, University of Chicago, USA

*Growth Controls and Other Citizens' Initiative Issues in California*, Mark Baldassare, University of California, Public Policy Institute of California, USA

*How to Involve Citizens in Public Goods Decisions More Adequately*, William Simonsen, University of Oregon, USA and Mark D. Robbins, University of Georgia, USA

*Communication and Citizen Activity in Community Problem-Solving: Media and Interpersonal Influences on Perceptions of Institutional and Citizen Efficacy and Voluntary Participation*, Jack M. McLeod, Jessica Zubric, Nojin Kwak, and Maria Powell, University of Wisconsin-Madison, USA

*Feelings of Local Subjective Competence in Europe: Resources for Higher Levels of Politics?* Angelika Vetter, University of Stuttgart, GERMANY

*The Post-Industrial Citizen: Globalization and New Issues*, Terry Nichols Clark, University of Chicago, USA

Discussant: Gerald M. Kosicki, The Ohio State University, USA

**Joint WAPOR/AAPOR Session B: Public Opinion on Global Issues**      **Weyerhaeuser Room**

Chair: Claes H. de Vreese, University of Amsterdam, THE NETHERLANDS

*A World Beyond Civilizations?: Using Opinion Theory to Test Models of International Order*, Frank Louis Rusciano, Rider University, USA

*Public Opinion about the World Trade Organization*, Cathy Bullock, Michael McCluskey, Catherine Scott, Keith Stamm, Keiko Tanaka, and Marcos Torres, University of Washington, USA

*American Public Attitudes on Globalization*, Steven Kull, Program on International Policy Attitudes, University of Maryland, USA

*For or Against? Analyzing Public Attitudes Toward the War in Kosovo*, Sunghee Lee, David Weisser, and Reagan Wright, University of Nebraska-Lincoln, USA

*American Elites and the General Public: A Comparison of Attitude Structures and Priorities on Foreign Policy Issues During the 1990s*, Alvin Richman and David B. Nolle, Office of Research, U.S. Department of State; and Eloise F. Malone, U.S. Naval Academy, USA

Discussant: J. David Kenamer, Virginia Commonwealth University, USA

**AAPOR SESSION C: The Internet's Impact on Society, Part I**      **Grand Ballroom West**

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

*The Digital Divide*, James McConnaughey, National Telecommunications and Information Administration, Office of Policy Analysis and Development, U.S. Department of Commerce

*Access and Inequality on the Internet*, Eszter Hargittai, Princeton University

*Changes in Political Life*, Andy Kohut, The Pew Center for People and the Press

*Taming the Cyber Revolution*, Michael Margolis, University of Cincinnati

Discussant: Horst Stipp, NBC

**FRIDAY, 19 MAY 2000**

**2:00 - 3:30 pm**      **Concurrent WAPOR/AAPOR sessions, continued**

**AAPOR SESSION D: Internet Surveys Of Businesses And Professionals**

**Crown Zellerbach**

Chair: Janet Streicher, KPIMG

*The Cozint Report: Surveying Physicians Online*, James F. Newswanger and Elizabeth H. Rountree, Cozint Interactive, Princeton, NJ

*A Physician Research Panel: Respondent Participation Via The Internet And Mail*, Judee Richardson, Mindy Schneiderman, and Maqsood Noorani, American Medical Association

*Use Of A Website Questionnaire As One Method Of Participation In A Physician Survey*, Lorayn Olson, K. P. Srinath, Mary Cay Burich, Abt Associates; Carrie Klabunde, National Cancer Institute

*Opportunities And Challenges Of A Web Survey: A Field Experiment*, Kumiko Aoki and Michael Elasmr, Communication Research Center, College of Communication, Boston University

*An Experiment In Web-Based Data Collection*, Mary A. Collins, Westat, John Tsapogas, National Science Foundation

Discussant: Robert Baumgartner, Hagler Bailly Consulting, Inc.

**AAPOR SESSION E: Election 2000 - Understanding the Voter**

**Washington Room**

Chair: Mickey Blum, Blum and Weprin Associates, Inc.

*Voter Involvement With The 2000 Presidential Primary Campaign*, Thomas Patterson and Tami Buhr, JFK School of Government, Harvard University

*Dynamics of the 2000 Presidential Primaries*, Michael G. Hagen, Richard Johnston, David Dutwin, Kate Kenski, and Kathleen Hall Jamieson, Annenberg School for Communication, University of Pennsylvania.

*Public Opinion Dynamics In The Presidential Nomination Contests Of 2000*, Scott Keeter, George Mason University, and Ana Maria Arumi, NBC News

*Do Voters Really Have "Litmus Test" Issues?*, Trevor N. Tompson, Voter News Service, and Paul J. Lavrakas, Center for Survey Research, The Ohio State University

*Issue Voters In The 2000 Presidential Election: Who Are The Issue Voters And Why Are They Here? An Early View From Ohio*, Kimberly Downing, Eric Rademacher and Al Tuchfarber, Institute for Policy Research, University of Cincinnati

Discussant: Natasha Hritzuk, Schulman, Ronca & Bucuvalas, Inc.

**AAPOR SESSION F: Survey Interview Mode Effects**

**Overton Room**

Chair: Sid Groeneman, Market Facts.

*Split-Ballot Experiment To Test For Mode Effects On A Customer Satisfaction Survey*, Stephen M. Smith, NORC, Michele Zimowski, NORC, Lisa Lee, NORC, Marie L. Halverson, NORC, Rashna Ghadialy, NORC, Tina B. Dennis, NORC, Joan DaVanzo, The Lewin Group

*Response Order Effects In The Medicare Population: The Interaction Between Mode Of Survey Administration And Respondent Age*, Diana B. Elliott and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts Boston

*Survey Mode Effects On Voting Estimates*, Janet Hoek, Ben Healey, Mike Brennan, Zane Kearns, Philip Gendall, Terry Macpherson, Massey University, Palmerston North New Zealand

*Mode Effects On Calling Efficiencies In Household Surveys*, Dicy Butler, Liberty Greene, Madeline E. McNeeley, Darlene A. Montemarano, Joint Program in Survey Methodology, Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Douglas A. Wissoker, Urban Institute

*Getting The Right Numbers: Observations From An Ongoing Telephone Survey Of Drug Use*, David Livert, Ellie Buteau, Kimberlee Trudeau, Graduate Center, City University of New York, Charles Kadushin, Leonard Saxe, Brandeis University, Andrew Beveridge, Queens College, Michael Bucuvalas and Andy Weiss, Schulman, Ronca & Bucuvalas, Inc.

Discussant: Joan Cwii, Battelle Centers for Public Health

FRIDAY, 19 MAY 2000

2:00 - 3:30 pm Concurrent WAPOR/AAPOR sessions, continued

**AAPOR SESSION G: Cross-National Survey Methods** Pettygrove Room

Organizer and Chair: Janet Harkness, ZUMA, Mannheim, Germany

*Dealing with Item Bias in Comparative Survey Research*, Peter Mohler, ZUMA, Germany, and Fons van der Vijver, Tilburg University, Holland

*Findings from a Seven-Country Modes Experiment*, Knut Kalgraff Skjåk, NSD, Norway, Janet Harkness, ZUMA, Mannheim, Germany, Tom Smith, NORC, Chicago

*Organising and Assessing Translations (When You Do Not Speak the Language): Procedures and Quality Issues*, Janet Harkness, ZUMA, Germany

*Respondent Cultural Orientation and Survey Participation: the Effects of Individualism and Collectivism*, Timothy Johnson, University of Illinois, Janet Harkness, ZUMA, and Peter Mohler and Fons Vanda Vijver, University of Tilberg

3:30-3:45 pm Coffee Break Exhibit Area

3:45-5:15 pm Concurrent joint WAPOR/AAPOR sessions

**Joint WAPOR/AAPOR Session A: Problems and Progress in Cross-National Studies: Lessons Learned the Hard Way** Crown Zellerbach

Chair: Robert Worcester, MORI International, UK

Robert Worcester, MORI International, UK

Miguel Basáñez, MORI, USA

Marta Lagos, MORI, CHILE

**Joint WAPOR/AAPOR Session B: Extensions of the Spiral of Silence** Washington

Chair: K. Viswanath, The Ohio State University, USA

*Traditional Bonds and New Rules: A Study of Public Opinion Theory*, Wilhelm Haumann and Thomas Petersen, Institut für Demoskopie Allensbach, GERMANY

*The "Referee Test": An Experimental Way to Simulate Isolation Threat*, Gregor Daschmann, Johannes Gutenberg-Universität, GERMANY

*Opinion Expressing in the Spiral of Silence: Some Alternative Solutions*, Gregor Petric, University of Ljubljana, SLOVENIA

*The Articulation and Activation Functions of Mass Media*, William P. Eveland, Jr., University of California at Santa Barbara, and Dietram A. Scheufele, Cornell University, USA

Discussant: Patricia Moy, University of Washington

**AAPOR SESSION C: The Internet's Impact on Society, Part II** Grand Ballroom West

Organizer and Chair: John P. Robinson, University of Maryland . . . . . extended session: 3:45-5:40pm

*The Internet and Changing Daily Life*, Norman Nie and Lutz Erbring, SIQSS, Stanford University

*Surveying the Digital Future*, Jeffrey Cole, Michael Suman and Danil van Bel, UCLA Center for Communication Policy

*Opinion Expression and Opinion Gathering on the Web*, Vincent Price, Annenberg School for Communication, University of Pennsylvania

*The Pew Internet and American Life Project*, Lee Rainie, Pew Internet and American Life Panel

*Social Life and Media Use Among Internet Users*, John P. Robinson and Ric Uslaner, University of Maryland

Discussant Horst Stipp, NBC

**AAPOR Session D: Election 2000 Roundtable: What the Polls Tell Us** Clark Room

Organizer: Cliff Zukin, Rutgers University

Participants: Kathleen Frankovic, CBS News ■ Andy Kohut, The Pew Center for the People and the Press, and ■ Frank Newport, The Gallup Organization, and Gary Langer, ABC News

FRIDAY, 19 MAY 2000

**3:45–5:15 pm** Concurrent joint WAPOR/AAPOR sessions, *continued*

**AAPOR Session E: World Opinion**

**Weyerhaeuser Room**

Chair: Wolfgang Donsbach, Technische Universität Dresden, Germany

*Reality Check: South Africans' Views Of The New South Africa*, Mollyann Brodie, Drew Altman, and Michael Sinclair, Kaiser Family Foundation

*Rainbow's End? Public Support For Democracy And The Media In The New South Africa*, Richard Morin, The Washington Post

*Measuring The Image Of The US, NATO & Britain In Serbia & The Balkans After The Kosovo War*, Gordon Heald and Jonathan Heald, The Opinion Research Business

*The Controversy Of Falun Gong: The Discrepancies Between Western Media News Reports And The Chinese People's Opinions*, Mei Lu, University of Michigan

*Latent Association Models For Cross-National Survey Research*, Allan L. McCutcheon, UNL-Gallup Research Center and Graduate Program in Survey Research and Methodology, University of Nebraska at Lincoln

Discussant: Bernard Roshco

**AAPOR SESSION F: Improving Questionnaire Design: I**

**Overton Room**

Chair: Shawn Marsh, Mathematica Policy Research

*Effects of Long Skip-Outs in Self-Administered Paper-and-Pencil Surveys*, Alayne J. Ormerod, University of Illinois at Urbana-Champaign, Wayne C. Lee, University of Illinois at Urbana-Champaign, Robert O. Simmons, Defense Manpower Data Center

*Response Order Effects in Gallup Surveys: Linguistic Structure and the Impact of Respondent Ability, Motivation, and Task Difficulty*, Jon A. Krosnick, Ohio State University, Allyson L. Holbrook, Center for Survey Research, Ohio State University, David W. Moore, The Gallup Organization, Roger Tourangeau, Senior Scientist, NORC

*The Damaging Effect Of Acquiescence Response Bias On Answers To Agree/Disagree Questions*, Willem Saris, University of Amsterdam, Jon Krosnick, Ohio State University

*An Interactionist Perspective On Response Order Effects*, Vikas Kumar Gumbhir, Department of Sociology, University of Oregon

**AAPOR SESSION G: Panel and Roundtable**

**Pettygrove Room**

**A Survey Of Statistical Disclosure Limitation (SDL):  
Practices Of Organizations that Distribute Public Use Microdata**

Organizers: Alice Robbin, School of Library and Information Science, Indiana University, Bloomington, and Heather Koball, Committee on National Statistics, National Academy of Sciences

**6:15 - 8:00 pm**

**AAPOR Dinner**

**Grand Ballroom East**

**8:30 - 10:00 pm**

**Plenary Session: LINKING PUBLIC AND LEADERS:  
THE e-REVOLUTION'S IMPACT ON GOVERNING**

**Grand Ballroom West**

Keynote Speaker: **Adam Clayton Powell III**, Vice President, Technology, The Freedom Forum

Discussants: Norman Nie, Stanford University and InterSurvey, Inc.  
James R. Beniger, University of Southern California

Moderator: Peter V. Miller, Northwestern University

SATURDAY, 20 MAY 2000

7:00 - 9:00 am	Breakfast	Grand Ballroom East
7:30 - 8:30am	Fun Run/Walk	Hotel Lobby
9:00 am - 5:00 pm	Exhibits: Books Software & Technology	Multnomah/Clackamas

8:30 - 10:00am      **Concurrent AAPOR sessions**

**AAPOR SESSION A: Examination of Web TV (InterSurvey)  
for Internet Data Collection**      **Grand Ballroom West**

Organizer and Chair: Karol P. Krotki, InterSurvey, Inc.

*A Preliminary Examination Of A Joint Survey/On-Line Discussion Method For Studying Electoral Attitudes*, Norman H. Nie, InterSurvey, Inc. and SIQSS, Stanford University, Vincent Price, Annenberg School of Public Policy, University of Pennsylvania, William C. McCready, InterSurvey, Inc. and Northern Illinois University (on-leave)

*Sampling And Weighting For Web Surveys*, Karol P. Krotki, InterSurvey, Inc.

*Questionnaire Design For Probability-Based Web Surveys*, J. Michael Dennis, Cristel de Rouvray, InterSurvey, Inc. and Mick Couper, University of Michigan

*A National Random Sample Comparison Between Survey Administration Via CATI and Web T.V.*, William C. McCready, InterSurvey, Inc. and Northern Illinois University (on-leave), and Robert Tortora, The Gallup Organization

*Internet Panel Response To The 'State Of The Union' Address: An Experiment*, Kathleen Frankovic, CBS News

*Uncertainty In Web Based Polling*, Anna Greenberg, John F. Kennedy School of Government & InterSurvey, Inc., Michael Bocian, InterSurvey, Inc.

Discussant: Edward Freedland, Princeton University

**AAPOR SESSION B: Measuring Income in Surveys**      **Clark Room**  
Organizer and Chair: Lisa K. Schwartz, Bureau of Labor Statistics, Washington, DC

*Using Alternative Question Strategies to Reduce Income Nonresponse*, Jeffrey C. Moore and Laura S. Loomis, U.S. Bureau of the Census, Washington, DC

*Wealth Measurement in the Survey of Consumer Finances*, Arthur B. Kennickell, The Federal Reserve Board, Washington, DC.

*Methods Panel to Improve Income Measurement in the Survey of Income and Program Participation*, Pat Doyle, Betsy Martin, Jeff Moore, U.S. Bureau of the Census, Washington, DC

*Earnings Reporting in the Survey of Income and Program Participation: Building and Instrument that Targets Those Most Likely to Misreport*, Nancy Bates and Robert Pedace, U.S. Bureau of the Census, Washington, DC

*Improving Response Rates to Income Questions: a Comparison of Range Techniques*, Lisa K. Schwartz and Geoffrey Paulin, Bureau of Labor Statistics, Washington, DC

**AAPOR/IFD&TC JOINT SESSION C: Improving Questionnaire Design: II**      **Washington Room**  
Chair: Jason Markesich, Mathematica Policy Research

*Straddling the Fence: An Examination of the Impact of Allowing a Neutral Response to Customer Satisfaction Questions*, Christine L. Gaines, J. Philippe Gwet, Kerry Y. Levin, Cynthia V. Helba and James B. Greenlees, Westat

*Anchors Away: The Effect Of Altered Verbal Anchors On Responses To A Satisfaction Scale*, Thomas M. Guterbock and Ryan A. Hubbard, Center for Survey Research, University of Virginia

*An Experiment With Skip Instructions: Decreasing Item Nonresponse In A Self-Administered Survey Of Medicaid Beneficiaries*, Vickie Stringfellow, Floyd J. Fowler, Jr., and Patricia M. Gallagher, Center for Survey Research, Univ. of Massachusetts Boston

*The Accessibility and Applicability of Knowledge: Predicting Context Effects in National Surveys*, Alexander Todorov, New York University

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

SATURDAY, 20 MAY 2000

**8:30 - 10:00 am Concurrent AAPOR sessions, continued**

**AAPOR SESSION D: Nonresponse And Bias**

**Crown Zellerbach**

Chair: Bikramjit S. Garcha, Georgia State University

*Public Opinion of the Census Bureau and Its Data Collection Efforts: The 1999 KAP-1 Survey*, Donna Eisenhower, then at NORC; Joanne Dickinson, U.S. Census Bureau; and Angela Brittingham, U.S. Census Bureau

*On Understanding Nonresponse in Establishment Surveys*, Young I. Chun, University of Maryland and Institute for Strategic Reconciliation

*Predicting Household and Interviewer Nonresponse Rates From Household And Regional Characteristics*, Clyde Tucker and John Dixon, U.S. Bureau of Labor Statistics

*Tracking The Elusive Teen: A Longitudinal Study Of Jewish Teenagers 1995-1999*, Ariela Keysar, Center for Jewish Studies, City University of New York, and Barry A. Kosmin, Institute for Jewish Policy Research

Discussant: Robert Mason, Oregon State University

**AAPOR SESSION E: Election Polling: Methodological Issues**

**Overton Room**

Chair: John Russonello, Belden Russonello & Stewart

*What Works Best? Using The Acid Test Of Actual Voter Behavior To Evaluate Likely Voters Models In A Volatile Election*, Robert P. Daves, The Minnesota Poll, Minneapolis Star Tribune

*Internet Voting And The 2000 Election: A Case Study Of The Arizona Democratic Party Primary Election*, Frederic I. Solop, Northern Arizona University

*Testing Support for a Write-In Candidate: Polling in the 1999 San Francisco Mayoral Race*, David Binder, David Binder Research

*Can The Reform Party Really Reform The Parties? A Split-Ballot Experiment To Examine Party Affiliation In Minnesota*, Robert P. Daves, The Minnesota Poll, Minneapolis Star Tribune

Discussant: Sheldon Gawiser, NBC

**AAPOR SESSION F:**

**ROUNDTABLE**

**Integrating Web Options into Government**

**Sponsored Program Evaluation and Policy Related Surveys**

**Glisan Room**

Organizer and Chair: Margaret Cahalan, Mathematica Policy Research

Participants: Welmoet van Kammen and Melissa Thomas, Mathematica Policy Research

**10:15–11:45 am Concurrent AAPOR, and AAPOR/IFD&TC Sessions**

**AAPOR/IFD&TC SESSION A: Internet Survey Format and Design Issues**

**Grand Ballroom West**

Chair: Jay Mattlin, Moviefone/AOL

*An Experimental Evaluation Of Alternative Formats For Constructing Web Questionnaires*, Dennis Bowker and Don A. Dillman Social and Economic Sciences Research Center, Washington State University

*Design Issues In WWW Surveys*, Vasja Vehovar, Katja Lozar Manfreda, Zenel Batagelj, University of Ljubljana

*Exploring The Possibilities Of On-Line Focus Groups*, Neli I. Esipova, Wisconsin Survey Research Laboratory, Thomas W. Miller, Michael D. Zamecki, Jason Elzaurdia, and Sanjay Ponnaiya, A. C. Nielsen Center for Marketing Research, School of Business, University of Wisconsin-Madison

*Web Surveys: Perceptions Of Burden*, Scott Crawford, Market Strategies, Inc., and Mick P. Couper, Survey Research Center, University of Michigan

Discussant: John Kennedy, Indiana University



SATURDAY, 20 MAY 2000

10:15–11:45 am      **Concurrent AAPOR, and AAPOR/IFD&TC Sessions**

**AAPOR SESSION B:      New Frontiers in Cognitive Testing**

**Clark Room**

Chair: Laurie Schwede, U.S. Census Bureau

*Cognitive Testing Proposed Questions for PRAMS in the NCHS Questionnaire Research Design Lab*, Barbara Foley Wilson, Nedra Whitehead and Karen Whitaker, National Center for Health Statistics and National Center for Chronic Disease Prevention and Health Promotion

*Cognitive Testing: A Workshop Approach*, Sandra Smith, Borka Buseska, Sanna Coombs, Alanna Sutcliffe, Australian Bureau of Statistics

*Flexible or Structured: What's the Best Cognitive Interviewing Protocol*, Carol Cosenza and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts Boston

*Design Of The Census 2000 Evaluation Follow-Up Interview Questionnaire*, David A. Raglin and Elizabeth A. Krejsa, Planning, Research, and Evaluation Division; United States Bureau of the Census

Discussant: Theresa. J. DeMaio, U.S. Census Bureau

**AAPOR/IFD&TC SESSION C: Fielding Surveys: Scheduling Call Attempts**

**Overton Room**

Chair and Discussant: Craig Hill, Research Triangle Institute

*The Effect Of Time Of Year Of Data Collection On Sample Efficiency And Data Quality: An Analysis Of The Iowa Behavioral Risk Factor Surveillance Survey*, Mary E. Losch, Aaron K. Maitland, Gene M. Lutz, Center for Social and Behavioral Research, University of Northern Iowa

*Understanding "Day Of Week" Differences And The Implications For Survey Research*, Linda L. Stinson, Bureau of Labor Statistics

*There's No Place Like Home: Using Time Diary Data To Increase Efficiency In A Telephone Survey*, Martha Kropf, Department of Political Science, University of Missouri-Kansas City, Johnny Blair and Jane Joseph, Survey Research Center, University of Maryland, College Park

*An Examination Of Contact Attempts For An RDD Study: The Buckeye State Poll*, Jeffery A. Stec, The Center for Survey Research, The Ohio State University College of Social and Behavioral Studies

**AAPOR SESSION D:      Health Measurement Issues**

**Crown Zellerbach**

Chair: Julita Milliner-Waddell, Mathematica Policy Research

*Discrepancies Between Child And Maternal Reports Of Child Mental Health*, Laurie J. Bauman and Sheila Camacho, Albert Einstein College of Medicine/CHAM

*How Involved Are Fathers? Ideals, Realities, and the Relationship to Well-Being*, Melissa A. Milkie, Suzanne M. Bianchi, Marybeth J. Mattingly and John P. Robinson, University of Maryland

*A Shared Understanding: Elite And Mass Perceptions Of Problems Facing Children And Youth In Five American Cities*, Adria Gallup-Black, Beth C. Weitzman, Diana Silver, Tod Mijanovich, Aileen M. Reid, John P. Jasek, and Mitja Baumhackl, New York University, Center for Health & Public Service Research

*Predicting Differences Between Self- And Proxy-Responses In National Health Surveys By Using Independent Rating Procedures*, Alexander Todorov, New York University

Discussant: Ray Fink, New York Medical College

**AAPOR SESSION E: Issue Measurement**

**Weyerhaeuser Room**

Chair: Harry O'Neill, Roper Starch

*Public Opinion On Gun Control, 1996-1999*, Tom Smith, NORC, University of Chicago

*Interpreting Survey Questions About The Creation/Evolution Issue*, George Bishop, University of Cincinnati

*Measuring The Issue Attention Cycle*, Gary T. Henry and Craig S Gordon, Andrew Young School of Policy Studies and Applied Research Center, Georgia State University

*Experimental Investigations of the Cognitive Processes Which Underlie Judgments of Poll Accuracy*, Paul J. Lavrakas, Lillian Diaz-Castillo, Quin Monson, Ohio State University

*Political Knowledge: Being Misinformed v. Uninformed, Does it Matter?* John T. Young and Minah Kim, Harvard University

Discussant: Sidney Kraus, Cleveland State University

SATURDAY, 20 MAY 2000

10:15–11:45 am      **Concurrent AAPOR, and AAPOR/IFD&TC Sessions, continued**

**AAPOR/IFD&TC SESSION F:      Roundtable - The Present and Future      Washington Room**  
**of Research on Survey Nonresponses**  
**Reflections on Portland '99 and Beyond**

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

Participants:      Don Dillman, Washington State University  
Eleanor Singer, University of Michigan  
Jon Krosnick, The Ohio State University

**AAPOR SESSION G: Latinos in the U.S.      Glisan Room**

Organizer and Chair: Mollyann Brodie, Henry J. Kaiser Family Foundation

*Interviewer Effects in Telephone Surveying Latinos*, Melissa J. Herrmann, Annmichele P. Gutsche, and JoAnn Buono, International Communications Research

*Latino's Perceptions of the US, Values and Public Policy Attitudes: One Voice or Many?* Mollyann Brodie, Kristin Kenyon, and Ana Maria Arumi, Henry J. Kaiser Family Foundation

*Latinos and the 2000 Presidential Election*, Claudia Deane, Washington Post

*The Policy Views of The Minority Community: How Much Do African-Americans And Latinos Differ?*, Robert Blendon and John Benson, Harvard School of Public Health

**11:30 am– noon: "Meet the Author" - Martin Plissner      Multnomah/Clackamas Room**  
*The Control Room: How Television Calls the Shots in Presidential Elections"*

Moderator: Natasha Hritzuk, Schulman, Ronca & Bucuvalas, Inc

**11:15-12:15      AAPOR Poster Session      Mt. St. Helens Ballroom Foyer**

*Comparing Characteristics of Respondents and Non-Respondents in Welfare Reform Surveys*, Lindsay Dobrzynski, Rita Stapulonis, Martha Kovac, Tom Fraker, and Anne Gordon Mathematica Policy Research

*Antecedents of Knowledge Gaps: A Deviant Case Analysis*, Cecilie Gaziano and Martha Farrell Erickson, Research Solutions, Inc., Minneapolis, MN

*An Experiment With Skip Instructions*, Philip Gendall and Rachel Ramsey, Massey University, NEW ZEALAND

*Exploration of Non-Response in the Long Term Care Survey*, Daniel Levins, Dawn V. Nelson, Judith Pilkerton, U.S. Census Bureau

*Utilizing Laptops For Listing, Screening, And Interviewing Latinos in Urban Los Angeles County, California*, Karen Tucker, and Lisa V. John, Battelle Centers for Public Health Research and Evaluation

*Understanding Politics and Participation ... Or Vice Versa?*, Dietram A. Scheufele, Cornell University

*Results of an Experiment to Determine the Effectiveness of Using a Monetary Incentive in a Survey of Medicare Beneficiaries*, Judith Lynch, Scott Scheffler, Lauren McCormack, Steve Garfinkel, Research Triangle Institute

*Comparing Results From Telephone, Mail, Internet, And Interactive Voice Recognition Surveys Of Drug and Alcohol Use Among University Of Georgia Students*, James Bason, Survey Research Center, University of Georgia

*Domain Specificity Of Item Nonresponse*, Ellie Buteau, Charles Kadushin and David Livert, City University of New York Graduate School

*Cooperation, Attrition, And Nonresponse Bias In A Panel Survey*, Brian Harris-Kojetin, Dan Ames, Melissa Leonard, and Viola Penn, The Arbitron Company

*Survey Respondent Reluctance, Dropouts, And Nonresponse: Analyzing Correlates In Telephone Survey Samples*, Amy Sue Goodin, Carol L. Silva, and Hank Jenkins-Smith, UNM Institute for Public Policy

*The 1988 Survey Of Small Business Finance: Record Use And Data Quality*, Karen Gregorian, Catherine Haggerty, NORC, John Wolken, Federal Reserve Board

*Interview Realization by Three Survey Techniques in a Public Safety Project*, Guenther Lueschen, Heidi Malmquist, Karim Abu-Omar, Mary Laska, Carey Mitchell, and Xuanping Zhang, University of Alabama at Birmingham, UAB

*City Service Evaluations: Legitimate Assessments or Politics as Usual*, Thomas C. Shaw, University of Cincinnati

SATURDAY, 20 MAY 2000

12:30 - 2:00 pm            Lunch and AAPOR Presidential Address            Grand Ballroom East

2:00 - 3:30 pm            Concurrent AAPOR, and AAPOR/IFD&TC Sessions

**AAPOR/IFD&TC SESSION A: Internet Surveys: Improving Response Rates**            Grand Ballroom West

Chair: Julie Fishtein, Mathematica Policy Research

*Increasing The Response Rate To E-Mail Surveys*, Curt J. Dommeyer and Eleanor Moriarty, California State University, Northridge

*Impact Of Notification Methods On Response Rates For Web-Based Surveys*, Richard Clark, University of Connecticut Center and Chase Harrison, University of Connecticut Center for Survey Research and Analysis

*Towards An Understanding Of Participation In Non-Restricted Web-Surveys - A Typology And Explanatory Model for Item-Nonresponse*, Michael Bosnjak, and Wolfgang Bandilla, Center for Survey Research and Methodology (ZUMA)

*Invites, Intros And Incentives: Lessons From A Web Survey*, Sandra Bauman, Jennifer Airey, Natalie Jobity, and Hakan Atak, Wirthlin Worldwide

Discussant: Eleanor Singer, University of Michigan

**AAPOR/IFD&TC SESSION B: Measuring Sensitive Issues**            Glisan Room

Chair: Diane O'Rourke, University of Illinois

*Can "Latent" Timers be Used to Measure Response Latency?: A Comparison with Interviewer-Activated Timers in a CATI Environment*, Kenneth Mulligan, J. Tobin Grant, Paul J. Lavrakas, Stephen T. Mockabee, Quin Monson, Ohio State University

*Early, Middle, Late, and Refusal Conversion Respondents to an RDD Substance Abuse Survey: Substantive, Demographic, and Data Quality Comparisons*, Scott R. Beach, Donald Musa, Dolores Fowler, Jan Jernigan, and Edmund Ricci, University of Pittsburgh

*Correlates of Measurement Error When Screening on Poverty Status for a Random Digit Dial Survey*, David Cantor, Westat, Kevin Wang, Urban Institute

*Evaluation of an Electronic Event History Calendar*, Elizabeth Wiebe and Karl R. Landis, Research Triangle Institute

Discussant: Ronald Langley, University of Kentucky

**AAPOR SESSION C: Generational Issues**            Overton Room

Chair: Gladys Engel Lang, Emeritus, University of Washington

*Generation X Speaks Out on Censuses, Surveys and Civic Engagement: An Ethnographic Approach*, Melinda L. Crowley, Center for Survey Methods Research, Statistical Research Division, U.S. Census Bureau

*Value Changes In American High School Students, 1976-1996*, Seth Ovadia, University of Maryland, College Park

*Generation X Goes to Work*, Chase H. Harrison, University of Connecticut

*The Changing Sociometry Of Post-Soviet Youth*, Ailona Andreenkova, Institute for Sociology, Moscow, Erjan Kurbanov, Claritas Corporation, Elena Tracy, University of Maryland, John Robinson, University of Maryland

*Across The Generational Divide: Political Engagement, Civic, And Social Attitudes*, Cliff Zukin, Rutgers University, Center for Public Policy

Discussant: Lowndes Stephens, University of South Carolina

**AAPOR SESSION D: Interviewer-Respondent Interactions**            Crown Zellerbach

Chair: Lindsay Dobrzynski, Mathematica Policy Research

*The Effect of CAI On Interviewer-Respondent Interaction*, Sue Ellen Hansen, Survey Research Center, University of Michigan

*Interviewer-Related Measurement Error in a Continuing Economic CATI Survey*, Lewis R. Horner, Erik Stewart, and Paul J. Lavrakas, Center for Survey Research, The Ohio State University

*Race of Interview Effects in Surveys of Black-White Relations in the US*, Jack Ludwig and Rajesh Srinivasan, The Gallup Organization

*An Analysis of Interviewer Race Effects and Respondent Sensitivity to Racial Topics: Evidence from Los Angeles*, Devon Johnson, University of California, Los Angeles, and Lawrence D. Bobo, Harvard University

Discussant: Fran Featherston, U.S. General Accounting Office

**SATURDAY, 20 MAY 2000**

**2:00 - 3:30 pm**                      **Concurrent AAPOR, and AAPOR/IFD&TC Sessions, *continued***

**AAPOR SESSION E:              Including Disabled Persons in Social Surveys:                      Weyerhaeuser Room**  
**Issues, Challenges, and Recommendations**

Organizers and Chairs: Jennifer A. Parsons, Survey Research Laboratory, University of Illinois at Chicago, and Anne Ciemnecki, Mathematica Policy Research, Inc.

*Including Disabled Persons in Social Surveys: Issues, Challenges, and Recommendations*, Jennifer A. Parsons, Timothy P. Johnson, and Sara Baum, Survey Research Laboratory, University of Illinois at Chicago, Gerry Hendershot, National Center for Health Statistics

*The Effects Of Alternative Questions On Estimates Of Persons With Disabilities*, Nancy A. Mathiowetz and Annette Gartin, Joint Program in Survey Methodology, University of Maryland

*Interviewing Populations With Disabilities By Telephone: Data Quality Measures*, Anne B. Ciemnecki, Karen A. CyBulski, Steven C. Hill, Craig Thornton, Mathematica Policy Research, Inc.

*Interviewing Populations with Disabilities by Telephone: Survey Design and Operations*, Karen A. CyBulski and Anne B. Ciemnecki, Mathematica Policy Research, Inc.

Discussant: Corinne Kirchner, The American Foundation for the Blind

**AAPOR SESSION F:              Fast Reactive Monitoring of the Census 2000                      Washington Room**  
**Mass Mobilization Campaign**

Organizer: Elizabeth Martin, US Bureau of the Census

*Reflections on Census 2000*, Kenneth Prewitt, U.S. Census Bureau

*The 2000 Census Civic Mobilization Effort—An Early Assessment*, Norman Nie, InterSurvey

*Changes in the Public's Privacy Concerns during the Census: Comparisons with 1990*, Elizabeth Martin, U.S. Census Bureau

*Influences on Census 2000 Response and Cooperation*, Jane Junn, Rutgers University and InterSurvey, and Daniel Slotwiner, InterSurvey

**3:30-4:00                              AAPOR/IFD&TC Workshop:                      Grand Ballroom West**  
**Using Color To Help Analyze And Present Data**

Chair: Tom Piazza, Survey Research Center, University of California, Berkeley, CA

**3:30-4:15 pm                      Coffee Break    Exhibit Area**

**3:30-4:30                              AAPOR Poster Session    Mt. St. Helens Ballroom Foyer**

*Using Cognitive Methods to Study Alternative Formats for Economic Census Forms*, Kristin Stettler, Rebecca Morrison, and Amy E. Anderson, U.S. Census Bureau

*Consumers' Contradictions: "Value" And Other Brand Attributes*, Lori B. Cook, David A. Langley, Blue Cross Blue Shield of Maine

*Computing Adjustment Factors for Introducing a Middle Alternative in Two Customer Satisfaction Studies*, Michele A. Burr, Kerry Y. Levin, David Marker, and Angie Becher, Westat

*Nudie Pics and Turning Tricks: American Views on Legal and Illegal Sexual Deviancy*, Angela K. Ahrendt Meghan K. Finley, Kip K. Kelly, Social Research Laboratory, Northern Arizona University

*The Agenda Setting Effect with New Information Technology: Can Media Tell People What to Talk About?*, Mei Lu, University of Michigan

*Changes In Gambling Attitudes And Behavior From 1975 To 1998*, Marianna T.Toce, National Opinion Research Center at the University of Chicago, Dean R. Gerstein, National Opinion Research Center at the University of Chicago, Rachel A. Volberg, Gemini Research, Ltd., Northampton, MA, Robert A. Johnson, National Opinion Research Center at the University of Chicago

*Volition, Specificity, And Attitude-Behavior Consistency*, Z. Joan Wang, REDA International, Inc., John P. Robinson, University of Maryland

*Opinions, Audiences And Frames: Understanding Opinion Formation And Media Frames As Multidimensional Concepts*, Michael Schmierbach, University of Wisconsin-Madison

SATURDAY, 20 MAY 2000

3:30 - 4:30 pm	<b>AAPOR Poster Session, continued</b>	<b>Mt. St. Helens Ballroom Foyer</b>
	<i>The Daily Habit: Ritual Behaviors and Their Effects on Newspaper Readership</i> , Clyde H. Bentley, University of Oregon	
	<i>Averaging Over Relevant Considerations: A Statistical Model Of The Survey Response</i> , Joshua D. Clinton, InterSurvey, Inc. and Simon Jackman, Stanford University	
	<i>The Impact Of Moderately-Salient Decisions On Public Confidence In The Supreme Court</i> , Juan C. Copa and Jeffery J. Mondak, Department of Political Science, Florida State University	
	<i>The Fulfillment Approach to Physician Surveys</i> . Lorayn Olson, K. P. Srinath, Mary Cay Burich, Abt Associates; Carrie Klabunde, National Cancer Institute	
4:30 - 5:45 pm	<b>ANNUAL MEMBERSHIP/BUSINESS MEETING</b>	<b>Grand Ballroom West</b>
6:15 - 7:15 pm	<b>PRESIDENT'S/NEWCOMERS' RECEPTION</b> Sponsored by GENESYS Sampling Systems	<b>Grand Ballroom Foyer</b>
7:15 - 9:30 pm	<b>DINNER AND AWARDS BANQUET</b>	<b>Grand Ballroom East</b>
9:30 pm -	<b>All-AAPOR   1970s Saturday Night Fever Disco</b> <b>- Blast from the Past - Party</b> music, DJ, dance, and dress (retro 1970s apparel is optional) Costume Award Contest, chaired by Susan Pinkus, <i>Los Angeles Times</i>	<b>Maxi's Lounge</b>
	<b>SEMINAR ON APPLIED PROBABILITY</b>	<b>Washington Room</b>
	<b>NON-TRADITIONAL SING ALONG</b>	<b>Weyerhaeuser Room</b>
	<b>CAFÉ AAPOR - a Quiet Chat, Cash Bar</b>	<b>Grand Ballroom Foyer</b>

SUNDAY, 21 MAY 2000

7:00 -9:00 am	<b>Breakfast</b>	
9:00 am - noon	<b>AAPOR SHORT COURSE</b> <b>Tailored Design of Mail and Internet Surveys</b> Instructor: Don A. Dillman, Washington State University	<b>Grand Ballroom West</b>
8:30-10 am	<b>Concurrent AAPOR and AAPOR/IFD&amp;TC Sessions</b>	
<b>AAPOR SESSION A: Racial Issues</b>		<b>Clark Room</b>
Chair: Robert Eisinger, Lewis and Clark College		
<i>Fairness Of The Economic System: Differences Among African Americans And Whites</i> , Karen Swift, The Gallup Organization		
<i>The Attributions Of Blacks And Whites In Explaining Socio-Economic Differences Between Blacks And Whites</i> , Matthew W. Courser, Center for Survey Research, Ohio State University, Paul J. Lavrakas, Center for Survey Research, Ohio State University		
<i>A Meta-Analysis Of The Effect Of The Race Of The Defendant And Victim On The Prejudgment Of Guilt And Penalty By Whites And Blacks In The Jury Pool</i> , Edward J. Bronson and Robert S. Ross, California State University, Chico		
<i>Effects of Social Desirability Bias in Race Related Survey Questions</i> , Erin C. St. Onge and Christopher E. Barnes, University of Connecticut		
Discussant: Larry Bobo, Harvard University		

SUNDAY, 21 MAY 2000

**8:30–10:00 am**                      **Concurrent AAPOR and AAPOR/IFD&TC Sessions, continued**

**AAPOR SESSION B: Methods for Measuring Sensitive Issues**

**Washington Room**

Chair: Patricia A. Gwartney, University of Oregon

*Asking About Risky Behavior: Standardized Questions About HIV And Sexually Transmitted Diseases* John E. Anderson, Centers for Disease Control and Prevention, Amy Lansky, Centers for Disease Control and Prevention, Cornelis Rietmeijer, Denver City Health Department, Ronald Fichtner, Centers for Disease Control and Prevention

*Dare to Deny: Drug Use Recanting in a Prevention Evaluation*, Michale Fendrich, University of Illinois at Chicago

*Assessing A New Data Collection Methodology For Obtaining Sensitive Data Using An RDD Telephone Survey*, Larry Osborn, Abt Associates, Inc., Stephen J. Blumberg, National Center for Health Statistics, Lorayn Olson, Abt Associates, Inc.

*Record Checking in Establishment Surveys*, Geraldine M. Mooney, Mathematica Policy Research, Barbara Rogers, Mathematica Policy Research, Deborah Trunzo, SAMHSA, Patricia Royston, SAMHSA

*An Experiment For Testing Respondent-Generated Intervals Methodology*, Diane Miller, Diana Petitti, S. James Press, and Judith M. Tanur, State University of New York, Stony Brook

Discussant: Peter V. Miller, Northwestern University

**AAPOR SESSION C:                      Collecting and Reporting Survey Data to the Public:  
Lessons from the Consumer Assessments of Health Plans Study**

**Crown Zellerbach**

Organizer and Chair: Lauren Harris-Kojetin, Research Triangle Institute,

*How to Effectively Convey Survey Results to the Public: Lessons from Qualitative Research with Jane and John Q. Public*, Lauren Harris-Kojetin, Research Triangle Institute

*How Health Care Coalitions Can Survey Consumers and Report Information*, Elizabeth M.F. Jael, Research Triangle Institute

*When Less is More: The Use of Efficacy Messages in Presenting Survey Data to the Public*, Paul A. Mullin, Lauren D. Harris-Kojetin, Sarah E. Daugherty, and Erica R. Brody, Research Triangle Institute

*The Impact of CAHPS Data on an Employed Population*, Nancy D. Berkman, Research Triangle Institute

Discussant: Jack Fowler, University of Massachusetts

**AAPOR/IFD&TC SESSION D: Comparing Internet Results to Other Interview Modes**

**Overton Room**

Chair: Japmes Caplan, Private Practice Consultant

*Using The Web For Public Opinion Research: A Comparative Analysis Between Data Collected Via Mail And The Web*, Nojin Kwak and Barry T. Radler, School of Journalism and Mass Communication, University of Wisconsin-Madison

*Web Versus Paper: A Mode Experiment In A Survey Of University Computing*, Thomas M. Guterbock, Center for Survey Research, University of Virginia, Brian J. Meekins, Center for Survey Research, University of Virginia, Alf C. Weaver, Department of Computer Science, University of Virginia, John C. Fries, Southeastern Institute of Research, Inc., Richmond, Virginia

*Mode Effects In An Internet/Paper Survey Of Employees*, Carl Ramirez, U.S. General Accounting Office; Kevin Sharp, Schulman, Ronca & Bucuvalas, Inc.; Luis Foster, Schulman, Ronca & Bucuvalas, Inc.

*Response Rate Effects Of Making Web Or Paper The Primary Mode*, Timothy W. Elig, Barbara Quigley, Elizabeth C. Hoover, Defense Manpower Data Center

*Web and Mail Survey – Comparisons Based on a Large-Scale Project*, John M Kennedy, George Kuh, Shaoqing Li, John Hayek, Jennifer Inghram, Nancy Bannister, Karen Segar, Indiana University

*Internet Surveys: Fast, Easy, Cheap, And Representative Of Whom?*, Rachel Askew, Peyton M. Craighill, Cliff Zukin, The Bloustein School of Planning and Public Policy, Rutgers University

SUNDAY, 21 MAY 2000

**8:30–10:00 am**                      **Concurrent AAPOR and AAPOR/IFD&TC Sessions, *continued***

**AAPOR/IFD&TC SESSION E: New Challenges to RDD Sampling Frames**

**Glisan Room**

Chair: Dawn Nelson, U.S. Census Bureau

*Threat or Opportunity?: Cellular Telephone Use by Households*, Charlotte Steeh and Brian Cannon, Georgia State University  
*Who's Considering Wireless-Only Phone Service as their Primary Home Phone?*, Cheryl Wiese, University of Nebraska-Lincoln  
*Arbitron/Survey Sampling, Inc Telephone Study: One Residence – Many Numbers; Can I Reach You? On How Many Lines?*, Linda Piekarski, Survey Sampling, Inc. and Marla Cralley, Arbitron Company

*Listed/Unlisted Phone Households: What's the Difference?*, Barbara O'Hare and Lester Jones, Arbitron Company

Discussant: Don Ferree, University of Connecticut

**AAPOR SESSION F:                      Panel and Roundtable**  
**The Challenges of Starting a Survey Center on Campus**

**Weyerhaeuser Room**

Organizer and Chair: Martha Kropf, University of Missouri, Kansas City

*Understanding And Addressing The Problem Of Interviewer Turnover In Survey Organizations*, Ashley Bowers, University of North Carolina, Survey Research Unit, Nancy Clusen, Mathematica Policy Research, and Susan Crotty, University of North Carolina

Participants: Gary Copeland, University of Oklahoma, Katie Kimberling, University of Oklahoma, and Christine Johnson, Oklahoma State University

**AAPOR SESSION G:                      Panel and Roundtable**  
**Person- vs. Household-Level Questionnaire Design**

**Pettygrove Room**

Organizer: Jennifer Hess, US Census Bureau

Chair: Jennifer Rothgeb, US Census Bureau

Participants: Jennifer Hess, Catherine Keeley, Jeffrey Moore, Joanne Pascale, and Jennifer Rothgeb, U.S. Bureau of the Census, Statistical Research Division, Center for Survey Methods Research

Discussant: Karen Bogen, Johns Hopkins University

**10:15–11:45 am** **Concurrent AAPOR and AAPOR/IFD&TC Sessions**

**AAPOR/IFD&TC SESSION A: Response Dispositions - Measurement Issues**

**Clark Room**

Chair and Discussant: Warren Mitofsky, Mitofsky International

*Nonresponse Standards: Past, Present, and Future*, Tom Smith, NORC, University of Chicago

*Estimating Residency Rates For Undetermined Numbers In RDD*, J. Michael Brick and Jill Montaquila, Westat, Fritz Scheuren, Urban Institute

*Estimating The Number Of Eligible Respondents For A Telephone Survey Of Low-Incidence Households*, James Ellis, Survey and Evaluation Research Laboratory, Center for Public Policy, Virginia Commonwealth University

*Changes In The Percentage Of Residential Telephones In Random-Digit-Dial Surveys*, Stephen M. Johnson, University of Oregon

**AAPOR SESSION B:                      Beyond The Questionnaire - Conducting Child Assessments**  
**and Videotaping Interaction across a Broad Spectrum**  
**of Research Projects**

**Washington Room**

Organizer and Chair: Susan Sprachman, Mathematica Policy Research, Inc.

*Assessment of Children in Longitudinal Surveys: Data for Comparative Research*, Paula C. Baker, Center for Human Resource Research, Ohio State University

*Certifying Interviewer Quality on the Bayley Scales of Infant Development and Videotaped Protocols*, Welmoet van Kammen, Susan Sprachman and Margo Salem, Mathematica Policy Research, Inc.

*Collecting Direct Assessment Data From Very Young Children In Two Large-Scale National Studies: The Experience In The Head Start FACES And The ECLS-B*, Gary Resnick, Westat

*Child and Family Well-Being Study*, Alice Turner, Research Triangle Institute, Research Triangle Park, NC

*Field Challenges for Administering Specific Measures to 4-Year Olds In Project on Human Development in Chicago Neighborhoods*, Kelly Martin and Alisu Schoua-Glusberg, Harvard University

Discussant: Julie Ingels, Mathematica Policy Research

SUNDAY, 21 MAY 2000

**10:15–11:45 am Concurrent AAPOR and AAPOR/IFD&TC Sessions**

**AAPOR SESSION C: Gender Issues and Gaps**

Crown Zellerbach

Chair: Kathy Dykeman, Voter News Service

*Gender And Support For International Institutions*, Monica L. Wolford and Karin Johnston, Program on International Policy Attitudes, University of Maryland

*Gender Gaps In Heterosexuals' Attitudes Toward Gay Men And Lesbians*, Gregory M. Herek, University of California, Davis

*Complexities Of The Gender Gap*, Susan E. Howell, Survey Research Center, University of New Orleans, Christine L. Day, University of New Orleans

Discussant: Barbara Burrell, Northern Illinois University

**AAPOR/IFD&TC SESSION D: CASI/CATI Issues**

Overton Room

Chair: Howard Speizer, NORC

*Is Telephone Audio Computer-Assisted Self-Interviewing (T-ACASI) A Method Whose Time Has Come?*, David Mingay, University of Chicago Medical Center

*CAI Screen Design And Its Impact On Interview Duration And Interviewer Behavior*, Marek Fuchs, Catholic University of Eichstaett, GERMANY

*The Feasibility of Monitoring Field Interview Performance Using Computer Audio Recorded Interviewing (CARI)*, Paul P. Biemer, Gordon B. Willis, Deborah Herget, and Jeremy Morton, Research Triangle Institute

*Analysis Of Respondent Break-Off Behavior In A Telephone Audio-Computer-Assisted Self Interview (T-ACASI) Survey*, Sheila Johns and Michael W. Link, Research Triangle Institute

*Reducing Item Nonresponse To Critical Survey Questions In An ACASI Interview*, Rachel A. Caspar and Elizabeth F. Wiebe, Research Triangle Institute

Discussant: Patricia Henderson, Battelle

**AAPOR SESSION E: IRB Issues: Panel and Roundtable**

Glisan Room

Organizer and Chair: Timothy P. Johnson, Survey Research Laboratory, University of Illinois at Chicago

*Effects of Federal OPRR Sanctions*, Timothy P. Johnson, Jennifer A. Parsons, Marguerite Harris, Survey Research Laboratory, University of Illinois at Chicago

*Nationwide Implementation of Signed Consent for the National Health Interview Survey*, Catherine Simile, Barbara Stussman, National Center for Health Statistics

**AAPOR SESSION F: Panel: The Ethnography of a Survey Research Center**

Weyerhaeuser Room

Organizer and Chair: Nora Cate Schaeffer, University of Wisconsin-Madison

*Introduction: The Ethnography of a Survey Research Center*, Douglas W. Maynard, Indiana University

*Standardization Vs. Rapport: How Interviewers Handle the Laughter of Respondents during Telephone Surveys*, Danielle Lavin and Douglas W. Maynard, Indiana University

*How Standardized is "Standardization?" Variation Within and Across Survey Centers Regarding Protocols for Interviewing*, Jocelyn S. Viterna and Douglas W. Maynard, Indiana University

*Conversational "Repair" in Relation to Interview "Probing"*, Robert J. Moore, Xerox Palo Alto Research Center

*Core Competencies in the Task of Refusal Conversion*, Douglas W. Maynard, Indiana University, and Nora Cate Schaeffer, University of Wisconsin

Discussion and Comments: John Kennedy, Center for Survey Research, Indiana University, Nora Cate Schaeffer, University of Wisconsin-Madison

**12:30 - 2:00 pm LUNCH AND BOX LUNCHES**

Grand Ballroom East

**Conference Wrap-Up**





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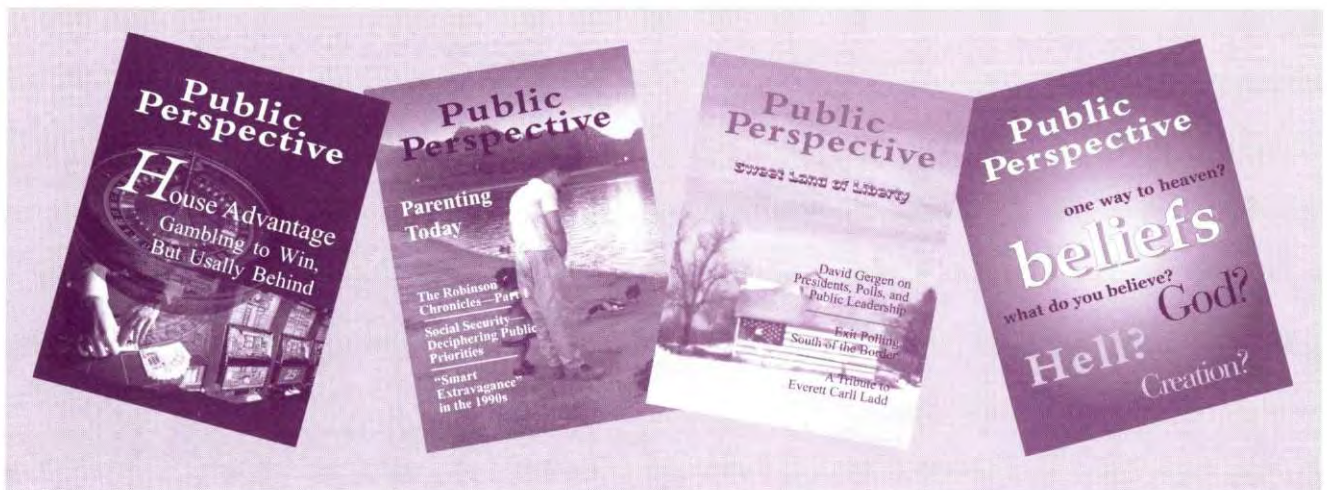
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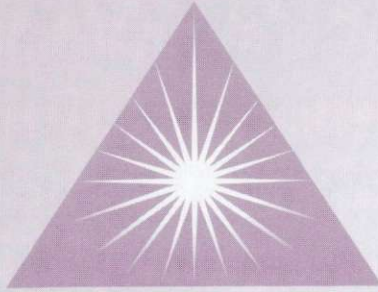
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# ABSTRACTS

Thursday, May 18

9:00 -10:30 am

ELECTIONS AROUND THE WORLD

WAPOR Session A

***Malaysian Elections 1999*, Syed Arabi Idid, MORI Research Malaysia, and Mazni Buyong, University of Kebangsaan Malaysia, MALAYSIA**

This public opinion study, conducted before the dissolution of parliament for the 10<sup>th</sup> Malaysian elections, was the first poll that was given coverage by a daily newspaper, The STAR, the largest English daily newspaper. Quota sampling was used to interview 1000 voters. Preliminary findings found that about 40 percent of the respondents were undecided on the choice of party, but among the decided about 60 percent preferred Barisan Nasional (BN), the current ruling party. The study indicated a swing of Malay voters toward the opposition. The swing was proven correct when the election results were announced on November 29, 1999. This paper will also discuss the problems in conducting research on a sensitive topic in a multi-racial society and the implications of this study that received attention of the press.

***Does European Public Opinion Exist? Media Framing on European Election Campaign 1999*, Rosa Berganza, University of Navarra, SPAIN**

The present research describes media coverage on European election campaign 1999 in Spain. The study points out the lack of voluntary of political actors to inform the public opinion about European issues (as reflected in media coverage), the increasing spectacularisation of 'mediatic politics' and focuses on the difficulties and barriers of European Union to reach its audience. The study is based on quantitative and qualitative methodology: 1) A content analysis (carried out during the European campaign in June 1999) of the three largest Spanish TV channels; the three largest national dailies and a regional one; 2) interviews with politicians, experts and journalist specialized on European issues during the campaign process; 3) an analysis of public opinion polls.

***Europe on the Agenda: Parties, News Media and the Electorate at the 1999 European Elections in Denmark*, Claes H. de Vreese, University of Amsterdam, THE NETHERLANDS**

This study investigates the agenda-setting process at the June 1999 elections for the European Parliament in Denmark. The political/party agenda, the news agenda, and the public agenda are analyzed and compared. The party agenda was investigated by a content analysis of the political parties' programs, manifestos, and press releases during the campaign. The news media agenda was assessed by a content analysis of the two most widely watched main evening television news programs from the national public and private networks (from May 11 - June 11, 1999). The public agenda was investigated by analyzing answers to an open-ended question about the most important problems facing Denmark collected in a post-election survey using a nationally representative sample of the electorate (n=1001). The three agendas are analyzed and compared, focusing on the relationship between the news and public agendas. The study also draws on two additional data sources: newsroom observations and interviews with reporters, editors, and news executives.

***The Sociological Forecasts of Presidential Election Results in Ukraine*, Vladimir Paniotto, Natalya Kharchenko, and Olena Popova, Kiev International Institute of Sociology, UKRAINE**

The comparison of forecasts of presidential election results to the actual results of elections finds, first, that the specialized professional firms have shown sufficiently high concurrence of results and sufficiently exact forecasts of the election results. The forecast blunders are connected with the work of unknown sociologists and firms. Second, a criterion of confidence in the data of these firms and institutions could be the time of their existence, size (a firm's turnover) and membership in international organizations and associations. Third, the Ukrainian sociologists have mastered the methodology of conducting the exit poll. The difference between the exit poll data and the election results does not exceed 2% except for the rating of the incumbent president running for the second term. The president's rating based on the polling data has turned out 3.5% higher than according to the election results, because some part of the polled were afraid to answer sincerely. Finally, one of the most important factors influencing on the quality of forecast is the allocation of undecided voters.

***Employing Panel Analysis in Media Effects Research: Findings from the 1998 German Federal Election*, Thomas Petersen and Wilhelm Haumann, Institut für Demoskopie Allensbach, GERMANY**

The paper examines findings obtained from a study conducted prior to the 1998 German federal election. Media effects analyses completed during the campaign year indicate that most of the leading German media clearly supported the winner-to-be, the Social Democratic party, and its top candidate Gerhard Schröder. Since few media content analyses are available for the period of 1995 to 1997, the years that presumably had a crucial impact on the election outcome, we must largely rely on survey results to determine what role media coverage played in the population's shift away from the Christian Democrats and towards the Social Democrats. Panel studies completed by the Allensbach Institute prior to the 1994 and 1998 German federal elections reveal that a disproportionately high percentage of people whose television consumption increased from 1994 to 1998 also shifted towards the Social Democrats during the same time period. Moreover, multivariate analyses show that such changes in television consumption habits were not accompanied to any significant degree by other changes in living conditions.

***New Methods of Public Consultation, Brian Gosschalk, MORI, UK***

This paper will explore the latest developments in researching and consulting the public in the United Kingdom. With a new Government committed to public consultation and to "evidence-based" policy making, MORI has been at the forefront of initiatives which go beyond traditional models of qualitative and quantitative research. Specifically, the paper examines the use of citizens' panels, which are increasingly being set up by UK public sector bodies. The emphasis will be on the appropriate use of different consultation mechanisms in different circumstances, and the practical value derived from a range of methodologies.

***Using Dillman's Total Design Method (TDM) in a South Europe Country: Spain, Vidal Díaz de Rada, Public University of Navarra, SPAIN***

This paper summarizes factors which influence the efficiency of mail surveys, its main hypothesis being that the rate of response and the quality of the data collected through mail surveys is similar -and sometimes superior- to the data compiled in one-to-one and telephone surveys, and at a substantially lower cost. The TDM has produced some wonderful results in several countries of North and Central Europe, but has NEVER been used in any countries in the South of Europe surrounding the Mediterranean. The excellent results obtained from the mail survey in the United States, and some of the results confirmed by disciples of Dillman in several European countries encouraged us to carry out the first investigation in Spain using the TDM through mail surveys. There is a very sparse use of mail surveys in Spain, where there is a profuse use of face-to-face surveys -- just the opposite to the tendency of other countries where the telephonic survey is supplanting the personal interview.

***An Analysis of the Relationship Between Don't Know and Education, Clifford A. Young, Vox Populi, BRAZIL***

Research on the correlates of DK has consistently shown that, under most conditions, the more educated are less likely to answer DK than the less educated. This paper finds that the relationship between DK and education is negative but nonlinear. This paper also finds that, in combination, two factors completely explain away the DK/education relationship: (1) level of cognitive sophistication (verbal ability, knowledge of politics, and media consumption) and (2) age. Specifically, cognitive sophistication explains the difference in mean DKs between respondents with high and moderate levels of education. Age in turn explains the difference in mean DKs between respondents with moderate and low levels of education. To measure DKs, this paper uses a summated scale of 106 attitude items from the 1987 General Social Survey. This paper also discusses and then employs an iterative regression-based method to impute missing data on several of the predictors.

***Can The Great Errors of Surveys Measuring Alcohol Consumption Be Corrected? Eckart Kùhlhorn and Mats Ramstedt, Stockholm University, Björn Hibell, Swedish Council for Information on Alcohol and Other Drugs; Stig Larsson, Lund University, and Hans L. Zetterberg, ValueScope AB, SWEDEN***

Several methodological tests and experiments on the problem of interviewing about alcohol consumption were included in three Swedish surveys with more than 12000 interviews. Traditional sources of error were explored such as the effect of question wordings, the answering to achieve social desirability, the forgetting, and the effect of higher or lower sampling ambitions. All had noticeable but smaller effects. Specific problems related to the topic of alcohol rendered larger effects. By including known alcoholics in a sample it was found that two thirds of alcoholics become non-respondents, a fact that may apply to surveys on any topic. Finally this paper discusses how the volume of a respondent's alcohol intake affects his reporting of alcohol intake; after several drinks he may lose count. Only by considering and adjusting for all the factors mentioned can surveys deliver reasonable national statistics on alcohol consumption.

***Poll Review: The 2000 Korean National Assembly Election Polls, Mee-Eun Kang, Sookmyung Women's University, KOREA***

The paper reviews the role and performance of public opinion polls in the 2000 Korean National Assembly election. Specifically, this paper reports the following: 1) how public opinion polls are conducted and reported during the campaign; 2) how accurately they predict election outcomes; and 3) some of the methodological and legal issues associated with the public opinion polls during the 2000 campaign. One of the distinctive characteristics of Korean election polls is that they use an indirect question to elicit respondents' answers for their voting choice, since the disclosure of voting preference is a sensitive matter in the political situations in Korea. The results of different question wordings are compared and reported in this paper. This paper also reports survey results that demonstrate when and how voters decided to vote for which candidate.

***Why Public Opinion Polls were Banned in India -- A Study of Indian Elections, Kavita Karan, Osmania University, INDIA***

During the 13 general elections since 1989, some opinion polls were allegedly conducted without regard for (or deliberate distortion of) scientific sampling or methodology. The Election Commission of India then banned the conduct and publication of such opinion polls. By doing so, the commission was accused of curbing the fundamental right of citizens to freedom of expression and information. This study examined the development of psephology, public opinion polls in India by the press and electronic media, the models adapted from other democracies, and the guidelines from the Press Council of India on publication of poll and survey data. This paper reflects on the controversy that followed the Supreme Court directive that sustained the ban on opinion polls but permitted the conduct of exit polls with restrictions.

***Nigeria's Transition to Democracy in Public Opinion Polls*, Kareem A. Tejumola, Research & Marketing Services, and Margit Cleveland, RMS Media Services, NIGERIA**

After 16 years of military rule, Nigeria returned to civilian rule on May 29<sup>th</sup>, 1999. Throughout the period of successive military regimes, a number of "transition programmes" were initiated; the most spurious being self-succession bid of Abacha, which ended with his timely demise. His successor, General Abubakar set the country on the path to transition in earnest. The data presented in this paper thus range from the last weeks of the Abacha regime through the transition period under the last military head of state, General Abubakar, to the first eight months of civilian rule under the democratically elected president, Olusegun Obasanjo. Ethnic and religious conflicts, long suppressed by the military, featured prominently during the elections and now pose a threat to democratic governance. The introduction of Islamic law in some states of the Federation and the emergence of ethnic pressure groups epitomise the rift in society.

***Different Polls, Different Reporting? A Comparison of Online and Traditional Random Sample Opinion Polls in U.S. News Media*, Sung Tae Kim and David Weaver, Indiana University, USA**

Recently, as the Internet has become more and more pervasive, both pollsters and news organizations have increasingly turned to online public opinion polls, despite criticisms of this method as non-representative and differences between demographics of online users and the general population. This study content-analyzed both traditional random sample polls and online polls in the news media over the same time period, 1996 to 1999, so as to examine the number of both kinds of opinion polls and the way in which they are reported in news stories, including the subject, type, conformity to AAPOR standards for reporting polls and so on.

Thursday, May 18

THE MEXICAN VOTER AT THE CROSSROADS

10:45 am - 12:15 pm

WAPOR Session B

***Social Bases of Electoral Choice in Mexico: Weighting Factors of the Retrospective Vote*, Ulises Beltrán, Survey Research Unit of the Office of the President of Mexico, MEXICO**

Retrospective voting is a central theoretical proposition to understand electoral behavior. In the last National election in July 1997 in Mexico, past evaluation of the incumbent's (PRI) performance was determinant for electoral choice. Nonetheless, the importance of the retrospective vote was very different among social strata, in particular in rural areas, where the PRI obtained the highest preferences even though a very negative evaluation of the government's performance prevails. These differences among strata are best explained when some factors that weight the impact of the retrospective evaluation on the electoral choice are considered in the model. Some of these weighting factors are more common in some strata, so that a contextual social effect can better explain the differences in the rationality of voters of different strata.

***Postures toward Risk and Electoral Choice in Mexico*, Jorge Buendía, Centro de Investigación y Docencia Económicas**

Uncertainty has increasingly received more attention in studies of electoral behavior. The expectation is that risk-averse individuals are more likely to support the less uncertain choice while risk-seeking persons do the opposite. As the same party has hold power at the national level in Mexico since 1929, there is a high level of uncertainty regarding alternation of power and how a current opposition party would behave if in power. The hypothesis is that the incumbent party will benefit from risk-averse postures. While risk attitudes occupy a central place in economic theory and in some models of voting behavior, there have been very few attempts to measure them in a direct way. This paper develops and tests several items to measure postures toward risk. Using data from a post-electoral survey conducted in the aftermath of the 1997 mid-term elections in Mexico, the hypothesis that risk-averse voters are more likely to support the incumbent is confirmed.

***The Mexican Voter*, Roy Campos, Consulta, SA, Mexico and Warren Mitofsky, Mitofsky International, USA**

Between the 1997 off year election, when the PRI lost its absolute control of the national government for the first time since 1929, and this year's presidential election a record number of Mexicans went to the polls and did something they never did before. They voted in competitive elections for governor in 23 states. They also voted in the country's (and what may be the world's) first national presidential primary. This paper will explore who the voters are that participated in these elections. It also will see if there are lessons for the coming presidential election.

***The Presidential Succession in Mexico in the Year 2000: Democratic Transition and Selection of Candidates of the Political Parties*, Federico Curiel Gutiérrez and Felipe Estévez Lugo, University of Guadalajara, MEXICO**

The study focuses on the hypothesis that the current favorable positioning of the Institutional Revolutionary Party (PRI) and its candidate is a reflection that the internal election process of that party was designed, developed and carried out considering the existing climate of public opinion, different from the internal election processes of the candidates for the Presidency of the Republic of the two main opposition parties to the Institutional Revolutionary Party, the National Action Party and the Party of the Democratic Revolution. In that sense, for the principal critics of that party, the internal election process of the PRI was only a positioning strategy facing the population, whereas for the followers of the PRI, it is a clear symptom of the internal transformation process that is going to consolidate the democracy not only within the party but in all the country. Both arguments are analyzed in light of the results that were obtained in the election of the candidate of the PRI in 1999.

Thursday, May 18

MEDIA CONTENT, FUNCTIONS, AND EFFECTS

2:15-3:45 pm

WAPOR Session A

***Impact of the Press on Public Opinion about the Economy*, David P. Fan, University of Minnesota, USA**

This paper describes the use of about 20,000 stories in the news media to predict time trends of the University of Michigan's Index of Consumer Sentiment and Conference Boards Consumer Confidence Index from about 20,000 news stories from 1990 through the beginning of 2000. The stories were scored by computer using the InfoTrend method for content analysis of text. The prediction was made using the ideodynamic model and resulted in R-square values of over 0.8.

***Seeking Information about Foreign Affairs: The Impact of News Preferences and Media Use*, Jarol B. Manheim and Lars Willnat, The George Washington University, USA**

This study analyzes the influence of media-choice habits on foreign affairs news preferences of about 5,000 young Americans between the age of 16 and 24 years interviewed in a national telephone survey in late 1998. Based on the assumption that foreign affairs news preferences divide along two main dimensions – presence or absence of an explicit reference to US involvement or interest, and the presence or absence of a reference to violence – respondents' intention to seek more information about an event they just heard about is measured against four types of hypothetical news events (US/violent, US/nonviolent, non-US/violent, and non-US/nonviolent). We hypothesize that the intention to seek additional information will be strongest for stories in the US/violent category, and weakest for those in the non-US/nonviolent category. We also predict that respondents who seek information for hypothetical news events that are non-violent/non-US will pay more attention to actual news about foreign affairs than respondents who primarily seek additional information for hypothetical news events that are violent and directly relate to the United States.

***A Homogenous Preference?: Investigating the Systemic Determinants of International News Coverage with a Global Perspective, H. Denis Wu, Louisiana State University, USA***

This study examines the impact of systemic determinants on international news coverage by mass media from 38 countries. Systemic factors are operationally defined as traits of nations, interaction and relatedness between nations, and logistics of newsgathering. This study utilized content-analyzed results yielded from a multinational research project of international news coverage and other sources. The first finding indicates that the United States was the most covered country in the world, although other powerful countries also received substantial coverage during the time frame. In addition, in spite of some variation, trade volume and presence of international news agencies were found to be two primary predictors of the amount of transnational information flow. Economic development level of the host country only plays a modest role in determining news trafficking. Geographic distance between nations was found to be a predictor in the developing countries but not in the developed counterparts. Three predictors—the Arabic language, the Spanish nexus, and economic level of guest countries—are significant only in the developed nations.

***The Relation Between News Media Credibility and General Confidence in Institutions: A Case Against Journalistic Exceptionalism, Robert O. Wyatt, Jill A. Edy, Ken Blake, and Teresa Mastin, Middle Tennessee State University, USA***

To examine the issue of the press's decline in General Social Survey confidence measures, we queried 224 randomly selected adults in a Southern metropolitan region regarding confidence in 12 GSS institutions and credibility ratings of their most-read newspaper, most-watched television news program, and the news media in general. We found moderate and significant partial correlations between the three credibility scales and the overall confidence scale (excluding the press). Confidence in other institutions was the best single predictor of the perceived credibility of any news medium until the credibility ratings of the other media were controlled for. Analysis of GSS trends indicate that, though other institutions tend to be affected by favorable or adverse events, and then regress toward their mean, the press has dropped linearly over time. Comparison of predictors of confidence in journalism with that in other institutions reveals that each institution has its peculiarities; journalism's is a largely unexplained linear fall.

***Campaigns, Elections and Political Support, Susan A. Banducci, University of Amsterdam, THE NETHERLANDS, and Richard Clucas, Portland State University, USA***

Critics of plurality systems argue that majoritarian electoral rules marginalize small party supporters and thus, small party supporters are more likely to distrust government. Lack of trust can also be due to shorter-term forces such as tough economic times or unfavorable electoral outcomes. We examine trust in government over the course of an election campaign and compare pre-election measures of trust in government with post-election measures from a panel of respondents to the 1999 New Zealand Election Study and the 1997 British Election Study. Given the panel design over the course of a campaign, we assess the extent to which trust in government and political support are due to short term forces such as electoral outcomes and media effects.

***Values of the Electorate in Dutch Society, Martijn Lampert and Frits Spangenberg, Motivation Research and Strategy, THE NETHERLANDS***

In this paper an in depth analysis will be presented of value orientations and profiles of voters for different political parties in Dutch society. Also some key changes in the political environment before and after the national elections of 1998 will be presented. The research project was carried out within the framework of the Socioconsult research programme, which charts people in terms of their attitude to life and their norms and values in their daily lives. In order to chart the changing desires and demands of consumers, two instruments are used: the social milieu index and the socio-cultural current compass. By means of basic value orientations the profile of groups within Dutch society with specific political preferences were determined and monitored. Besides voting behaviour, also voting intentions and the preferences for specific party leaders were taken into account.

***Public Satisfaction with Governance in the Philippines, 1986-99, Mahar Mangahas, Social Weather Stations, PHILIPPINES***

With the ousting of Ferdinand Marcos by its 'People Power' revolution of February 1986, the Philippines was one of the first nations in the last two decades which replaced authoritarian regimes with democratic ones. It has now undergone two orderly transitions in national administration, from Corazon Aquino to Fidel Ramos in 1992, and from the latter to Joseph Estrada in 1998. Since 1986, the course of public satisfaction with key government officials and institutions, and with the performance of the government in its various functions and activities, has been tracked, semestrially at first, and quarterly since 1991, by the surveys of Social Weather Stations. These are surveys of the general quality of life, which is defined to include public perceptions of the quality of governance, and also cover soundings of electoral preferences and opinions on contemporary public issues. The paper will narrate the movements in, and the putative effects of, Filipino satisfaction with governance over 1986 to the present.

***Support for Government, Evaluation of Current Situation and Legitimacy of Transformation: Polish Public Opinion, 1989-2000, Krzysztof Zagórski, Public Opinion Research Center, POLAND***

Political theory claims that legitimacy of well-established and developed democratic political system is very weakly related to public satisfaction with the government and with the results of its policies and actions. The paper will make an attempt to show that these relations can change. The dynamic analysis will prove that the relations between support for the government and evaluation of the situation change in a different way than the relations between these two aspects of public opinion and support for democratic principles or for systemic transformation. The results show how support for political actors (the government) is affected by the evaluation of current situation and how all of them affect legitimacy of systemic change.

**Exploring Dimensions of Patriotism: A Comparative Study, Richard Clark and Matthias Kretschmer, University of Connecticut, USA**

This study engages in secondary analysis of survey research data from the United States, Germany, and Japan to explore what independent variables are associated with feelings of national pride or patriotism. We look at these three countries because of their unique historical developments since WWII, and they offer a basis for comparison based on their economic, political stability, but differing degrees of ethnic diversity and rivalry. Applying exploratory factor analysis, Germany has only one dimension of national pride, whereas Japan has two dimensions, which we label "political pride" and "cultural pride". In the U.S., we found the most diversified pattern with three dimensions: "political pride", "cultural pride", and "historical pride". For each dimension in all countries, age is the most important variable with older people being more patriotic than younger people.

**Organizing Representation in the European Union: A Correlation Between Preference Formation and Group Membership, Daniel V. Preece, Simon Fraser University, CANADA**

This study examines four prominent theories of support for integration through regression analysis of Eurobarometer surveys from the period of 1978-1990, arguing that none accurately explain the dynamic nature of mass behavior concerning European integration. This inability stems from a conception of identity that misrepresents both the public and their process of attitude development. This analysis expands upon the linkage between sociopsychological influences and the development of opinion. In developing this linkage, I turn to the field of political theory to develop the process of defining social groups through affinity. By drawing upon the theoretical framework developed within communitarian literature, it becomes evident that an accurate understanding of preference formation must incorporate a notion of constitutive group membership.

**The Transfer of Hong Kong to China: A Study of the Construction of National Identity, Minmin Wang, Roberta Fiske-Rusciano, and Frank Louis Rusciano, Rider University, USA**

We argue that Hong Kong's citizens experienced a renegotiation of national identity when the British lease on Hong Kong expired and the island was handed over to China. This process was studied as an interaction between *Selbstbild* and *Fremdbild*. The results suggest that two parallel negotiations were occurring: a negotiation involving world opinion over the transfer between China and other powers, and a negotiation among Hong Kong's citizens between their national consciousness and their perceived international image. Although the political transfer was completed, the reconstruction of national identity from *Selbstbild* and *Fremdbild* remains an ongoing process.

**Coorientation Theory and Public Opinion Processes: Perceptions and Mutual Perceptions of Hong Kong Residents' National Identity, 1997-1999, Jonathan J.H. Zhu, City University of Hong Kong; Huailin Chen, Chinese University of Hong Kong; and Steve Zhongshi Guo, Hong Kong Baptist University, SAR, CHINA**

This study extends Newcomb's ABX model, coorientation theory, to public opinion processes by examining changes in the agreement, accuracy, and congruency of public opinion between Hong Kong and mainland China about the national identity of Hong Kong residents after the return of Hong Kong to China. We have carried out a 3-wave survey in Hong Kong and mainland China before and after 1997. The pre-1997 survey found a sharp discrepancy in public opinion about Hong Kong residents' national identity between the two sides. The two follow-up surveys showed a narrowing gap, due to the increase number of Hong Kong residents who have become identified with "Chinese" rather than "Hong Konger."

**Meaning and Measurement in Cross-National Research on Support for Democracy, Damarys Canache, Florida State University; Jeffery J. Mondak, Florida State University; and Mitchell A. Seligson, University of Pittsburgh, USA**

A central concern in many cross-national investigations has been the extent to which citizens support democracy as it is constructed in their nations. One survey item has been used widely, an item that asks respondents how satisfied they are with "the way that democracy works in (country)." No consensus exists regarding which theoretical construct the item taps. We use data from two original surveys: a small pilot study conducted in the summer of 1999 in Romania, and a large national study conducted in El Salvador in late 1999. Data from both surveys measure levels of support for incumbent political leaders, the nation's political system, and democracy as a general form of government. Using these measures, we determine what mix of factors influence respondents' judgments regarding satisfaction with the way that democracy works in Romania and El Salvador. The Romania survey includes an open-ended follow-up item that asks respondents to identify the top factor underlying their satisfaction or dissatisfaction. Results suggest that skepticism is warranted regarding any claim that the conventional support item provides valid data on a single level of political support.

**Public Opinion About Corruption: An Exploratory Study in Chile, Costa Rica and Mexico, Roderic Ai Camp, Claremont-McKenna College; Kenneth M. Coleman, Iowa City, Iowa; and Charles L. Davis, University of Kentucky, USA**

This is a study of potential determinants of variation in the perception of corruption as a feature of public life. Based on July 1998 national level surveys in three Latin American countries (total n = 3396), the study explores five categories of independent variables: (1) social class indicators, (2) ideological self-labels and political orientations, (3) general social orientations, (4) personal economic preoccupations, and (5) demographic variables. Among the strongest determinants encountered are social trust and perceptions of presidential performance. The higher the social trust, the less corruption is perceived. The more positive the evaluation of the incumbent president, the less corruption is perceived. The latter finding suggests that the perception of corruption may be influenced by quasi-partisan considerations, which may also imply that the concept of a loyal opposition may not yet be firmly implanted in less than fully consolidated democracies.

**You Are What You Eat?: A Three-Nation Study of Public Attitudes Toward Biotechnology and Food, Allan L. McCutcheon, University of Nebraska-Lincoln, USA, and Koenraad Abts, Catholic University Brussels, BELGIUM**

A great deal of media attention has been given to the public's concern about genetically modified organisms (gmo's). This paper will focus on the results of a survey of the public's self-reported knowledge of and concern about the presence of gmo's in food products. Representative population samples of three nations—the United States, Great Britain and Germany—were surveyed in October and November, 1999 regarding their concern about and knowledge of gmo's. The respondents were also asked about their trust in government agencies to regulate the safety of food products, as well as their usual eating habits. In addition, the publics of the U.S. and Great Britain were asked a wide variety of questions about their consumption patterns. These data are compared with data from the Eurobarometer collected in November 1996. Preliminary analysis of these data in the three nations suggests a far wider range of acceptance/rejection than is presented in the mass media and contrary to media reports patterns. This suggests that more widespread acceptance might possibly characterize future trends in acceptance.

**The Effects of Education on Political Opinions: An International Comparison, David Weakliem, University of Connecticut, USA**  
Previous research has found that more educated people express more liberal opinions on most "social" issues such as support for civil liberties, tolerance of minorities, and support for legal abortion. This research uses the 1990 World Values Study to compare the effects of education in about 40 different nations with diverse political traditions and levels of economic development. I find that education is associated with liberal positions on social issues in almost all nations, but that the strength of the relationship varies. In general, it is stronger in affluent nations. Education is associated with more conservative or individualist positions on most economic issues, although this relationship is somewhat weaker in more affluent nations. The results suggest that neither of the two traditional explanations of the effects of education is adequate. I propose an alternative based on Schumpeter: there is an inherent tendency for education to produce liberal effects on certain issues, especially ones regarding individual rights and freedom from ascriptive obligations, and that educated people in wealthier societies face less pressure to conform to prevailing views.

**Governance and Democracy: A Global View, Mari Harris, Markinor (Pty) Ltd., SOUTH AFRICA, and Meril James, Gallup International, UK**

In the Gallup International Millennium Survey 57,000 adults in 60 countries were interviewed in late 1999, representing 1.25 billion people. The survey covered a wide range of topics, focusing specifically on issues that will have an impact on the new millennium. First, less than half find the results achieved to date by the United Nations satisfactory. Next, a united call for a global improvement in respect of Human Rights, thus the protection of Human Rights is seen as the most important future role for the United Nations. There is a universal lack of faith in governments: they are believed to be corrupt and bureaucratic. Only in Western Europe and North America do a majority of citizens feel elections in their country are free and fair. Globally, two thirds say: *my country is not governed by the will of the people*. However, there is also cause for some optimism: Around the globe, people demonstrate a high degree of consensus about many topics such as "What Matters Most in Life", the "Importance of Human Rights" and the "Protection of the Environment".

Friday, May 19  
8:30 - 10:00 am

MEASURING AND REPORTING ON RACE  
Joint WAPOR/AAPOR Session A

**The Mirror of the Americas: Latin and Anglo America, Miguel Basáñez, MORI, USA**

As the formation of the third world economic blocks advance --Europe, Asia and America- it becomes increasingly important to improve the understanding within each block. Multinational surveys are useful instruments to verify coincidences and divergences. Such is the main value of these MORI-WSJA surveys, which contrasts Latin and Anglo-Americans. To ignore such contrasts guarantees distance. The value systems which explain these opinions are very deep. Anglo American values produce more efficient and production oriented individuals, Latin American values produce more vital and human relations oriented individuals.

**Self-Perceptions and Public Opinion About Immigrants, Marcos Torres, University of Washington, USA**

A survey of 431 University of Washington undergraduate students conducted in November 1999, asked respondents a series of questions regarding their opinions of legal and illegal immigrants in the United States. These questions assessed whether respondents perceived an economic, educational and/or safety threat from immigrants as well as their impressions of immigrants' standings in terms of financial, social and educational levels. Respondents were also asked if they themselves were of the first, second, or a later generation of their family in the United States and how "all-American" they felt. The findings suggest that the more one is removed from the immigrant experience, the less likely one will see immigrants as similar to themselves.

**Race Reporting by Hispanics in a National Health Survey, Anjum Hajat and Jacqueline B. Lucas, National Center for Health Statistics, USA**

Data from the 1987-1996 National Health Interview Surveys were analyzed to examine trends in race reporting by Hispanics. Demographic characteristics and the order of race and Hispanic origin questions were assessed to determine their influence on race reporting. We also analyzed data by Hispanic origin subgroup. Most Hispanics report their race as white, however the percentage decreased over time; while the percentage of Hispanics reporting their race as "other" increased. In the subgroup analysis, Cubans were most likely to report their race as white, whereas Puerto Ricans and Mexicans were less likely to do so. Question order appeared to affect race reporting. Fewer Hispanics reported race when Hispanic origin preceded race. Various demographic characteristics influenced race reporting as well. The influence of question ordering and the role of demographic factors suggest that race reporting by Hispanics is a complex phenomenon.

**Improving Race and Ethnicity Questions in a Survey of Puerto Rico's AARP Members, Tracy Needham, AARP, USA**

AARP developed new race and ethnicity questions using our past experiences with the ethnicity and race questions, and consulting with other researchers and subject matter experts. In this research, if a respondent indicated they were of Hispanic descent, they were then asked to be more specific about their descent. The race question—which follows the ethnicity question—was changed slightly from "what is your race?" to "what do you consider your race to be?" As a result of these changes, the number of respondents who did not answer the race question as instructed decreased from eight percent (survey n=723) in the 1997 survey to two percent (survey n=1,001) in 1999. This paper reviews alternative approaches to the race/ethnicity questions and their merits as well as the impact of question wording changes in the AARP surveys.

***Winners and Losers: Economic Transition and Political Behavior in Poland, Janice Bell, Office of Research, Department of State, USA***

The question of "winners" and "losers" is at the center of the debate over the social impact of post-communist reform. Using data from a Spring 1999 face-to-face survey in Poland, the winners of transition are more clearly distinguishable by their subjective attitudes toward the current political and economic systems, especially those who say life now is better than under communism, than by objective factors such as age and education. Factor analysis of survey data indicates a high level of consistency in attitudes: pro-reform individuals give more support to specific market reforms while those who see their situation as worse under the present system are more in favor of interventionist policies. The emergence of winners and losers does influence voting behavior, with the winners tending to favor the center-right and liberal parties, and the losers favoring the communist-era successor parties.

***Using Opinion Research to Promote Moldovan Privatization through Mass Media, Karl Geoffrey Feld, Western Wats Opinion Research Center, LC and Russell H. Mouritsen, Brigham Young University, USA***

The Republic of Moldova, a former Soviet state, provides an excellent case study for applying opinion research to mass media strategies in international development. Its population was taught by the Soviets to be hostile to Western development ideas. Yet Moldovans are literate consumers of multiple types of mass media. This presentation combines quantitative data collected by the PBN Company in a national survey and the extensive in-country experience of the authors to suggest mass media techniques to effectively promote the privatization agenda of foreign assistance organizations and indigenous agencies in Moldova. Data demonstrate the divergence in attitudes of various ethnic groups towards the government. It also demonstrates varying levels of distrust towards various types of government officials and western democracy in general.

***Addressing Challenges of Media Measurement in Eastern Europe and the Former Soviet Union: The International Broadcasting Perspective, Matt Warshaw and Mark Rhodes, InterMedia, USA***

InterMedia found that national surveys yield the most consistent and reliable information about the overall size of audiences to international broadcasting, especially in markets where international broadcasters do not have extensive affiliate networks or program blocks that exceed five minutes. Diary samples are often not as representative as the random samples in face-to-face projects and usually exclude shortwave listeners. They can be useful in negotiations with affiliates to show how many additional listeners a program provides for a local station before or after a rebroadcast. They can help managers evaluate time slot offers from affiliates and make informed decisions about purchasing broadcast slots. However, diaries offer very little to international broadcasters that do not have significant exposure on FM or AM affiliates.

***The America Online/ Roper Starch Cyberstudy 1999, Diana E. Pollich and Jo Holz, Roper Starch Worldwide***

*The America Online/Roper Starch Cyberstudy 1999* is the second in a series of studies examining the impact of online and Internet use on people's everyday lives, as well as how these new media are expected to transform people's lives in the future. This cross-section telephone sample of internet users updates a 1998 study on the U.S. online consumer population. The total online consumer population grew to an estimated 63 million this year from last year's 45 million. The online population is becoming more representative of the general population as more older Americans and people of more moderate incomes and educational backgrounds sign up

***Class Versus Place: Models For Diffusion & Adoption Of New Communication Technologies, K. Viswanath, Daniel G. McDonald and Paul J. Lavrakas, The Ohio State University***

The current study attempted to model the diffusion of new media technologies in a social system by focusing on two factors: socio-economic status and geography. Data for the study were gathered by the Ohio State University's Center for Survey Research through the monthly Buckeye State Poll over the last three years providing us with more than 25 data points and almost 23,000 cases. Preliminary analyses using logistic and OLS regression suggest that the diffusion of computers has increased almost two fold in three years while Internet penetration has increased three fold. Age, education, income and the interaction between education and income predicted household computer and Internet diffusion. The total explained variance was 24%. Following the regression analyses, residuals are used to examine geographic areas in which computers and the Internet diffused either faster or slower than explained by our demographic and social class variables. Results are explained in terms of social class and geographic place as complementary explanations of technology diffusion.

***Watch, Read Or Surf? An Analysis Of Mass Media And Internet Use Among Young Americans, Lars Willnat, School of Media and Public Affairs, George Washington University***

This exploratory study investigates the use of mass media and the Internet among a representative sample of 10,257 young Americans between the age of 16 and 24 years. The analysis documents differences in mass media use between those who are frequent Internet users and those who are less likely to go online. Based on the assumption that Internet access has fundamentally altered the way especially young Americans receive and use the news, this study explores how online usage affects: (1) the time devoted to traditional mass media, (2) the attention paid to news in the mass media, and (3) the attention to current news events. The analysis focuses on the question whether Internet use is in fact associated with less exposure to traditional mass media and/or less attention to mass mediated news events. The study also considers the possible interaction between media exposure and Internet usage for respondents who frequently go online for information about news stories they have watched or read about.

***Use Of E-Mail And Internet Surveys By Research Companies, Jeff W. Totten, Bemidji State University***

A random sample of 405 marketing research firms was drawn from the *1999-2000 Researcher SourceBook*, published by *Quirk's Marketing Research Review*. A four-page questionnaire was developed, pretested several times, approved by the university's Human Subjects Committee, and sent to each of the 405 firms as an attachment to an e-mail message. Respondents were first notified via e-mail messages two to three days before distribution of the survey. Respondents were asked about past and present usage of e-mail and internet surveys, advantages and disadvantages of both methods, and future usage of both methods.

***An Analysis of Item Nonresponse to Questions About Barriers to Medicaid*, Dianne Rucinski, Richard Warnecke and Shasha Gao, Health Research and Policy Center at the University of Illinois-Chicago**

This paper examines differences among three groups of families who share eligibility for Medicaid coverage for their children: families with children currently covered by Medicaid; families citing one or more barrier to applying for or using Medicaid, and; families who do not cite a single reason for not applying for or using Medicaid for their children, using data from a state population survey of low-income families collected during 1998-1999. The study employed a dual-frame, mixed mode design to conduct 1,240 interviews with adults representing a family with adjusted family income at or below 250% of the 1998 Federal Poverty Level. To compare families citing no barriers to families with Medicaid and families citing barriers to Medicaid, we estimated multinomial logit models for three outcomes: families with children currently enrolled in Medicaid, families with uninsured children who cite barriers to applying for or using Medicaid, and; families with uninsured children who do not cite any barriers to applying for or using Medicaid.

*Notes From the Field: Experiments in Influencing Response Rates From Medicaid Enrollees*, Patricia M. Gallagher, Floyd J. Fowler, Jr., and Vickie L. Stringfellow, Center for Survey Research, University of Mass-Boston

Medicaid programs throughout the United States are surveying members to evaluate the quality of their medical care experiences. These surveys are most often done by mail, sometimes with telephone follow-up of mail nonrespondents to increase response rates. The response rates for mail surveys of this type typically range from 20 to 50 per cent. Telephone efforts usually add another 5 to 15 percentage points to these rates. However, even when a combination of mail and telephone data collection strategies are used, the response rates are often disappointingly low. As part of our continuing work to develop instruments and protocols for the Consumer Assessment of Health Plans Study (CAHPS®), we have conducted a number of experiments that manipulate factors that may influence response rates in this population. This paper reports an overview of the results of experiments concerning mode of administration, instrument language, instrument length, and the willingness of Medicaid enrollees to respond to survey requests.

***First names or initials: Examining Alternative Self-Identifiers and Nonresponse*, Colleen Porter, Dept. of Health Services Administration, University of Florida**

Surveys about health insurance often require a full household enumeration because of the interconnectedness of family coverage. In order to keep household members straight during the interview, surveyors must ask the respondent for an identifier for each person in the household, commonly "first name or initials." We examined the respondent's choice of self-identifiers in the Florida Health Insurance Study, a statewide survey conducted in 1999 (n=14,016). About 58% of respondents gave real-sounding names for all household members, while the rest used initials, non-name words (e.g., husband) or some combination. Females and African American respondents were less likely to provide a real name. When the household included children, it was less likely that all members would be named. Giving initials or a non-name was also associated with selected item nonresponse. Respondents with more education were less likely to give names. Age did not appear to be a significant factor in the choice of self-identifiers.

***Screening for Family and Household Composition in a Statewide Survey to Determine Public Benefits Eligibility*, Ingrid Graf, Survey Research Laboratory, University of Illinois-Chicago**

This paper outlines a process for rostering household members in a statewide survey that was designed to assess eligibility for children's insurance benefits. Determining household composition and the number of family units within households was the key to estimating eligibility. We will describe the procedure we developed, outline the composition of households we found in our sample, and discuss the pros and cons of conducting this kind of household rostering in face-to-face and telephone surveys.

***The Efficacy of Pre-Screening Telephone Sample Records*, Peter Mariolis, Centers for Disease Control and Prevention**

This paper evaluates the efficacy of services from a commercial telephone sample provider that flag telephone numbers as non-working or business before data collection begins. The data for this study are from the 1999 Behavioral Risk Factor Surveillance System survey, a nation-wide, state-based, monthly telephone survey, in Delaware for the entire year and Georgia and Iowa for one month each. The sample records for these data were generated quarterly from a sampling frame that includes zero-block telephone numbers. The data were post-stratified to the sizes of the stratum sampling frames. Pre-screening identifies 55% of non-working numbers and 7% of business numbers. Ninety-six percent of numbers pre-screened as non-working and 81% of numbers pre-screened as business receive corresponding dispositions. Not calling pre-screened numbers decreases the coverage of telephone households by 3% and the number of telephone calls by 20%. When zero-block numbers are excluded, not calling pre-screened numbers decreases the coverage of telephone households by 3% and the number of telephone calls by 7%. Significant differences by state exist for some of these results.

***Arbitron/Survey Sampling Telephone Study: Who Is In Those Small Banks Anyway? Trading Coverage For Efficiency - Does It Really Matter?*, Marla Cralley, Arbitron Research Department, and Linda Piekarski, Survey Sampling, Inc.**

This study will determine whether researchers are introducing bias in current RDD based surveys by sampling hundred blocks at the ten plus level. We will explore the composition and characteristics of households assigned a number within hundred blocks currently having two to nine listed numbers. The primary data source consisted of two samples of RDD numbers; one selected from hundred blocks with between two and nine listed numbers and a Control sample consisting of numbers selected from hundred blocks with ten or more listed numbers. The study was conducted in eight metros representing all major telephone service providers, the seven continental United States geographic regions, and varying listed-telephone number percents. Original starting samples consisted of 15,880 numbers in the two-to-nine group and 6,610 numbers in the ten-plus group. The primary data source consisted of interviews of over 1000 households in each of two sample groups.



***Combining Samples versus Cumulating Cases: A Comparison of Two Weighting Strategies in NLSY97***, Colm O'Muircheartaigh and Steven Pedlow, National Opinion Research Center, University of Chicago

Complex sample designs often involve selecting a supplementary sample to boost sample size in particular parts of the population; combining the supplementary sample with the main sample in the overall analysis of the data is a perennial problem. This paper tests the effectiveness of the two competing approaches in the context of the National Longitudinal Study of Youth 1997 (NLSY97), and uses the example to illustrate the principles involved. In NLSY97 a *cross-sectional sample* was designed to represent the various segments of the eligible population in their proper population proportions, and a *supplemental sample* was designed to produce, in the most statistically efficient way, the required oversamples of Hispanic and non-Hispanic black youths. In one approach the weights are determined *within samples* and then adjusted to allow *combination of the samples*. In the alternative approach the weights are determined *across samples* depending only on the overall probability of the individual element, giving a single unified set of weights for the *cumulated cases*. The paper compares the efficiency (eg effective sample size) of the two approaches.

***Balancing Costs, Sample Design, And Interviewer Workloads In A Market Research Study***, Martin Collins, City University Business School, London, UK, and Colm O'Muircheartaigh, National Opinion Research Center, University of Chicago

This paper describes an unusual research project that combines two different types of analysis: the estimation of sampling variance and interviewer variance on the one hand, and the costs of different fieldwork strategies on the other. The former analysis is conducted on data already collected for the survey under the current design. The latter are obtained in the form of tenders from market research agencies for the same survey under scenarios whose implications for precision can be computed from the earlier analysis. Common choices on project design are shown to lead to serious losses of efficiency. The paper takes advantage of the support of the client (London Transport) and the collaboration of competing market research companies to arrive at a determination of the (approximate) optimum design for the London Underground Users Survey.

***Respondent Selection In RDD Surveys: A Randomized Trial Of Selection Performance***, Charles E. Denk and John W. Hall, Mathematica Policy Research, Inc.

The two studies give inconsistent results about whether the amount of information requested during selection affects cooperation; the inconsistencies appear to be partly due to differences in refusal conversion experience. Both studies show that the methods that use names or gender to identify the selected respondent increase the chance by 20-30% that the interview will be completed by someone other than the screening respondent. This point is important because many factors that differentiate persons more likely to answer the phone from other household members cannot be addressed by typical weighting procedures. The natural result of increasing the number of interviews handed off to new respondents is a decline in the completion rate. This paper explores various dimensions of this trade-off, including within-household coverage, unit interview costs, and sampling and response outcomes.

***A Comparison Of The Accuracy Of The Last Birthday Versus The Next Birthday Methods For Random Selection Of Household Respondents***, Katherine Lind, University of South Carolina, Michael Link, Research Triangle Institute, Robert Oldendick, University of South Carolina

We will assess the accuracy of these two variations of the birthday method by examining information collected as part of a statewide RDD study (n = 800). Using data regarding the birth dates of all adults in each household, we examine and compare households to determine the frequency in which the incorrect respondent was nominated using these each of these respondent selection methods. Using regression models, we also examine several respondent and household characteristics to assess the degree to which misapplications of these birthday selection methods influenced the composition of the sample obtained. Implications and recommendations for use of these respondent selection methods in RDD studies will be presented and discussed.

***Design Changes And Nonresponse In The National Health Interview Survey***, Howard Riddick and Catherine Simile, National Center for Health Statistics

In 1997, the NHIS converted to CAPI data collection and switched from proxy to self reporting for sample adults. The increase in nonresponse from about 6% in 1995 and 1996 to about 8% in 1997 and 1998 may be due in part to these design changes. Self reporting for adults means that for some households the adult respondent is different from the family respondent, often resulting in another person to contact and convince to participate. In 1997 and 1998, a fully completed interview was obtained over 95% of the time in households when the family and adult respondent were the same, but only 70% of the time when the respondents were different. The paper will also address the introduction of signed informed consent procedures in 1999 and the results of instrument changes for the 2000 survey that try to document some of the reasons for nonresponse.

***Who Makes The Best Focus Group Participants?***, Michael Wood and Peter Tuckel, Department of Sociology, Hunter College, City University of New York

This research links the quality of panelists' participation as judged by moderators with panelists' background characteristics, reasons for attendance, and contextual factors. Upon arriving at the field service, panelists filled out a mini-questionnaire providing information about their background and reasons for attendance. These data were not made available to the moderator. At the conclusion of the focus group session, the moderator evaluated each participant on a 5-point scale. The background characteristics of panelists included: previous exposure to focus groups, level of education, employment status, age, sex, marital status, and a measure of civic involvement. Contextual factors included time of group and sex composition of group. Based on the findings, recommendations are offered to enable better screening of focus group participants.

**Role of Knowledge in Attitudes Toward Risky Environmental Technologies, Eric R.A.N. Smith, Univ. of California, Santa Barbara**

This paper develops a model of people's attitudes toward environmental issues in general and risky environmental technologies in particular. Zaller's Receive-Accept-Sample model of attitude formation offers an explanation of the role of knowledge. Greater knowledge makes one more likely to hold beliefs that are consistent with one's basic values and worldviews. Consequently, as knowledge increases, environmentalists will be more likely to oppose nuclear power, while developmentalists will be more likely to support it. Because people on opposing sides may balance one another, the effect of knowledge is hidden unless one examines how knowledge interacts with basic values. The model is tested with data from a 1998 public opinion survey of Californians' attitudes toward offshore oil development and nuclear power.

**Ignorance is Not Bliss: The Impact of Knowledge on Policy Preferences for High-Level Radioactive Waste, Robert E. O'Connor, Pennsylvania State University; Gilbert W. Bassett, Jr., University of Illinois at Chicago; Hank C. Jenkins-Smith and Carol Silva, University of New Mexico, USA**

We examine the impact of different measures of knowledge on policy preferences, specifically disposing of high-level radioactive waste and spent nuclear fuel. Each of three types of measures, whether people think they are knowledgeable about nuclear energy, their actual understanding of ionizing radiation, and their familiarity with the nation's program to manage high-level radioactive waste and spent fuel, has a distinct impact on policy preferences. One sample is drawn from citizens of Nevada, the location of the potential radioactive waste repository at Yucca Mountain. A second is composed of citizens who live in counties that have nuclear power plants where radioactive waste is currently stored. The third is drawn from Americans who neither live in Nevada nor close to a nuclear power plant. This paper explores the determinants of informedness as well as consequences for policy preferences among realistic options.

**Thinking about Global Climate Change, Fiona Clark, University of Washington, USA**

The topic of global climate change was addressed in a 1998 public opinion study that utilized Cognigraphics, a research tool developed at the University of Washington. Cognigraphics allows access to both the *what* and the *how* of cognition by registering and analyzing the ideas uppermost in the minds of the respondents through the use of a modified word association technique. The study also utilized a problem-solution path to examine respondents' understanding of climate change and their ideas about how this problem might be solved. The results of the study show that misunderstandings about the nature of climate change are widespread. There was also little agreement on what actions should be taken to solve the problem.

**Description and explanation of the greening of the world: a methodological and theoretical challenge for survey methodology, Solange Simões, Peter Ester and Henk Vinken Globus, Tilburg University.**

This paper looks at the uses of survey methodology in the description and explanation of the greening of public opinion. This article addresses a few of the crucial methodological/measurement problems met by survey research of environmental attitudes and behavior, raising questions about the validity and reliability of the data being generated - *what is being measured? Overstatement of concern or deep-rooted attitudes and behavioral change?* Intertwined with the methodological issues, we raise the issue of the theoretical contribution of public opinion polling and survey methodology to the understanding and explanation of the human dimensions of global environmental change - *what explanations have been offered (if any) for a growing and widespread concern about environmental problems? What links have researchers established between widespread environmental awareness and concern and people's values, policy preferences and reported behavior?* It suggests ways in which survey surveys of environmental attitudes and behavior could face the methodological challenges above. We illustrate arguments using instruments of data collection and data collected in the Global Environmental Survey project.

**The Evaluation Design of the 1996 American National Issues Convention, Kenneth A. Rasinski and Norman M. Bradburn, NORC, at the University of Chicago, USA; James S. Fishkin and Robert C. Luskin, The University of Texas at Austin, USA**

This paper presents an evaluation design to ascertain the effects of the 1996 National Issues Convention (NIC) on public opinion. We examined the effect of the NIC on different areas of citizen political responses and political behaviors. Our hypothesis was that NIC participation would have a lasting effect on opinion change. This was tested against two competing hypotheses; 1) delegates' opinion change reflects the influence of external influences rather than NIC participation, and 2) Delegates' post-NIC opinions were influenced by the pre-convention survey. Based on our analysis of opinion before and immediately after the event, the NIC seemed to have a two distinct effects on delegates' opinions: 1) it resulted in changes in delegate's opinions while the public remained stable same, and 2) it resulted in delegates keeping their opinions while the public changed.

**Citizen Deliberation and Resistance to Framing Effects, Vincent Price and Eun-Kyung Na, University of Pennsylvania, USA**

This research tests the hypothesis that citizens who engage in deliberation are less likely to be influenced subsequently by alternative frames employed in survey opinion questions. Data are drawn from a probability sample of Philadelphia residents who were invited to participate in a series of face-to-face citizen "issue forums" leading up to the city's mayoral primary election in May, 1998. In a pre-primary wave, respondents indicated their views concerning a variety of issues and candidates for mayor. Whether or not wave-one respondents subsequently participated in any or all of four citizen forums was then recorded. A post-election wave included randomized, alternative question wordings for two issues. One version posed the basic question, while a second included an issue frame expected to reduce public support for each of the two policies. Significant framing effects were observed in both. Multivariate analyses suggested that citizens who participated in at least one of the citizen forums were less susceptible to question-framing in reporting their opinions.

**Participation in Political Conversations and Individual Media Combination Systems, Connie de Boer, Aart S. Velthuisen, and Marion van Beelen, University of Amsterdam, THE NETHERLANDS**

In this study we focus on the relationship between participation in conversations and the composition of the individual media combination systems. The research question is: Does the composition of the individual media combination system influence the participation in political conversations? To answer this question a survey is carried out with questions necessary to measure media system dependency relations with different types of media and questions about participation in conversations about politics.

**Talk or Conversation? Dimensions of Interpersonal Discussion and Their Implications for Participatory Democracy, Dietram A. Scheufele, Cornell University, USA**

Elaborating on the broader notion of political talk among citizens, Schudson (1997) argues that the concept should be broken down into two subdimensions: Political talk and sociable conversation. This paper uses telephone survey to operationalize the concepts of political talk and conversation and examine their implications for indicators of democratic citizenship, such as political knowledge or participation. Exploratory analyses show that the data support Schudson's (1997) conceptual distinction between political talk and sociable conversation. Analyses controlling for demographic variables, interest, and network characteristics suggest that political talk and sociable conversations among citizens are indeed distinctively different as far as their positive influence on participation and information are concerned. While the influence of everyday conversations on these variables is minimal, political talk is a key factor in increasing levels of information and activity among citizens.

**Citizens' Perception of Crime: Linking Public Opinion to Public Policy, Roberto Mendez, Adimark, CHILE**

A survey instrument was designed to measure: a) Victimization b) The actual rate of reporting to police or other authority of criminal acts and c) The subjective feeling of insecurity, or fear, in the same population. The survey is based in a probabilistic sample of size 10,850, covering main cities in Chile. An "Index of Fear to Crime Threat" was built, based in answers to several questions related to the subjective probability of becoming a victim of crime. Results indicate that poor neighborhoods present significantly higher proportion of crime victims. People in poor neighborhoods report a lower proportion of criminal acts compared to higher-income areas. Fear of crime, a measurement of quality of life deterioration, is related to crime victimization and not to crime reporting.

**The Welfare State: Preferences for Alternative Principles of Allocation, Per Arnt Pettersen, Norwegian University for Science and Technology, and Lawrence E. Rose, University of Oslo, NORWAY**

This paper reports on preferences for alternative principles of allocation among the Norwegian population in connection with three different income transfer programs – two concerning income maintenance and one regarding an income support program. Empirical analyses explore the relevance of two theoretical explanations of such preferences. One explanation hinges on self-interest. The other explanation emphasizes ideological dispositions. Aspects of both explanations are found in connection with preferences for alternative principles of allocation relating to all three programs. Factors reflecting a self-interest explanation are somewhat more prevalent with respect to preferences regarding child support allowances, however, whereas attitudes reflecting ideological dispositions are more prevalent with respect to preferences for old age pensions. In the case of preferences regarding unemployment benefits, elements of both explanations are present, although with only minimal explanatory power.

**An Experiment in Teaching Tolerance: Examination of Israeli-Palestinian Sesame Street Viewers, Michael Cohen and Victoria Francis, Applied Research & Consulting, USA**

A recent ARC study of how The Children's Television Workshop's (CTW) Israeli-Palestinian co-production of Sesame Street – "Rechov Sumsum/Shara'a Simsim" - is perceived among Israeli, Arab-Israeli and Palestinian parents. This historic media production was meant for preschoolers and their families and aimed at enhancing tolerance between Arabs and Jews. ARC conducted a quantitative survey, administered in Hebrew and Arabic, of parents of Rechov Sumsum/Shara'a Simsim viewers. Interviews were conducted throughout Israel and in the Palestinian territories. A total of 600 respondents were selected by random sample method and divided into three equal groups: Israeli, Arab-Israeli and Palestinian. All respondents had children under eight years old who had watched Rechov Sumsum / Shara'a Simsim within the last two months. In addition to determining the overall reach of the program, ARC's study sought to identify how the family's demographic, as well as social and political profile, impacted on viewing frequency and program evaluation. The intended paper will discuss the findings as well as the impact of the study.

**How To Produce Credible, Trustworthy Information Through Internet-Based Survey Research, George Terhanian, Harris Interactive Inc.**

Although the Internet penetration rate among U.S. adults continues to increase, the U.S. Internet and general populations continue to differ from one another in important ways. Statisticians have developed sturdy statistical theories and techniques that explain how to eliminate or greatly reduce the biases that are associated with samples not drawn at random from a particular target population. This paper will provide theoretical and empirical support for the argument that it is indeed possible to produce credible, trustworthy information through Internet-based survey research that can be generalized to the entire U.S. population.

**Probability-based Web Surveying - An Overview, Doug Rivers, InterSurvey, Inc.**

Several organizations have pioneered the use of the Web as a survey research tool. Unfortunately, the sample is usually deterministic in that it consists of an existing list of "subscribers" for which E-mail addresses are available. This presentation will describe a new approach that combines the cutting-edge technology of Internet surveys with a traditional rdd sample. A national probability sample of household is "recruited" to participate in the project. Those who agree are sent a WebTV unit. This presentation will describe the approach in general, will present actual results from such a survey, will discuss the pros and cons of Web-based surveys, and will describe the lessons we have learned. Thus far, we have focused on market research and political polling since these lend themselves to Internet surveying. However, we hope that with time and experience Web-based surveys will become another viable and legitimate tool in the survey researcher's collection of methods.

**"Bill of Rights of the Digital Consumer": The Importance of Protecting the Consumer's Right to Online Privacy, Rudy Nadillo, Greenfield Online, Inc.**

Greenfield Online has lead the way in addressing the privacy needs of the consumer and proposing a "Consumer Bill of Rights" to be upheld by ourselves and all members of the research community. Greenfield Online is committed to retaining high levels of data integrity and feel that the only way that this objective can be achieved by fielding studies to a proprietary panel of over one million respondents. A member initially completes a comprehensive survey that details demographic information, this step is followed by a series of confirmations, that we term the "triple check" to verify respondent information and confirm participation. We begin our "panel lifecycle" at this point and continue to correspond with panelists confirming the relationship that exists between us, essential to successful research.

**Customer Database Research: Guidelines for Complete and Ethical Data Collection, Tara McLaughlin, Cyber Dialogue**

Visitor Profiling on Web sites combine survey data with Web tracking data to provide this kind of complete understanding about the types of visitors to any given domain. By assigning a random sample of site visitors a unique but temporary cookie ID, survey data may be matched with behavioral data to better define a site's Most Valuable Customers. By assigning cookies to survey takers and non-survey takers alike, data may also be weighted to correct for self-selection bias based on the behavior patterns of all visitors. The data may be further enriched with the appending of registration and commerce/transaction data. However, measures must be taken at every step to ensure the confidentiality of respondents' identity. Information collected should not expand past what is necessary to understand the customer base, and should never be sold, traded, or misused without the specific, opt-in authorization of site visitors.

***Common Influences Across Household Surveys On Noncontact Nonresponse: Theory And Data***, Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Douglas A. Wissoker, Urban Institute, Liberty Greene, Madeline E. McNeeley, Darlene A. Montemarano, Joint Program in Survey Methodology

By dissecting the nonresponse phenomenon into two major components, noncontact and refusals, this paper argues that there is some hope of separating a set of influences that are pervasive from a set that act in a more limited set of situations. The paper presents a theoretical rationale asserting that influences on noncontact nonresponse are more consistent over survey designs than those affecting refusal nonresponse. The paper then combines data from several surveys differing in mode, agency of collection, and response rates. We show consistent patterns of ease of contact across the surveys, across groups varying in household composition, access impediments, and calling patterns. Given these empirical results, the paper ends by speculating on classes of measures that will be more or less affected by high noncontact rates, consistently, over broad classes of household survey designs.

***Reducing Nonresponse In An Establishment Survey: An Evaluation Of Three Experimental Treatments In A National U.S.D.A. Survey***, Darlene A. Montemarano, Darby Miller Steiger, Sameer Y. Abraham, The Gallup Organization, and John Endahl, U.S. Department of Agriculture

The survey research literature on reducing nonresponse is primarily focused on surveys of households and individuals. For a variety of reasons, the issue of nonresponse in establishment surveys has been largely neglected even though the potential for nonresponse bias and related data quality problems are equally present in these surveys. The Gallup Organization is currently conducting a three-year evaluation of the School Meals Initiative program for the U.S. Department of Agriculture's Food and Nutrition Service. In the base year, a nationally representative sample of 2,038 school districts was surveyed (91% response rate). Data was collected using a mail survey with mail and telephone prompting and limited telephone interviewing. Several experimental treatments were incorporated into the study design. The experiments included: (1) varying the use of priority mail versus first class mail; (2) using a streamlined, scannable questionnaire versus a conventional, non-scannable instrument; and (3) the use of a nonmonetary incentive. Since these techniques have usually led to improvements in household and individual surveys, the goal was to try to replicate their success in an establishment survey. A discussion of the experimental design and results will be presented.

***Obtaining A High Response Rate From A Hard-To-Reach Population***, Elham Eid-Allredge, and Z. Joan Wang, REDA International, Inc.

REDA International completed a follow-up of 2,600 veterans who received VA medical services five years before, and achieved a response rate of 80% for Cohort 1 and 78% for Cohort 2. This study employed various methods to track and survey these veterans. The tracking methods included address search using MailNet, Experian, DMV and SSA records, Federal Inmate Locator database, next-of-kin contacts, and homeless shelters. Different survey modes were used such as mail, telephone, and in-person interviews. Repeated mailing of different types, postcard reminder, honorarium payment after completion, partial advance payment, increased honorarium were used to enhance response rate. This paper discusses these methods in detail and evaluates them in terms of efficiency and cost-effectiveness. Preliminary findings revealed that repeated mailings were more efficient and cost-effective in obtaining responses than telephone and in-person interviews, and that certified mail produced a much higher response rate than regular mail when used early in the survey.

***Telephone Answering Machine Messages As A Tool For Reducing Survey Nonresponse***, Michael W. Link and Janice E. Kelly, Research Triangle Institute, and Andrew G. Malizio, National Center for Education Statistics

We test the hypothesis that TAMs (telephone answering machines) are being used by younger individuals for screening unwanted calls versus facilitating "on the go" lifestyles. Students were sent a lead letter explaining the study and then contacted by telephone for the interview. If a TAM was encountered on any of the calls, the sample member was randomly assigned to one of two groups: the first group had messages left the first and fourth times a TAM was encountered while the second group had messages left the seventh and tenth times a TAM was reached. The hypothesis is that messages left early in the survey process would encourage those who use TAMs to stay "connected" to call-in to complete the study earlier than if we relied simply on random call scheduling to reach these individuals. In all cases the messages were identical, describing the purpose of the call and encouraging sample members to call-in on a 1-800 number to complete the survey. The early message strategy was significantly more effective than not leaving messages or waiting until the end of the study (the 7<sup>th</sup> and 10<sup>th</sup> TAM events) to leave messages, leading to a higher response rate earlier in the survey process, increasing the number of call-ins by respondents, and leading to an overall reduction in the level of effort required to complete the study.

***The Effect of Leaving Different Answering Machine Messages on Response Rates in a Nationwide RDD Survey***, Peter Tuckel, Department of Sociology, Hunter College, CUNY

One possible strategy for combatting non-response in telephone surveys is to leave a message on potential respondents' answering machines that might induce a higher level of cooperation. This paper considers the effect of leaving different messages on both the contact and completion rates of answering machine households in a nationwide RDD survey. Answering machine households are randomly divided into one control and three experimental groups. Households falling into the first experimental group are left a standard introductory message. Households falling into the second experimental group are left the same message as in the first group plus the offer of a monetary incentive. Finally, households falling into the third experimental group are left the same message as in the second group but also inviting potential respondents to call a toll-free number at their convenience to complete the survey. The paper discusses the implications of the findings, placing them in the context of the general problem of non-response in RDD surveys.

***Different Respondents Interpret Ordinary Questions Quite Differently***, Anna L. Suessbrick, New School for Social Research, Michael F. Schober, New School for Social Research and Frederick G. Conrad, Bureau of Labor Statistics

In earlier studies using individual questions from ongoing government surveys, we have found that respondents do not always interpret questions the same way, or as intended. Here we extend these findings to a full-length computer-assisted telephone survey, the Current Population Survey Tobacco Supplement, which concerns tobacco use and opinions about smoking. Census Bureau interviewers administered the survey to 78 laboratory respondents. Subsequently, respondents filled out two questionnaires. The first probed their interpretations of all the survey concepts. In the second, respondents answered the same survey questions again but using official definitions of the survey concepts. Results show that with official definitions fully 10% of respondents would have answered the first question ("Have you smoked at least 100 cigarettes in your entire life?") differently, and thus taken a different route through the survey. Of the 79 concepts probed, only 9 (11%) evoked unanimous interpretations. Opinion questions evoked as much disagreement as behavior questions. Our data show that strictly standardized administration of surveys may not lead to sufficiently standardized interpretation of questions.

**"And What Was the Question Again?" – Text and Talk in Standardised Survey Research Interviews, Hanne-Pernille Stax, University of Southern Denmark, DENMARK**

Inspired by recent research on interaction in standardised interviews (e.g. Schaeffer & Maynard: 1996, Houtkoop: 1995, 1997), this study reverses the pre-test question: "What does it do to a text to be transformed into talk-in-interaction?" into "What does it do to talk-in-interaction to be based upon a pre-scripted text?" When respondents and interviewers sometimes engage in lengthy interactions before a codeable answer is arrived at, it is not always evident whether the recorded answer is responding to the pre-scripted questionnaire TEXT or to the local, immediately preceding TALK. The aim of this research is to further investigate the relationship between respondent talk and questionnaire text. The material is audio-recorded telephone interviews from a Danish institute for social research. In the study I combine microanalysis of the interaction in survey interviews and retrospective cognitive interviews with the recorded respondents.

**Estimating Time On Daily Activities, Stanley Presser and John P. Robinson, University of Maryland**

Respondent estimates of the time spent on daily activities have been found to diverge significantly from the times reported when they keep time diaries of a single day's activities. In general, respondent estimates tend to follow a pattern of social desirability in which productive activities (like work, housework and volunteering) are overestimated, while less productive activities (like sleep and free time) are generally underestimated. However, only estimate questions on paid work have been included in previous time-diary studies to match estimate and diary data directly for the same respondent. Data from a 1998-99 national time-diary study included several housework questions from the NSFH, as well as estimates of religion and TV time, to provide such a direct match. Three estimate approaches were compared across activities: weekly, yesterday and a complex scheme developed using principles from cognitive psychology. The degree to which the findings using the three estimate approaches follow the pattern found in previous studies for paid work – namely, the greater the estimate, the greater the overestimate -- is discussed.

**Respondent Disagreement And Cognitive Content: Different Answers On Four Questions, Brian R. Clarridge and Lauri Scharf, Center for Survey Research, University of Massachusetts, Boston**

In a telephone study of management representatives and union representatives reporting on the same selected contract negotiations, examination of paired data revealed a disagreement for more than a quarter of the cases on at least one of four seemingly straight forward factual screening questions: 1) Was this a first contract? 2) Did you use an FMCS mediator for that particular negotiation? 3) (In the end, were you able to reach) Have you reached a negotiated agreement on that contract? 4) Was there a strike, lockout, or job action during negotiations? The absence of agreement was extremely important to the study. Each question determined whether or not the respondent was to be asked a series of related follow-on questions. Each disagreement precluded getting paired data on the whole series of questions which followed. Moreover, disagreement could mean the respondents were inadvertently reporting on different contracts, which could indicate even greater trouble for the study. This paper investigates the proportion of disagreements that resulted from cognitive issues rather than respondent confusion over which contract was being referenced. The results of the study should give question writers pause when writing screening questions.

Friday, May 19

THE MINORITY AND RELIGIOUS VOTE

10:15 - 11:45 am

AAPOR Session G

**The Missing Latino Voter: Bias In Measuring Hispanic Attitudes and Voting Behavior, Adam Berinsky, Department of Politics, Princeton University, Cara Wong, Department of Political Science, University of California, Berkeley**

Examining data from national, state, and local surveys of political beliefs and behavior, we find that non-English speaking Hispanic registered voters differ in significant ways from their English-speaking counterparts. Preliminary analyses at the national level suggest that while these two populations tend to vote at the same rate, non-English speaking Latino voters tend to be older, poorer, and less-educated than English-speaking Latinos. Perhaps more importantly, Spanish-only speakers are more conservative and more likely to identify with the Republican party. If interviews are only conducted in English, and sampling weights are used to account for low response rates among Hispanic households, the resulting picture of Hispanic attitudes and voting behavior will be significantly biased. Thus, the common practice of using weights may not correct the "missing respondent" problem, and may even distort the picture of Latino political life.

**In The Aftermath Of Protest: The 2000 Orange County Register/Pacific Opinions Poll Of Vietnamese Americans, Christian Collet, University of California, Irvine/Pacific, Anthony Salvanto, Center for the Study of Democracy**

In the context of history and demographic change in Orange County, CA, this survey of Vietnamese Americans focuses on cultural ties, language skills, media usage, contemporary policy issues and community institutions and figures, as well as political participation. The study finds a community in transition and a case study in generational differences. Vietnamese Americans have a strong desire to be more American, yet retain strong conservative ties to the Vietnamese culture. The desire to avoid political conflict is pronounced while many participate actively and take part in protests. The most significant variable explaining attitudes on social and political issues is age. Younger generations express American values and detachment from Vietnamese culture. By contrast, older generations are almost completely immersed in Vietnamese culture, but believe, more strongly, that they -- and others -- should be more American.

**Comparing Latino Voters And Non-Voters In The 2000 California Elections, Mark DiCamillo, The Field Institute**

While there continues to be a huge disparity between Latino's share of California's overall population (32%) and its voters (13%), recent survey data indicate that there has been a surge in Latino voting registration in California since 1994. That was the year that voters approved Proposition 187, an initiative strongly backed by Republican Governor Pete Wilson limiting public services to illegal immigrants, which aroused strong passions within the state's Latino community. A recent Field Institute study finds that almost half of all Latinos now registered to vote in California have come onto the rolls since 1994, and that these recent registrants have very different demographic characteristics from their predecessors. Recent registrants are more likely than other long-time Latino voters to be younger, to have been born outside the United States, and to be both educationally and economically down-scale. These characteristics are more reflective of the larger non-voting Latino population in California, and in this sense, represent a healthy broadening of the state's voter pool. These recent Latino registrants are making it increasingly difficult for Republican candidates to win election statewide.

**Religion In The Public Square: Implications For Election 2000 And Beyond, John M. Benson, Harvard Opinion Research Program, Melissa J. Herrmann, ICR/International Communications Research**

The Republican primaries have exposed a rift within the party over the proper role of religious leaders in politics. In addition, debates about school vouchers and proposed alliances between government and faith-based organizations have highlighted controversy over the church-state relationship in American society. This paper examines the public's underlying values about religion in the public square. The results come primarily from the Washington Post/Kaiser Family Foundation/Harvard University Survey of American Values, an RDD telephone survey of 2,025 adults nationwide, conducted July 29-August 18, 1998. (Response rate = 46%, calculated by AAPOR's RR3 method, estimating what proportion of cases of unknown eligibility are actually eligible.) Using this Values survey and data from several other recent polls, including the 1998 GSS, we first describe Americans' aggregate views, then investigate the church-state debate as it plays out among various demographic groups. Finally, we discuss the relationship between underlying values about religion in the public square and key public policy issues, including school vouchers, school prayer, physician-assisted suicide, abortion, and gambling.

**Examining the Public's Knowledge and Attitudes Towards AIDS in Europe, Tiandong Li, University of Nebraska-Lincoln, USA**  
This paper examines the public's knowledge and attitudes towards AIDS in Europe. On the basis of a personal interview survey of 12,733 persons aged 15 and over residing in the 12 member nations of the European Community: Belgium, Denmark, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, and the United Kingdom in 1990, we address how the respondents believe AIDS can be contracted, how emergence and spread of AIDS has changed the respondent's personal habits, what precautions are effective against contracting AIDS, and demographic characteristics. Contingency tables will be used to measure if there are significant relationships between AIDS-related issues and the demographic variables. A path-analysis is used to examine the effects of demographic characteristics on AIDS-related knowledge and attitudes with this data. It is also examined that how much the AIDS-related knowledge affects the AIDS-related attitudes.

**Big Issues and Media Coverage: The Recall Function of the Press, Marta Martín Llaguno, University of Alicante, SPAIN**  
The article's origin is a content analysis of the total population of stories containing one or several of these terms: AIDS, HIV or seropositive, published from 1994 to 1996 in six Spanish newspapers. This hypothesis raises that when maintaining extensively in its agendas certain social problems that public opinion and politics tend to forget, the media can exert an important function for the community. Using a special mechanism, "recall dynamics", with cyclical ascents, reductions of the volume of the news, and a peculiar "game of frames" of the subject, the media maintains public attention towards dysfunctional social questions. In these cases, news agendas are an "alarm signal" that alerts society on problems that wake up citizens' interests, but after years are not still resolved. The media can prevent issues like drugs, AIDS or unemployment from falling into obscurity and, consequently, could be basic for the solution of these problems. The hypothesis of the "recall function" connects with the speculations of Merton, the Parks or Lasswell who indicated that the press fulfills basic tasks for the good march of the society.

**Don't Know Responses in Japanese Surveys, Nicolaos E. Synodinos, University of Hawaii at Manoa and Yutaka Ujiie, Shin Joho Center**  
Thorough understanding of DK answers can assist in the design of better questionnaires and in the appropriate handling of such responses in data analysis. DK responses are encountered with various frequencies and can be attributed to various reasons (e.g., not having an attitude, not understanding the question, holding an ambivalent position). There is evidence to suggest that there are differences across cultures in the use of DK responses to survey questions. The DK issue has been studied over the years in questionnaires in the English-speaking world, but little information - from other (especially non-European) languages and cultures - on the incidence of DK responses as a function of question and survey characteristics. The dataset consisted of questions from Japanese surveys conducted between April 1, 1997 and March 31, 1998. All questions were from nationwide personal interviews of the general adult Japanese population. The incidence of DK was related to various question characteristics (e.g., length of the question stem, question topic, type of question, question format, use of a showcard, presence/absence of neutral point, time frame) and survey characteristics such as sponsoring and fieldwork organization, sample size, and overall questionnaire length.

**Our War, Your War: Participatory Propaganda in the Persian Gulf War (1990-1991), Abby M. Sandor, Cornell University**  
Managed information, in particular the rhetoric of President George H. W. Bush, played a role in rousing public support for the Persian Gulf War of 1990-91. Theories of cognitive dissonance and induced-compliance effects are compared with the case of the Persian Gulf War. No popular participation was necessary; positive public opinion of the war, however, was perceived as crucial to the war's success. A review of presidential speeches made during and immediately prior to the Persian Gulf War shows marked use of inclusive narrativization and collective language, possibly intended to foster a sense of participation. A sample of President Bush's speeches is analyzed with the aid of a text-analysis program to test that presidential war rhetoric was characterized by inclusive and collective terms, and not by increased self-reference as has been commonly suggested. The hypotheses are supported: a positive and significant correlation is observed between war reference and collective and inclusive rhetoric, and increases in such rhetoric correspond with times of greatest political need for domestic war support; self-reference is negatively and significantly correlated to war reference. Based on these findings and previous work in induced-compliance effects, a theory of "participatory propaganda" is proposed and applied to the case of the war.

**Response Effect of Question Content and Others' Presence, Suhao Tu, Academia Sinica, TAIWAN**  
This study examines the extent to which the presence of others affects survey response to different forms of questions. The investigation of the third-person effect focuses on comparing response quality and the distribution of response across three forms of questions - factual, sensitive, and social desirable questions. The questions concerning family, marriage and gender roles are the focus of the comparative study. The data from Social Change Surveys conducted in 1991 and 1995 are analyzed to test the effect of the presence of others on response quality and response variance across three forms of questions. It is found that the quality of response significantly varies with the presence of others on some of the questions with high degree of social desirability other than with sensitive or factual questions. There are much more percent of item non-response for all questions when adults are present in the personal interview.

**Privacy Issues And Question Characteristics: Content And Mode, Eleanor R. Gerber and Melinda L. -Crowley, Center for Survey Methods Research, Statistical Research Division, U.S. Census Bureau**  
Respondents' beliefs and behaviors about privacy affect patterns of survey response. If respondents define information as too private to reveal, or believe that they are assuming risk by revealing it, they may alter their answers or refuse to answer all together. The aim of the poster session is to describe respondents' decisions to respond or not to respond to requests for information. The data for this study were drawn from ethnographic interviews with respondents who had previously finished participation in the Current Population Survey (CPS). Respondents' reactions to requests for information of different kinds and in different modes were investigated. Reactions to governmental and non-governmental sponsors were assessed. In general, respondents' decisions about revealing information are highly situational. In deciding whether or not to answer questions, they consider 1. whether the sponsor of the request for information is a legitimate agent, with aims of which they approve, 2. the relevance of the questions to some stated purpose of the sponsor and to their own situations, and 3. the risks and benefits associated with revealing the information. Privacy considerations may differ in different modes of survey administration.

**Employment Or Education? Framing Affirmative Action, Patricia Moy, University of Washington, Julie Andsager, Washington State University, Hilary Karasz, University of Washington**

The media's ability to influence public opinion stems from not only the messages presented, but also how these messages are presented or framed. Media frames, by focusing on certain themes or aspects of an issue, can have a pronounced effect on public discourse, public opinion, and public policy related to the issue. This study examines how Washington State newspapers framed Initiative 200, a 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. Using a computer-assisted content analysis program (VBPro; Miller, 1997) to derive frames appearing in the news stories, we examined the population of stories that appeared in four major Washington State newspapers (N=725 before the 1998 election, N=277 after the election). Frames were developed via hierarchical cluster analysis of eigenvectors produced by the content analysis program to indicate the degree of occurrence of selected terms within the set of stories.

**Addressing Survey Refusals Among African Americans: Can Tuskegee Be Overcome?, Joel Kennet, Barbara F. Wilson, Alfredo Calvillo, Karen R. Whitaker, National Center for Health Statistics**

The National Health and Nutrition Examination Survey (NHANES) recently experienced a small but disconcerting rash of survey refusals among affluent African-Americans, who cited the Tuskegee syphilis experiment as the primary reason for their refusal. In response, NHANES staff developed three brochures, which were compared using cognitive testing techniques. Interviews were conducted in the Questionnaire Design Research Laboratory at the National Center for Health Statistics. Twelve African-American participants examined and read the brochures aloud, and provided investigators with verbal feedback on the textual and graphic content and overall appeal of the brochures. Participants also completed pre- and post-tests assessing attitudes toward government and medical professionals, attitudes toward participation in government-sponsored medical research, and knowledge about the Tuskegee syphilis study. Results from this procedure were utilized to develop a new brochure that provided a brief history of the Tuskegee study and a synopsis of the resultant Congressional actions to prevent subsequent ethical breaches. In addition, the new brochure provided a concrete description of how individuals and communities benefit from participation in the NHANES program. Possibilities are considered for further testing of this brochure, and for more widespread use of brochures addressing this type of survey refusal.

**Rose-Colored Glasses Or Harsh Reality?: Changes In Generation X Students' Perceptions Of The University's Role In Developing Positive Citizenship, Nancy Whelchel, North Carolina State University**

This paper uses panel data to explore changes in students'/alumni assessments of the extent to which their university contributed to their development of a range of general education goals. Specifically, it compares undergraduates' ratings during their senior year and then retrospectively 2 1/2 to 3 1/2 years later. A total of 844 students/alumni participated in either the 1995 or 1996 NCSU Graduating Senior Survey and in the NCSU Alumni Survey in the fall of 1998. Overall, alumni give consistently lower ratings than they did as graduating seniors to the extent to which NCSU contributed to more academic general education goals, such as understanding the influence of science and technology, and critical thinking skills. Alumni apply their rose-colored glasses in giving more positive ratings than they did as graduating seniors to more social/political and personal goals, such as valuing racial and gender equity, and advancing an appreciation for the arts. However, noteworthy variations in rating changes exist between gender and racial groups, by college, cumulative GPA, income, graduate school attendance, and income.

**Communication Needs and Orientations Among Internet Users in Korea, Mee-Eun Kang, Sookmyung Women's University, KOREA**

The emergence of the new communication technologies could have significant impact on the way public opinion is formulated, changed, or remained. At the center of these converging media lies the Internet, which merges the functions associated with the previously distinct media of TV, newspaper, and computing. As the information superhighway comes to fruition, we have only a crude understanding of who uses the Internet, why, and for what purposes. In order to gain a better understanding of this dynamic, the present study profiles Internet users in Korea in terms of social locators, media use habits, communication needs and attitudes toward communication technology adoption. This study first takes the uses and gratification approach to explore social locators and communication needs for Internet users. The present study explores the uses and gratifications sought by Korean Internet users and compares the results with previous studies conducted in the United States. This paper extends previous work on Internet technology adoption, in a distinctively different cultural context. The following two research questions are investigated: (1) What communication needs and orientations are related to Internet adoption among Korean users?; (2) How is Internet adoption related to the use of other media in Korea?

**O\*NET Data Collection Program: Pretest Results Of Methodological Experiments On Employee Respondent Incentives, Randall Keesling, Research Triangle Institute, John Nottingham, National Center for O\*NET Development, Employment Security Commission of North Carolina**

Although survey research literature has suggested that offering an incentive award following completion of a mail survey is not as effective as providing an incentive unconditionally up front, little research has been done to explore the effectiveness of a "hybrid" approach using both a pre and post incentive award. A methodological assessment of seven different cash incentive plans was incorporated into a recent pretest of the O\*NET Data Collection Program. O\*NET is a database of occupational information designed to replace the *Dictionary of Occupational Titles*. The continuous data collection project, sponsored by the National Center for O\*NET Development and funded by the U.S. Department of Labor, is designed to collect current occupational data from job incumbents via a mail survey. The analyzed data will be used to populate the O\*NET database. A pretest conducted between June 1999 and January 2000 examined several methodological factors affecting cooperation rates from a sample of over 2,500 eligible businesses and 3,800 sampled employees. In addition to an assessment of seven different cash incentive plans for respondents, the effects of a non-cash incentive for businesses was tested and evaluated. The results of the combined effects of these methodological experiments are presented and reviewed.

**The Variability of Candidate Issue Evaluations and Political Sophistication, David Dutwin, University of Pennsylvania**

P. E. Converse argued that the instability of opinions was primarily due to the fact that many individuals lack strong feelings on particular issues yet nevertheless provide answers to questions posed in surveys. Situated upon this article is now a broad base of research on the phenomenon known as "nonattitudes" and investigations concerned with the measurement of political sophistication. My paper explores the composition and consequences of political sophistication by proposing an alternative means of measurement and investigating the subsequent utility of this alternative measure. Using a survey of Philadelphians during the 1999 mayor's race I test the first step, that those high in political sophistication, as measured by knowledge and interest, will contain real attitudes such that there will be high variance between answers to a battery of candidate issue evaluation questions. In the second step I regress vote intention on the standard deviation scores of each candidate and find not only a significant main effect but also an interactive effect, such that individuals with a high standard deviation score of a candidate's issue stands serves to moderate the probability that individuals high in thermometer ratings of that candidate will say they intend to vote for that candidate.

**Growth Controls and Other Citizens' Initiative Issues in California**, Mark Baldassare, University of California, Public Policy Institute of California, USA

We explore public attitudes towards citizen's initiatives through the Public Policy Institute of California's Statewide Surveys. When asked which is the best way to address the most important problems facing the state today, Californians by a three-to-one margin chose initiatives over reliance on the Governor and the State Legislature to pass laws. Seven in 10 residents agree that citizens' initiatives highlight important public policy issues that the Governor and State Legislature have not adequately addressed. But eight in 10 residents think that the ballot wording for citizens' initiatives is often too complicated. Eight in 10 residents believe that citizens' initiatives usually represent the concerns of special interests rather than average residents.

**Communication and Citizen Activity in Community Problem-Solving: Media and Interpersonal Influences on Perceptions of Institutional and Citizen Efficacy and Voluntary Participation**, Jack M. McLeod, Jessica Zubric, Nojin Kwak, and Maria Powell, University of Wisconsin-Madison, USA

The roles of local media use and discussion in getting citizens to act on local issues were examined in a probability sample telephone survey of 385 adult residents of Dane county, Wisconsin interviewed in October, 1999. Our model examines *institutional efficacy* and *citizen efficacy* as key sets of perceptions mediating the effects of communication on citizen activity. Results indicate that attentive local media use and local issue talk, even after demographic controls, have strong influences on the willingness of citizens to participate in all three forms of activity to solve urban growth problems. Each also has strong impact on citizen efficacy. Uses of national and international news have somewhat weaker impact on citizen efficacy but also strengthen government efficacy. Local news use also strengthens the perceived efficacy of environment groups.

**Feelings of Local Subjective Competence in Europe: Resources for Higher Levels of Politics?** Angelika Vetter, University of Stuttgart, GERMANY

Concerning feelings of subjective political competence I will discuss the potential of legitimization local political attitudes can have for higher levels of government and possible structural reasons for this phenomenon. What levels of local subjective competence prevail in the countries of the European Union? How dependent or independent are these attitudes from their respective national counterparts? And do consensual models of local democracy or local autonomy play a part in explaining either the level or the independence of the attitudes under investigation? The analyses will combine micro and macro-level data to look for the influence of different institutional settings at the local level. The micro-level data has been collected by Inra in 1999 from ten European countries including Finland, Great Britain, France, The Netherlands, Belgium, Germany, Spain, Portugal, Italy and Greece.

**The Post-Industrial Citizen: Globalization and New Issues**, Terry Nichols Clark, University of Chicago, USA

Globalization demands reformulation of past research paradigms. A New Political Culture is emerging with globalization, redefining the rules of the game by which many political processes operate increasingly the world over. For instance, citizens and the media are growing in influence, undermining paradigms like regimes and growth machines, class and race politics, and patronage/clientelism paradigms. As leaders seek to respond to citizens more adequately, they demand more precise surveys and related indicators of citizen interest, use, and satisfaction. These and other changes have been monitored and measured via the Fiscal Austerity and Urban Innovation Project, a network of over 700 participants in some 35 countries. Examples of creative uses of surveys and other citizen inputs are reviewed.

**A World Beyond Civilizations?: Using Opinion Theory to Test Models of International Order**, Frank Louis Rusciano, Rider University, USA

This paper illustrates how discourse conventions in international media may provide clues to the entities which will be relevant in the post-Cold War era. The hypotheses are based upon two theories of international order: the theory of global opinion processes and the emergence of an international community, and Samuel Huntington's "clash of civilizations" theory and the emergence of communities based around primordial ties of ethnicity and religion. The paper uses the hypotheses for a case study of international media discourse on a particular issue—the nuclear tests by India and Pakistan in 1998. The study utilizes five newspapers representing three of the civilizations Huntington describes: *The New York Times*, *The London Times*, and *The Irish Times* (Western civilization), *The China Daily* (Sinic civilization), and *The Hindustan Times* (Hindu civilization). The analysis suggests that in this case the pattern of media references tends to follow the global opinion model more closely than the clash of civilizations model. The paper's final section discusses how these hypotheses might be tested further, using other media content analyses and international public opinion data.

**Public Opinion about the World Trade Organization**, Cathy Bullock, Michael McCluskey, David Messerschmidt, Catherine Scott, Keith Stamm, Keiko Tanaka, and Marcos Torres, University of Washington, USA

The World Trade Organization's 1999 meeting in Seattle provided an opportunity to study correlations between group affiliations and public opinion of one such global organization. Specifically, we examined people's images of the organization, their opinions of international trade issues and their views of the effects of WTO trade policies, both before and after the meeting, in light of their group affiliations. Data were collected from 277 Seattle-area residents before the meeting and 213 after the meeting, using self-administered surveys. Data of all survey respondents indicated that people's opinions of world-trade issues and the effects of WTO policies generally didn't change significantly, but their images of the WTO became more negative. That shift in image from before to after the meeting was particularly pronounced among some group affiliations, union and church members.

**American Public Attitudes on Globalization**, Steven Kull, Program on International Policy Attitudes, University of Maryland, USA

American public attitudes on globalization were examined through a study that included a poll of 1,826 randomly selected American adults, a comprehensive analysis of existing polling data, and three focus groups. Overall, globalization was seen as being somewhat more positive than negative. A strong majority supported, in principle, the growth of international trade especially if the removal of trade barriers is reciprocal. However, the benefits of trade to date were seen as barely outweighing the costs for most sectors of society, except the business community.



***For or Against? Analyzing Public Attitudes Toward the War in Kosovo*, Sunghee Lee, David Weisser, and Reagan Wright, University of Nebraska-Lincoln, USA**

Never is there a more important issue facing a nation's populace than the decision to go to the war. This study seeks to explain changes in public opinion as they relate to events in Kosovo. This paper relies upon eight surveys conducted from March 13, 1999 to July 9, 1999. We examine the hypothesis that changes in public opinion reflect media representation of the events unfolding in Kosovo, and that demographic differences are reflected in popular support for US involvement. We examine changes in public opinion that manifest themselves in measures of 1) perceptions of President Clinton's handling of the conflict, 2) perceptions of American vital interest, 3) approval of the use of air-strikes against Serbian targets, 4) perceptions of NATO victory in Kosovo, and 5) general approval of American involvement in the conflict. We use articles from The Washington Post as indicators of public exposure to events in Kosovo in order to explain shifts in public opinion.

***American Elites and the General Public: A Comparison of Attitude Structures and Priorities on Foreign Policy Issues During the 1990s*, Alvin Richman and David B. Nolle, Office of Research, U.S. Department of State; and Eloise F. Malone, U.S. Naval Academy, USA**

The foreign policy preferences of the American public and elites and the attitudinal structures underlying these preferences are compared using two sets of major post-Cold War surveys containing many similarly-worded *goals* questions -- by the Chicago Council on Foreign Relations (CCFR, 10/94 and 10/98) and the Foreign Policy Leadership Project (FPLP, 3/92 and 3/96). Confirmatory factor analyses of the most recent CCFR and FPLP data reveal that public and elite attitudes on foreign policy are best represented by a 3-factor and 5-factor model, respectively, which have some similarities. The elites= 5-factor model was replicated across two leadership surveys -- FPLP (1996) and CCFR (1998). Knowledge about these attitude structures allows us to make greater sense of the findings yielded by a seemingly disparate set of *goals* questions in the CCFR public and elite surveys. While the elites and the public concur in giving relatively low priority to various Global Altruism goals (e.g., aiding developing nations), they disagree sharply on two other dimensions: Elites give higher priority than the public to Military Security, while the public gives higher priority than elites to Domestic Issues (e.g., protecting jobs).

These two panels (Parts I and II) are something of a "summit meeting" of a number of leading researchers conducting the major pioneering surveys of Internet use and impact. Each will give a brief summary of their studies, which cover a broad array of topics related to Internet in a changing society. Because many of these projects are just getting underway, some presenters will not have had much time to digest their early results, but it was thought important to have them all appear on the same stage.

***The Digital Divide*, James McConnaughey, National Telecommunications and Information Administration, Office of Policy Analysis and Development, U.S. Department of Commerce**

The National Information Infrastructure (NII) initiatives have focused on universal IT service and have provided policy input for NTIA's five NII field hearings and virtual conference, its Notice of Inquiry on universal service and open access, the White House's Federal-State-Local Telecom Summit, and FCC/ Joint Board filings, including the Administration's "E-rate" plan for schools and libraries. Policy guidance was provided for the Administration's 1998 "Connecting All Americans for the 21st Century" conference and workshop, which focused on electronic access for low income and rural communities, and the Commerce Secretary's December 1999 "Digital Divide Summit". The *Falling Through the Net* (DIGITAL DIVIDE) series of studies conducted by the Census Bureau in 1994 and 1997 have identified important gaps in household access to telephones, computers, and the Internet, and in online usage. The NTIA is currently examining issues pertaining to access to the NII for schools, libraries, rural health care providers, the disabled, and, most broadly, the community.

***Access and Inequality on the Internet*, Eszter Hargittai, Princeton University**

This presentation looks at the current state of the digital divide with respect to Internet use in the United States. The core demographics of Internet users are presented drawing on several existing surveys. In addition to considering differences between gender, race, and income categories, the effects of age and online tenure are also examined. Beyond considering the mere binary classification of being online or not, the paper also explores how different people's use of the medium varies with respect to type of services used, type of content browsed and online activity in relation to other media.

***Changes in Political Life*, Andy Kohut, The Pew Center for People and the Press**

The Pew Center has been conducting the first studies of the public's use of the Internet, with major national surveys in 1995 and 1998, with a regular set of questions on the political use of the Internet also being added to monthly surveys conducted by the Center. This and other evidence of the Internet's impact will be reviewed.

***Taming the Cyber Revolution*, Michael Margolis, University of Cincinnati**

Far from revolutionizing the conduct of politics and civic affairs, life in cyberspace has come to reflect and reinforce the familiar patterns of the real world. In cyberspace as in the real world, most people have less interest in political and civic affairs than they have in following sports, seeking entertainment, pursuing hobbies, shopping, or gathering information about a variety of other interests. The Internet still has the technical capacity to enrich our public lives, but it seems doubtful most of us will use it for that purpose. In short, what has occurred is the normalization of cyberspace. If anything, ordinary politics and commercial activity, in all their complexity and vitality, have invaded and captured cyberspace. Virtual reality has grown to resemble the real world.

***The Cozint Report: Surveying Physicians Online*, James F. Newswanger and Elizabeth H. Rountree, Cozint Interactive, Princeton, NJ**

The Cozint Report provides in-depth understanding of physician's Internet use, and a rich comparison of online versus telephone data collection methodologies. The Report includes 1000 high-prescribing doctors: 800 primary care physicians and 200 cardiologists; half surveyed online and half surveyed via phone. The analysis characterizes demographic, attitudinal, and behavioral differences, and presents the Cozint Physicians' Technology Orientation Scale. The methodology issues involved with online interviews of physicians are the presentation focus. Three areas will be addressed: 1. Access. What is the preferred means to access physicians? 2. Segmentation. What insight is available to characterize physicians' orientations to technology? 3. Analysis. How do results of CATI and online studies compare?

***Use Of A Website Questionnaire As One Method Of Participation In A Physician Survey*, Lorayn Olson, K. P. Srinath, Mary Cay Burich, Abt Associates; Carrie Klabunde, National Cancer Institute**

In an effort to enhance response rates on the Survey of Colorectal Cancer Screening Practices, sponsored by the National Cancer Institute, website versions of the questionnaires, along with mail, fax, and telephone versions, were offered to sampled physicians. First, the demographic and practice characteristics of physicians who chose the website option are compared with the characteristics of physicians who participated using other modes, and the characteristics of nonrespondents. Second, the survey responses of physicians completing the website version of the questionnaires are compared with those of other respondents with respect to such data quality measures as survey completion and item nonresponse rates. Third, physicians completing the website option were asked about their experience with this mode of participation with respect to ease of use, whether they would have participated in the absence of an Internet option, and prior experience in completing website questionnaires.

***Opportunities And Challenges Of A Web Survey: A Field Experiment*, Kumiko Aoki and Michael Elasmr, Communication Research Center, College of Communication, Boston University**

Due to sampling limitations, it may still not be appropriate to use the Internet as a survey data collection tool for general populations. However, for specific populations that are known to be Internet savvy and that can be sampled, the Internet may offer certain advantages over traditional modes of survey data collection. This paper reports the researchers' experience with a field experiment conducting in the Fall/Winter of 1999. A sample of business managers was drawn from a pertinent sampling frame. These managers were contacted by telephone and were given the choice of taking the survey either by traditional mail or via the Web. Both the traditional mail version of the instrument and the web with a similar layout were used to gather data from the respondents. The purposes of this paper are: 1) to understand the impact of data collection mode (web versus traditional mail) on response rate, response speed and other characteristics of survey response; and 2) to report the various challenges that researchers will face when planning and implementing a survey via a secured web site.

***An Experiment In Web-Based Data Collection*, Mary A. Collins, Westat, John Tsapogas, National Science Foundation**

An investigation into the feasibility of a web-based data collection approach was conducted for the National Survey of Recent College Graduates, a large-scale telephone and mail survey sponsored by the National Science Foundation. The population for this survey, consisting of bachelor's and master's degree recipients in the sciences and engineering, was hypothesized to have a high level of web access and sufficient computer literacy and comfort to make the use of a web-based approach feasible. In the 1997 survey cycle, graduates were asked about their web access and willingness to respond via the web. In the 1999 survey, an experiment was conducted in which 3,500 graduates were asked to respond using a web-based application. This paper will discuss issues of respondent access, survey operations, and survey response and their implications for using a web-based approach for a survey of this or a similar population.

***Voter Involvement With The 2000 Presidential Primary Campaign*, Thomas Patterson and Tami Buhr, JFK School of Government, Harvard University**

In ever larger numbers over the past three decades, Americans have been tuning out the presidential campaign and staying home on Election Day. In 1996, voter turnout dropped below the 50 percent level, one of the lowest ever recorded. Other indicators of campaign involvement, such as the size of the viewing audiences for major televised campaign events, were also at or near their lowest recorded levels in 1996. While election scholars have identified many of the individual level determinants of voter turnout in presidential elections, we know less about how the structure of the campaign process itself affects citizen engagement with the campaign. What features of the campaign draw people to it and what keep them away? This paper will present answers to these questions using weekly national surveys that are being conducted during the year leading up to the 2000 presidential campaign. The surveys, which are part of the Vanishing Voter Project, track the public's engagement with the presidential campaign and are ideal for examining how media coverage, campaign events and campaign structure influence people's involvement with the election. This paper will present initial findings from the project with an emphasis on the 2000 presidential primary campaign.

***Dynamics of the 2000 Presidential Primaries*, Michael G. Hagen, Richard Johnston, David Dutwin, Kate Kenski, and Kathleen Hall Jamieson, Annenberg School for Communication, University of Pennsylvania.**

The 2000 presidential primaries were among the most lively in recent memory. This paper is our first account of the changing fortunes of the candidates from the Iowa caucuses through Super Tuesday. It is based upon the nomination phase of the Annenberg 2000 Election Surveys, a collection of nearly 32,000 interviews conducted from November through March, nationwide and in special-purpose state and regional studies, on a broad range of political science and communications questions. The analysis of dynamics is facilitated by the survey's "rolling cross-section" design, in which the day of interview is itself a product of random selection. Our approach emphasizes the interplay between substantive and strategic contributions to the votes cast at different points in the campaign, between evaluations of the candidates as people and policy-makers, on one hand, and judgments about the candidates' chances of winning a party's nomination and the general election, on the other. We demonstrate the pervasive influence of information. The knowledge voters managed to acquire through the campaign informed both kinds of considerations. The weight voters give such considerations depends heavily on the store of information they have managed to accumulate about the candidates.

**Public Opinion Dynamics In The Presidential Nomination Contests Of 2000, Scott Keeter, George Mason University, and Ana Maria Arumi, NBC News**

In one of the most memorable nominating contests in recent history, George W. Bush survived a serious challenge not from the right, as he expected, and not from the left -- as it was often portrayed -- but from a maverick reformer with a strong personal appeal to independents and seculars. This paper examines the public opinion basis for McCain's surprising challenge and Bush's ultimate success. It focuses on three themes: the mobilization of independents on behalf of McCain; the rallying of self-identified Republicans and Christian conservatives on behalf of Bush, largely in reaction to things McCain said and did; the paradoxical appeal of Bush -- who began the campaign criticizing the conservative Republican House of Representatives and stressing his compassion and inclusiveness -- to the most conservative members and leaders of his party. The paper also examines the Democratic nominating contest and provides an overview of the public opinion terrain on which the presidential election is likely to be fought.

**Issue Voters In The 2000 Presidential Election: Who Are The Issue Voters And Why Are They Here? An Early View From Ohio, Kimberly Downing, Eric Rademacher and Al Tuchfarber, Institute for Policy Research, University of Cincinnati**

This research examines the potential influence of issue voters in the 2000 presidential race, the issues most important to those voters, and their candidate choice. For the purposes of this research issue voters are defined as follows: Those voters who would not consider voting for a candidate who did not take their preferred position on the issue they identified as most important to their vote choice. In Ohio Polls conducted in 1999 and 2000 we asked several questions that will be used to identify issue voters and specific issue positions influence candidate choice. In the Fall 1999 Ohio Poll, 52 percent of Ohio's registered voters said they would not consider voting for a candidate who did not take their preferred position on a specific issue. This research seeks to understand the following: Who are these voters? What issues and specific issue positions are they most concerned about?

**Split-Ballot Experiment To Test For Mode Effects On A Customer Satisfaction Survey, Stephen M. Smith, NORC, Michele Zimowski, NORC, Lisa Lee, NORC, Marie L. Halverson, NORC, Rashna Ghadialy, NORC, Tina B. Dennis, NORC, Joan DaVanzo, The Lewin Group**

The Lewin Group, National Opinion Research Center (NORC), and Arthur Andersen designed a survey of Medicare beneficiary satisfaction for the Health Care Financing Administration. We trained Medicare call center representatives, who had little or no survey experience, to implement the survey. A split-ballot experiment was conducted at a call center in which half of the cases were randomly assigned to the telephone mode (n=103 completed interviews) and the other half to the mail mode (n=70 completed interviews). The primary purpose of the experiment was to evaluate differences in satisfaction ratings and response rates as a result of data collection mode. Response rates differed: 77% for telephone and 58% for mail. To determine if there was a mode effect on satisfaction, we examined several dimensions of quality telephone customer service and global measures of satisfaction. Preliminary results revealed a mode effect for some key questions.

**Response Order Effects In The Medicare Population: The Interaction Between Mode Of Survey Administration And Respondent Age, Diana B. Elliott and Floyd J. Fowler, Jr., Center for Survey Research, Univ. of Massachusetts, Boston.**

While it is well documented that aging affects cognition, researchers have only begun studying the complexities of respondent age and its impact on survey responses. However, initial findings raise questions about the way mode of data collection and question form may interact with age to affect answers. To examine how mode of survey administration and respondent age interact, we analyzed parallel mail and phone data collected in 1992 among male Medicare beneficiaries nationwide. Through comparisons of aggregate distributions of responses by mode, we explored three research questions for respondents under and over the age of 75: 1) if there were differences between mail and phone responses consistent with response order effects; 2) if response order effects were greater for respondents over age 75 than those who were younger; and 3) if response order effects were more evident with an increasing number of response categories.

**Survey Mode Effects On Voting Estimates, Janet Hoek, Ben Healey, Mike Brennan, Zane Kearns, Philip Gendall, Terry Macpherson, Massey University, Palmerston North New Zealand**

Declining response rates and the advent of web-based surveys have led researchers to examine whether other survey modes other than RDD polls provide accurate estimates of election outcomes. This study compared different versions of an email and mail survey which included a constant-sum approach and a ballot paper facsimile. After one reminder, response rates of around 50% to 55% were achieved. All estimates were compared to three benchmarks: results from an RDD survey that had produced the most accurate election predictions in 1996; the actual election results, and the self-reported behavior of a sub-sample from all surveys who were re-interviewed following the election. These comparisons suggest that the mail survey using a close replica of the actual ballot paper produced the most accurate estimates.

**Mode Effects On Calling Efficiencies In Household Surveys, Dicy Butler, Liberty Greene, Madeline E. McNeeley, Darlene A. Montemarano, Joint Program in Survey Methodology, Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Douglas A. Wissoker, Urban Institute. This paper shows that calling patterns for face-to-face interviews (with subjective calling procedures) are different from those for telephone interviews (with computer-based algorithms), but that this does not result in a better contact efficiency for telephone surveys. To explain this phenomenon, we suggest that face-to-face interviewers observe and use observations about the households to develop their calling strategies. The availability of this robust information in determining calling patterns confers an advantage over the computer algorithms used in telephone surveys, which lack such information. This paper compares the data from three telephone surveys, all of which used computer algorithms to determine the calling strategies, and two face-to-face surveys, which used interviewer-driven calling patterns.**

**Getting The Right Numbers: Observations From An Ongoing Telephone Survey Of Drug Use, David Livert, Ellie Buteau, Kimberlee Trudeau, Graduate Center, City University of New York, Charles Kadushin, Leonard Saxe, Brandeis University, Andrew Beveridge, Queens College, Michael Bucuvalas and Andy Weiss, Schulman, Ronca & Bucuvalas**

When measuring sensitive behaviors such as illicit drug use, survey researchers have had to choose between telephone administration which may compromise dimensions of quality and more expensive measurement approaches (the recent popularity of telephone CASI notwithstanding). For example, face-to-face and CASI methodologies generally yield higher participation rates, higher substance use rates, and lower item non-response than comparable telephone methodologies. Such "on the ground" methodologies also permit the assessment of drug use rates in small areas. Our experience is based upon conducting a telephone survey of drug use with 45,000 respondents in 41 urban communities for the *Fighting Back* program since 1995. This methodology has performed better than expected on several quality dimensions. These include: 1) Substance use rates comparable to national face-to-face surveys (NHSDA); 2) Low item non-response; 3) Very low interviewer effects on sensitive items; and 4) Successful targeting of respondents in small areas, due to a complex sampling process, survey questions, and post-survey geocoding. The paper briefly describes the ways in which the quality of the survey was ascertained, and offers suggestions as to why its quality was high.

***Respondent Cultural Orientation and Survey Participation: the Effects of Individualism and Collectivism*, Timothy Johnson, University of Illinois, Janet Harkness, ZUMA, and Peter Mohler and Fons Vanda Vijver, University of Tilburg**

Very little research has considered the role that respondent culture may play in the decision to comply with survey interview requests. In this presentation we explore the effects of one cultural dimension, individualistic vs. collectivistic orientation, on survey cooperation, as measured via a series of vignettes. Data for this study were collected from college students in two multicultural societies: Germany and the United States. Individualism and collectivism were assessed at the individual level using two alternative measurement strategies suggested by the research literature. The equivalence of our cross-national data were assessed using generally accepted techniques for examining differential item functioning. Using these data, we test the proposition that, other things being equal, persons with more individualistic orientations are more likely to agree to requests to participate in mail, telephone and face-to-face interviews. This proposition is based on current theory regarding the nature of these cultural orientations, particularly their respective emphasis on in-group vs. out-group interactions.

***Dealing with Item Bias in Comparative Survey Research: Peter Mohler, ZUMA, Germany and Fons van der Vijver, Tilburg University, Holland***

Comparative survey research stands to gain from techniques used in cross-cultural psychology to assess the equivalence of items across different cultural groups. Many of the tools and procedures are applications of techniques standardly used for group comparisons. Three techniques will be presented here: comparison of reliability coefficients (Cronbach's Alpha), psychometric tests on item bias (analysis of variance), and tests on dimensionality (target factor analysis). These are applied to data and items from International Social Survey Programme modules.

**Problems and Progress in Cross-National Studies: Lessons Learned the Hard Way, Robert Worcester, Miguel Basáñez and Marta Lagos**

Professor Robert Worcester, Chairman of MORI International, has conducted a wide range of social research for NGOs, national and international governmental agencies, foundations and corporations. In addition, Professor Marta Lagos of MORI Chile has undertaken the co-ordination of four year's work on the Latinobarometer, first in eight countries, in subsequent waves in 17 countries. Further, Dr. Miguel Basáñez, worked at the University of Michigan helping co-ordinate the World Values Project, in over 50 countries, and has been more recently President of MORI-USA in co-ordinating the 'Mirror on the Americas' surveys for the Wall Street Journal's Latin American edition, comparing attitudes and behaviour of people across Latin America and comparing these findings with Spanish-speaking Americans and with American public opinion generally. Six case studies will be used to illustrate the paper: the 17 country Latinobarometer, the 16 country series of surveys for the Wall Street Journal's Latin American edition, the third wave of the 45 country World Values Survey, a 5 country European (Britain, France, Germany, Italy and Spain) survey building on a 3 country survey in NAFTA (Canada, the United States and Mexico) for the Whirlpool Foundation, a programme of 27 countries for WWF (World Wide Fund for Nature/World Wildlife Fund) and a 21 country study for Greenpeace International. The lessons learned the hard way from participation in the early stages of the ISSC's Human Dimensions of Global Environmental Change Global Omnibus Environment Study are briefly mentioned as well.

***The "Referee Test": An Experimental Way to Simulate Isolation Threat*, Gregor Daschmann, Johannes Gutenberg-Universität, GERMANY**

Does the influence of exemplars on the perception of public opinion lead to changes in the recipients' readiness to express their personal opinion in the public? To test this question, we developed the "referee test", an experimental way to simulate isolation threat. In a 2 x 2 experiment, 208 subjects read a newspaper story about a controversial topic they were highly involved in and filled out a questionnaire. The story contained exemplars (statements of individuals), which varied in their pro-contra distribution and therefore created two groups with different perception of the climate of opinion. Within each group, subjects had or had not to express their personal opinion in public. Results show that the threat of public expression of opinion leads to a greater conformity of the perceived climate of opinion and one's own opinion. Results are discussed with respect to Noelle-Neumann's theory and the impact of exemplars.

***Opinion Expressing in the Spiral of Silence: Some Alternative Solutions*, Gregor Petric, University of Ljubljana, SLOVENIA**

This research proposes a theoretical model for conformist understanding of individual's opinion processes as seen in the spiral of silence theory, some alternative proposals on the basis of critical literature emphasizing the neglectance of reference groups and rationality in opinion processes and offers empirical elaboration of the propositions. First, the empirical and theoretical grounds of fear of isolation are examined, followed by discussion on the concept of "climate of opinion". The conformity explanation of opinion expressing is challenged and expanded by the discussion on the nature of influence and role of reference groups in the opinion processes. Assumptions of the spiral of silence theory were extracted in a formal model, which was tested with LISREL program as a linear structural model. Weak support was found for the spiral of silence model in terms of Slovenian population. Proposals of critical literature were summarized in an alternative model and again verified as a linear structural model. Comparisons between parameter estimations of the two models were taken as informative. A significant influence of political interest and knowledge on individual's opinion expressing in public was found. We argue that the relationship between the theory of spiral of silence and its critics should not be exclusive, but should former acknowledge the proposals of latter in order to become more universally acceptable.

***The Articulation and Activation Functions of Mass Media*, William P. Eveland, Jr., University of California at Santa Barbara, and Dietram A. Scheufele, Cornell University, USA**

The articulation function of the news media is to demonstrate how arguments in favor of or in opposition to particular political candidates or issues may be expressed. By learning arguments from the media, individuals are then better able to express their own opinions. An equally important function of the media is the "activation function." The activation function of the media is to generate interest and passion about candidates and issues through news coverage and political debate. The activation function motivates individuals to express their opinions. The articulation (cognitive) function and activation (motivational) function together encourage political debate, discussion, deliberation, and persuasion attempts among the public. Using data collected as part of the American National Election Study in 1996, we examined the impact of mass media on political discussion and attempts to persuade. The direct effects of news, debates, and talk radio, as well as their indirect effects through stored arguments (articulation function) and increased interest (activation function), were estimated. Our results suggest an important role for mass media in processes of both articulation and activation, but only a limited direct impact.

***The Internet and Changing Daily Life, Norman Nie and Lutz Erbring, SIQSS, Stanford University***

This assessment of the social consequences of Internet use was based on a national sample of 4,113 adults in 2,689 American households that include both Internet users and non-users. The study was conducted by the Stanford Institute for the Quantitative Study of Society (SIQSS) which worked with InterSurvey of Menlo Park to develop a unique Internet-based method for conducting surveys with a national probability sample of the general population. We found that people spend more hours on the Internet the more years they have been using it. A quarter of the respondents who use the Internet regularly feel that it has reduced their time with friends and family, or attending events outside the home. About two-thirds of those surveyed who have Internet access said they spend fewer than 5 hours a week on the Internet, and most of them did not report large changes in their day-to-day behavior. But the other 36 percent who use the Internet 5 or more hours a week do report significant changes in their lives.

***Surveying the Digital Future, Jeffrey Cole, Michael Suman and Danil van Bel, UCLA Center for Communication Policy***

Jeffrey Cole, Michael Suman and Daniel van Bel (UCLA Center for Communication Policy)

This UCLA study aims to explain how the Internet is changing the. The study will provide the first long-term exploration of how life is being transformed by the Internet, with year-to-year comparisons of the social and cultural changes produced as people use this extraordinary technology. This study is also the first to analyze these broad questions about the Internet on a global scale. Funded by America Online, Microsoft, The Walt Disney Company, Sony, GTE, Pacific Bell, the National Cable Television Association (NCTA) and the University, the UCLA Internet Study will survey Internet users as well as non-users in the United States, Singapore and Italy, and will expand to an additional 15 countries in Europe, Asia, Latin America and Africa over the next 3-5 years. The project will track social and cultural behavior among non-users, to see how attitudes and actions shift as their households obtain computers and Internet access.

***Opinion Expression and Opinion Gathering on the Web, Vincent Price, Annenberg School for Communication, University of Pennsylvania***

The advent of electronic communication networks presents us with the technological capacity to study – in new and unprecedented ways – public discussion and group opinion. An election-year project of the Annenberg Public Policy Center is examining 60 representative groups of 15 American citizens who interact with one another monthly, in electronic conversations, over the course of the Year 2000 presidential campaign. The groups carry out three basic types of activities: periodic discussions, responding to on-line surveys, and reacting (individually and through group discussion) to audio-visual and printed information disseminated via the project web sites. The goal is to gather representative measures of public knowledge and opinion "in use," observed in a rich conversational contexts. The Web may allow creation of research settings where the putative improvements to opinion quality assumed by so many theorists to result from group deliberations could be tested in a rigorous fashion.

***The Pew Internet and American Life Project, Lee Rainie, Pew Internet and American Life Panel***

This is a new research organization set up with a grant from the Pew Charitable Trusts to study the social impact of the Internet. The Pew Internet Project is an analytic effort that will be built around quantitative research, especially survey work that asks people whether they use the Internet and, if so, what activities they perform online. The goal is to measure the impact of the Internet on people's everyday lives. In addition, the project will use other kinds of methodologies such as observational and ethnographic work to probe what people do online and how it affects them. Finally, the project will also perform quantitative analyses to explore public policy issues related to the Internet. This presentation will review two months' worth of fresh data about people's daily use of the Internet. These "tracking" surveys were started on March 1 and will include April data.

***Social Life and Media Use Among Internet Users, John P. Robinson and Ric Uslaner, University of Maryland***

Data to test the ways that the Internet seems to be changing society have been collected by the Pew Center, the Americans' Use of Time Project and the National Election Study (NES). Each of these studies has developed measures of media and social life, either in terms of behaviors "yesterday" or in terms of general attitudes such as interpersonal trust, that can be used to test propositions about Internet users in relation to the rest of the public. In the Pew and NES studies, there is little evidence of Internet users being particularly sociopathic or less socially engaged than non-users. Nor do users report notably less use of other media. Historical time-diary data are used to map how media use patterns have changed over the last half century, mainly as a result of television and how they may have changed with the Internet's arrival.

***Reality Check: South Africans' Views Of The New South Africa, Mollyann Brodie, Drew Altman, and Michael Sinclair, Kaiser Family Foundation***

Reality Check, a joint project of the Kaiser Family Foundation and Independent Newspapers of South Africa, was based on a nationally representative, in-person survey conducted with 3000 South Africans in 11 different languages just before the June 1999 election. Its purpose was to give South Africans a way to talk about their feelings on the new South Africa beyond the vote they would cast at the ballot box. The survey explored South Africans' perceptions of democracy, their assessment of the transition years, and their attitudes towards the future. The survey also sought to shed light on how South Africans think and feel about race, reconciliation, and national unity; and about issues like the economy, crime, education, and health. This paper presents an overview of findings from this unique survey, focusing specifically on differences by race and by socio-economic status. It shows real differences in assessments about the past and confidence in the future between black and white South Africans and between those with resources and those without. It also illustrates some of the challenges the new government faces as the country continues on the road to becoming a mature Democracy.

***Measuring The Image Of The US, NATO & Britain In Serbia & The Balkans After The Kosovo War, Gordon Heald and Jonathan Heald, The Opinion Research Business***

Within four weeks of the signing of the peace agreement in Kosovo, the Opinion Research Business on behalf of the British Council interviewed 1,500 Serbs on the moral of their country, where they saw their future direction and how the image of Britain and other European countries had changed after the bombing. The survey was conducted in 10 other countries, including Albania, Montenegro, Macedonia and Bosnia Herzegovina, countries with large ethnic Serb groups and also in Bulgaria, Romania, Hungary, Czech Rep., Croatia and Russia. There were particular problems in getting a good sample in Serbia after the war. Because of the destruction of the telephone lines in Serbia, interviewing had to take place face-to-face. There was also a noticeable refusal rate amongst certain sections of the Serbian population with questions coming so shortly after the end of the war. The survey revealed that 62% of Serbs thought the country was heading in the wrong direction but a sizeable minority (19%) still thought it was heading in the right way (mainly older and less-educated people). Whereas other Balkan countries saw their future most closely tied to the EU, in Serbia most people thought it was with Russia.

***The Controversy Of Falun Gong: The Discrepancies Between Western Media News Reports And The Chinese People's Opinions, Mei Lu, University of Michigan***

This study tries to identify the frames of western medias' coverage about a complex issue that is deeply rooted in the Chinese society and culture, and examine media biases by comparing western media's coverage to Chinese people's opinions. A survey is conducted with 1064 Chinese people about their opinions regarding Falun Gong, its leader Li Hongzhi and the Chinese government's actions toward Falun Gong. A content analysis is conducted with 350 western newspaper articles about Falun Gong. The survey results indicate that the majority of Chinese people hold negative opinions about Falun Gong while the majority of the news reports describe it as a positive movement. Western media's descriptions about the Chinese government are much more negative than Chinese people's opinions. Survey respondents indicate dissatisfaction toward both Chinese media and western media's coverage about the issue.

***Latent Association Models For Cross-National Research: Measuring Religious Beliefs in Five European Catholic Nations, Allan L. McCutcheon, UNL-Gallup Research Center and Graduate Program in Survey Research and Methodology, University of Nebraska at Lincoln***

This paper presents a new methodology for analyzing association models that include latent scales in multiple groups. These methods are generalizable to a wide range of association models in which at least one of the variables in the analysis of association is latent; they are especially well suited to modeling cross-national differences and similarities in latent structures. Following a discussion of the general and restricted model, and a comparison of the formal model to other latent variable models, an example is considered that focuses on a comparative analysis of the religious beliefs among the public's of five European Catholic nations.

Friday, May 19

IMPROVING QUESTIONNAIRE DESIGN

3:45 - 5:15 pm

AAPOR Session E

***Effects of Long Skip-Outs in Self-Administered Paper-and-Pencil Surveys, Alayne J. Ormerod, University of Illinois at Urbana-Champaign, Wayne C. Lee, University of Illinois at Urbana-Champaign, Robert O. Simmons, Defense Manpower Data Center***

Two forms of a self-administered paper-and-pencil survey were given to 737 military personnel. Form A had an in-depth series of questions about a sensitive topic, personal experiences with sexual harassment. These questions were organized by a series of nested skip-outs; those individuals answering that they had had such experiences were instructed to complete 35 additional questions, while those who did not were instructed to skip 35 questions ahead. Form B asked only about core experiences with harassment. Those answering that they had had such experiences were instructed to complete only two additional items, while those who did not were instructed to skip the two items. Facing more items to skip and more nested skip patterns, Form A respondents may have had an incentive to indicate falsely that they had not experienced harassment. Analyses examined: (1) whether respondents completed the core sexual harassment items at the same rates on both forms; and (2) whether there were differences in completion rates for all other scales and items.

***An Interactionist Perspective On Response Order Effects, Vikas Kumar Gumbhir, Dept. of Sociology, Univ. of Oregon***

This paper explores the theoretical implications of the survey as social interaction through the application of symbolic interactionism to the survey process. Theoretically, the interactionist perspective can be applied to all aspects of the survey process. While I have empirically examined influence of respondent fatigue, topic salience, and task familiarity using the same data, this paper will focus on two specific concepts as they relate to response order effects: respondents' task dedication and task alienation. Using data from a split-ballot experiment in the 1998 OASIS (Oregon Annual Social Indicators Survey) (RDD, n=804, experimental n=392), I examine the influence of two measures of interaction quality: task dedication and task alienation. The results show that the quality of survey interactions does impact response order effects, and that this influence is complex.

Friday, May 19

A SURVEY OF STATISTICAL DISCLOSURE LIMITATION (SDL):

3:45–5:15 pm

PRACTICES OF ORGANIZATIONS THAT DISTRIBUTE PUBLIC USE MICRODATA

AAPOR Session F - Panel and Roundtable

Empirical research on the public policy implementation process regarding privacy and confidentiality is limited. We have little information about how organizations make decisions about what data to distribute in public microdata files. Our study is intended to contribute empirical evidence on how knowledge about SDL procedures has been applied in organizations that produce and distribute microdata. This paper reports the results of a survey on statistical disclosure limitation (SDL) practices by government agencies and survey research organizations that distribute public use microdata files with longitudinal, linked administrative, or contextual data for small areas. The SDL survey was designed to elicit information on the types of microdata that are publicly released, the current SDL practices applied to public use data, and organizations' demarcation between public use and restricted access data. Respondents understand and support the concept of "data confidentiality," but their responses reflect the tension between "access to data for research" and "data confidentiality." Nevertheless, familiarity with the concepts of deductive disclosure and SDL techniques varies widely across organizations.

***A Preliminary Examination Of A Joint Survey/On-Line Discussion Method For Studying Electoral Attitudes, Norman H. Nie, InterSurvey, Inc. and SIQSS, Stanford University, Vincent Price, Annenberg School of Public Policy, University of Pennsylvania, William C. McCready, InterSurvey, Inc. and Northern Illinois University (on-leave)***

InterSurvey has entered into a collaborative project with researchers at the Annenberg School of Public Policy at the University of Pennsylvania to conduct a significant, experimentally designed, election year panel survey using members of the InterSurvey national household panel. The design integrates two baseline profile surveys with eight deliberative polling approximations consisting of survey/discussion/survey formats. On-line discussions between panel members about specific campaign events is integrated into the data collection process. This paper describes the results of the profile surveys of the panel, and contains a preliminary discussion of the first survey/discussion/survey event. Discussion groups are limited to 15 persons on-line, and there are approximately 60 groups in the panel. In addition we will present preliminary information about panel retention using the WebTV survey method and relative levels of participation in the on-line discussions and the import of this experience for future multiple method surveys.

***Sampling And Weighting For Web Surveys, Karol P. Krotki, InterSurvey, Inc.***

The paper discusses the sampling and weighting issues that are part of probability-based Web survey system. We will describe the sampling processes that are part of the household recruitment and panel maintenance. The strategy for selecting multiple random samples from the panel will be outlined. We also describe the adjustment process which involves sampling, nonresponse, and poststratification. All three are used in deriving the final weights and all three are indications of the quality of the sample. We make extensive use of these weights to reduce the bias of our samples, to indicate the weaknesses of our design, and to improve the quality of our samples.

***Questionnaire Design For Probability-Based Web Surveys, J. Michael Dennis, Cristel de Rouvray, InterSurvey, Inc. and Mick Couper, University of Michigan***

This paper will review some of the lessons we have learned in developing questionnaires for the internet. InterSurvey maintains a national panel of WebTV-equipped households that are recruited through list-assisted RDD. We present guidelines for developing web-based questionnaires that are user-friendly, responsive to the researcher's needs, and free of ambiguities. While these goals are common to all survey modes, in the case of Web surveys, strategies are being developed to improve data quality. The respondent must be able to easily retrieve the questionnaire on the system, display it, and easily fill out the answers using the remote keyboard. Special mention will also be made of graphic, audio, and video capabilities that all can be used as part of a web questionnaire.

***A National Random Sample Comparison Between Survey Administration Via CATI and Web T.V., William C. McCready, InterSurvey, Inc. and Northern Illinois University (on-leave), and Robert Tortora, The Gallup Organization***

InterSurvey and Gallup cooperated in fielding the same survey asking questions about respondents' long distance telephone usage. Data collection was done both via a traditional RDD CATI method (Gallup) and InterSurvey's national random household panel equipped with WebTVs. The survey contains data about people's preferred long distance carriers, which ones they would recommend using, which they would prefer for local service if possible, problems they had with carriers, and comparable costs. The analysis focuses on the comparability of the national CATI results with the national WebTV results. Various weighting schemes are compared and discussed. Issues for future collaborations are suggested and explored. This is one of the first national samples using InterSurvey's national household probability panel with access to the internet and the results provide preliminary data that make statistically valid comparisons between these two methods in an applied research setting.

***Internet Panel Response To The 'State Of The Union' Address: An Experiment, Kathleen Frankovic, CBS News***

This year CBS implemented its "State of the Union" survey via the Internet as opposed to previous years when it was done via telephone. We believe that this new methodology represents an exciting new development in survey research but that it needs to be tested to find out how it performs under various conditions. This presentation will report on one such test. We describe the methodology used, the challenges faced, the implementation procedure, and the final weighted results. We will draw comparisons with the telephone mode, both with respect to the methodology used and the results. We will also discuss the results of an incentive experiment and the final response rates.

***Uncertainty In Web Based Polling, Anna Greenberg, John F. Kennedy School of Government & InterSurvey, Inc., Michael Bocian, InterSurvey, Inc.***

Ever since Converse (1964) raised the issue of "non-attitudes" in his classic, "The Nature of Belief Systems in the Mass Public," scholars have grappled with questions about how to handle expressions of uncertainty in survey research. Media and political pollsters resolve this issue by compelling respondents to make choices about policy and politics regardless of their level of certainty, interest or knowledge. Interviewers, in fact, are trained to probe survey respondents to elicit answers and this social interaction has a profound effect on results. In the web format, the absence of an interviewer means that researchers have to make choices about how to permit respondents to express uncertainty. Using a series of experiments with InterSurvey's web-based panel, we explore different strategies for reducing the incidence of the "don't know" response and the consequences of such strategies for the substantive interpretation of results. We show that respondents will answer questions in the absence of direct social pressure. We argue, however, that such strategies mask either real uncertainty about political events such as vote preference in the early stages of a presidential campaign, or actual policy preferences, particularly around questions with implicit social desirability effects.

***Using Alternative Question Strategies to Reduce Income Nonresponse*, Jeffrey C. Moore and Laura S. Loomis, U.S. Bureau of the Census, Washington, DC**

This paper reports the results of an experimental test of a new form of income range reporting, conducted as part of the Census Bureau's 1999 Questionnaire Design Experimental Research Survey (QDER). The test of relevance here compared a standard annual income amount reporting task for several common types of assets to a new form of income range reporting which we term "self-generated brackets." The self-generated bracket approach first asks the respondent whether the amount exceeds some minimum threshold (\$10 to \$100, depending on the asset type), and then, if yes, asks for a report of the income amount "to the nearest X dollars," with X varying from (in this case) \$5 to \$50, depending on the type of asset. Results of the experiment suggest that the self-generated brackets approach had consistently positive, though small, effects on nonresponse, and, at most, trivial effects on report precision.

***Wealth Measurement in the Survey of Consumer Finances*, Arthur B. Kennickell, The Federal Reserve Board, Washington, DC.**

The following topics are discussed in this paper: (1) a key part of the SCF sample is selected from tax data in a way that guarantees representation of wealthy families. (2) the sample design identifies the differential nonresponse and allows some corrections to be made. (3) the survey is structured to lead people carefully through a sequence of questions that frames each item in a way to make it clear to respondents. (4) some respondents may be unwilling or unable to provide answers to the questions that are asked. For dollar questions, the survey takes a flexible approach to collecting partial information—range data—that appears to be very effective at least in reducing the frequency of "don't know" responses.

***Methods Panel to Improve Income Measurement in the Survey of Income and Program Participation*, Pat Doyle, Elizabeth Martin, Jeff Moore, U.S. Bureau of the Census, Washington, DC**

The Census Bureau recently established the SIPP 2000 methods panel project to evaluate and redesign the core instrument for SIPP, a recurring, nationally representative, longitudinal survey of persons and their socio-economic characteristics. The objectives of the project are to improve response rates in SIPP, to reduce income under reporting, and to improve data quality. It is a research project consisting of analysis of extant data as well as experimental research. The data analysis component includes examining patterns of nonresponse; examining reporting patterns across waves of interviewing, and analyzing patterns of income receipt. The program of experimental research consists of three phases, designed to allow for two iterations of testing and refining the Wave 1 and Wave 2+ core instruments. Each phase will culminate in a split-sample field test of about 2,000 interviewed Wave 1 households. 1,000 randomly assigned to each of the control treatment (receiving the standard SIPP instrument) and experimental treatment (receiving a modified instrument). We will assess our success in meeting our objectives through analysis of data obtained in the field experiments, debriefings of respondents and interviewers, and behavior coding of interviews.

***Earnings Reporting in the Survey of Income and Program Participation: Building and Instrument that Targets Those Most Likely to Misreport*, Nancy Bates and Robert Pedace, U.S. Bureau of the Census, Washington, DC**

Certain income sources tend to be underreported in the Survey of Income and Program Participation (SIPP). One technique to address this problem is to develop a set of probes added to improve the reporting of income sources and amounts. However, additional probes lengthen the questionnaire, increase burden, and are often skipped by interviewers. Ideally, we would like to program the instrument to administer probes only for that subset of the population for whom they result in improved income reporting. We discuss the feasibility of building such an instrument based on analysis of the 1992 SIPP longitudinal file matched one-to-one with 1992 Social Security Summary Earnings Records. We discuss preliminary findings of our attempt to distinguish the characteristics of those who misreport income reciprocity and amounts. We conclude with a discussion of subsequent steps toward the development of a predictive model of misreporters and how this information could be used to revise the instrument.

***Improving Response Rates to Income Questions: a Comparison of Range Techniques*, Lisa K. Schwartz and Geoffrey Paulin, Bureau of Labor Statistics, Washington, DC**

The present study directly compares three alternative range techniques: the conventional response card, unfolding brackets, and a new procedure called respondent-generated intervals (RGI) (Press, 1999). Sixty participants were randomly assigned to one of the three range techniques and used that technique to respond to a series of income questions. Participants completed three rating scales that measured their willingness to provide income information, the ease with which they reached an answer and the intrusiveness of the range technique. A structured cognitive interview format was employed to further explore participants' subjective experience of the income interview. During the cognitive interview, participants sampled and rated each of the other two range techniques under consideration. The results indicated that bracketing questions can be used to reduce nonresponse to income questions. All three techniques generated equally useful income data as indicated by interval width and ability to predict the exact value based on the midpoint of the range. The conventional and unfolding techniques, but not RGI, lost some predictive utility at the upper income levels. The conventional technique was the most preferred whereas the unfolding technique was the least preferred and the most intrusive.



***Straddling the Fence: An Examination of the Impact of Allowing a Neutral Response to Customer Satisfaction Questions*, Christine L. Gaines, J. Philippe Gwet, Kerry Y. Levin, Cynthia V. Helba and James B. Greenlees, Westat**

This paper examines the effects of using a middle alternative on a Likert measure of customer satisfaction. Customer satisfaction surveys were administered to customers of six services offered by a Federal government agency. Respondents were asked to complete a short questionnaire that collected information on affiliation; service usage; overall satisfaction; satisfaction with hours of operation; and ease of access to products and services. A split-ballot design was used, with respondents receiving questionnaires that offered either a four-point scale with no middle alternative for responding to satisfaction questions or a five-point satisfaction scale including a middle or neutral alternative. Comparisons of responses to identical questions with the two differing sets of response options indicate that when a middle or neutral alternative is not presented, respondents select a non-neutral response rather than skipping the item (e.g., item non-response was low for all respondents). Results are examined in terms of between survey-item differences, between item-category differences and between survey differences. The direction that the respondents move toward in the absence of a neutral option varies by question and survey. The effects of respondent characteristics (e.g., frequent versus infrequent customers) on satisfaction ratings when faced with differing response options are also discussed.

***Anchors Away: The Effect Of Altered Verbal Anchors On Responses To A Satisfaction Scale*, Thomas M. Guterbock and Ryan A. Hubbard, Center for Survey Research, University of Virginia**

We report the results of a 1999 split-ballot experiment conducted as part of an annual survey of computer users at a major university (N=892). The self-administered questionnaire had a response rate of 49% and included faculty, staff, graduate student and undergraduate student respondents. The impetus for the experiment was practical: the unanchored scale in use for six years proved difficult for the client to interpret. A new, fully anchored version of the scale was introduced in a 55/45 split ballot design, to allow calibration of any differences in response to the scale versions. A total of 22 satisfaction questions, related to various aspects of computing in the university environment, were involved in the experiment.

***An Experiment With Skip Instructions: Decreasing Item Nonresponse In A Self-Administered Survey Of Medicaid Beneficiaries*, Vickie L. Stringfellow, Floyd J. Fowler, Jr., and Patricia M. Gallagher, Center for Survey Research, University of Massachusetts Boston**

One problematic aspect of self-administered questionnaires is providing clear instructions as to which items should be skipped based on the answers to screening questions. In previous CAHPS<sup>®</sup> studies using Medicaid samples, item non-response due to errors of omission was particularly high. To address this problem, the skip instructions were reworded to make them easier to follow. In a study with a probability sample of 5000 adults in the Massachusetts Medicaid program, standard CAHPS<sup>®</sup> skip instructions were sent to half the group and an experimental format was sent to the other half in a Canadian-style questionnaire printed in both English and Spanish. The data support the hypothesis that respondents who received the modified instructions are less likely to skip questions they should have answered. Further analyses of the data allow us to address several research questions: Are errors of omission consistent across both English and Spanish respondents? Are the modified skip instructions equally effective in both languages? Did the improved instructions benefit those with high and low levels of education, regardless of language? And, which is the main factor in predicting the rate at which errors of omission will occur: language or level of education?

***The Accessibility and Applicability of Knowledge: Predicting Context Effects in National Surveys*, Alexander Todorov, New York University**

Using data from the National Health Interview Survey on Disability from 1994/95, this research demonstrates that the size of accessibility effects (increased likelihood of using information activated by initial questions in responding to subsequent questions) can be modeled as a function of the applicability of the initial to the subsequent questions. When respondents reported a disability and were asked about the main condition causing the disability, they were more likely to report conditions they had been asked about earlier in the interview than alternative conditions. This accessibility effect was inversely related to the effect on reports of "other" or unclassifiable conditions. The more reports of primed conditions, the fewer reports of unclassifiable conditions. For reports of specific conditions, a measure of the applicability of context accounted for 85.6% of the variance of the accessibility bias; for unclassifiable conditions it accounted for 67.0%. When limited to "well-defined" disabilities, applicability almost perfectly predicted the effects on reports of specific conditions accounting for 97.9% of the variance. Finally, models of the context effects derived from the 1994 data were tested against the actual effects for 1995. The correlation between predicted and actual effects was .91 across disabilities and .97 for "well-defined" disabilities.

***Public Opinion Of The Census Bureau And Its Data Collection Efforts: The 1999 KAP-1 Survey*, Donna Eisenhower, then at NORC; Joanne Dickinson, U.S. Census Bureau; and Angela Brittingham, U.S. Census Bureau**

The results of this survey point to the public's knowledge, attitudes, and perceptions about the Census Bureau and its data collection activities. This includes opinions about the Census 2000 prior to its implementation. The findings do suggest barriers to survey participation in general and more specifically for different socio-economic and ethnic groups. Lack of knowledge about the Census Bureau and the Census, as well as, negative opinions and lack of trust were found to affect participation. Opinions about ways to overcome these barriers such as a preferred mode for data collection are presented again generally and by more specific ethnic groups. Findings are based on a national RDD sample with a 71% response rate and 1,052 completed interviews.

***Predicting Household and Interviewer Nonresponse Rates From Household And Regional Characteristics*, Clyde Tucker and John Dixon, U.S. Bureau of Labor Statistics**

This paper investigates predictors of nonresponse rates for households and interviewers on the Current Population Survey. The types of predictors include interviewer work characteristics (e.g.: workload, # of attempted contacts), and household characteristics (e.g.: income, gender of respondent). The present study examines confounding and interaction effects between the predictors. Confounding effects occur when two predictors share the same relationship with the interviewer nonresponse rate. Interaction effects occur when the relationship between a predictor and the interviewer nonresponse rate depends on another variable. Confounding variables may be useful in choosing which variables would be effective in reducing interviewer nonresponse rates. Since some of the variables collected by surveys are thought to be proxies for unmeasured variables producing nonresponse, these confounding effects may help future studies select more meaningful variables to measure. The confounding effects may also suggest which types of measures would be useful to replace proxy variables. If "income" were confounded with "% white", then income might be substituted, but if there were an interaction between "income" and "% white" then both variables would be useful.

**Tracking The Elusive Teen: A Longitudinal Study Of Jewish Teenagers 1995-1999, Ariela Keysar, Center for Jewish Studies, City University of New York, and Barry A. Kosmin, Institute for Jewish Policy Research**

The purpose of this longitudinal study is to compare religious behavior and attitudes at different developmental stages and formation of identity. A telephone survey of 1,412 Jewish child-parent pairs was carried out in the fall of 1995 across the U.S. and Canada. The sampling procedure was multi-staged. First, a sample of Conservative synagogues was drawn by size. Second, Bar/Bat Mitzvah youths of the 1994-95 class and their parents were contacted. In total, 115 synagogues participated by providing a list of their Bar/Bat Mitzvah families. Parental permission to interview children was sought first. The children were interviewed before the parents. In the summer of 1999, we began re-interviewing the teenagers by phone. The survey was mainly a replica of the 1995 questionnaire to ensure comparability. In 1995, only 1% of teenagers refused to cooperate. By late March 2000, we re-interviewed 1,295 teenagers, with about a 6% refusal rate. Still, we need to determine whether refusers and other non-respondents are different from the respondents. Have they lost contact with the Jewish community? Did their parents divorce? Are their families more mobile?

Saturday, May 20

ELECTION POLLING: METHODOLOGICAL ISSUES

8:30-10:00 am

AAPOR Session E

**What Works Best? Using The Acid Test Of Actual Voter Behavior To Evaluate Likely Voters Models In A Volatile Election, Robert P. Daves, The Minnesota Poll, Minneapolis Star Tribune**

In the 1998 gubernatorial election in Minnesota, Reform Party candidate Jesse Ventura captured 37 percent of the vote to beat Democrat Hubert Humphrey III and Republican Norm Coleman. The polls had shown Ventura continuing to rise throughout the fall, with neither of the two other major party candidates able to garner much support above the upper 30s. The final preelection poll, conducted the Sunday and Monday before the election, showed the Humphrey drop and a continued Ventura rise. But the Ventura election still surprised nearly everyone in the state. A preliminary analysis of polling data after the election pointed not to flaws with polling methodology but to a last-minute shift in the electorate. (Daves, 1999) However, that analysis was done before the laborious task of attempting to identify the 1,520 respondents of two pre-election polls and verify their voting records. Now, with that information available, the paper tests a number of likely voter models – weighting, screening, and indexing – to ascertain which works best in an election in which the political environment is unstable. It uses these tests to recommend methods of treating likely voters in polls in similar environments.

**Internet Voting And The 2000 Election: A Case Study Of The Arizona Democratic Party Primary Election, Frederic I. Solop, Northern Arizona University**

Internet voting is the next step in election reform and it will be available for the 2000 election. While citizen involvement in U.S. elections continues to decline at an alarming rate and previous reform efforts (motor voter, early voting, and mail balloting) have yet to produce higher levels of participation, Arizona is moving forward with an experiment in 'digital democracy.' The Arizona Democratic Party including an Internet voting option in their March 2000 primary election. This was the first binding Internet election to occur anywhere in the world. This paper utilizes survey research data and personal interviews to examine dynamics surrounding the first binding Internet election. Topics to be examined include which subgroups are more likely to vote using Internet voting procedures, the relationship between Internet voting and voter turnout, and the impact of Internet voting on election outcomes. The paper concludes with a projection for the future of Internet voting in the United States.

**Can The Reform Party Really Reform The Parties? A Split-Ballot Experiment To Examine Party Affiliation In Minnesota, Robert P. Daves, The Minnesota Poll, Minneapolis Star Tribune**

In a volatile political environment, what effect does a strong third-party governor and three-party politics have on party affiliation? In many states, party affiliation can be measured precisely because one has to declare party identification – or lack of it – to register to vote. In other states, including those such as Minnesota that have Election Day registration, party affiliation can be measured only with probability sample surveys. News events can influence public opinion, including party identification; and party identification may depend on how researchers measure it. This study is based on two RDD area-probability samples conducted statewide in February and March, 2000, in Minnesota. The surveys yielded 2,042 interviews with a sample of the adult population. Researchers assigned respondents to one of four measures of party identification that included an open-end measure, a "read list" measure of the known political parties in the state, and two more traditional measures. The preliminary results suggest that there is a stable core of Democrats and Republicans, and a large middle group that is subject to shift, depending on events in the political environment. The results also suggest that political party affiliation may be sensitive to the measures researchers use.

Saturday, May 20

INTERNET SURVEY FORMAT AND DESIGN ISSUES

10:15-11:45 am

AAPOR and AAPOR/IFD&amp;TC Sessions A

**An Experimental Evaluation Of Alternative Formats For Constructing Web Questionnaires, Dennis Bowker and Don A. Dillman Social and Economic Sciences Research Center, Washington State University**

Two web questionnaires are being piloted on multiple types of browsers to assure a common stimulus is achieved for all (or nearly all) users, regardless of browser. Several hundred students at Washington State University will then be asked to complete each of the forms, with assignment being made on a random basis. Results from the experiment will be presented from this evaluation in which students from selected classes will be randomly assigned to each version of the questionnaire. The two questionnaires will then be compared with regard to speed of completion, perceptions of each questionnaire (e.g. easy vs. difficult), respondent satisfaction, and level of frustration experienced while completing the questionnaire. Answers will also be examined to evaluate whether different distributions of responses are obtained on each questionnaire. Implications for designing the most efficient and easiest to answer questionnaires will be stated.

**Design Issues In WWW Surveys, Vasja Vehovar, Katja Lozar Manfreda, Zenel Batagelj, University of Ljubljana**

There are still unsolved problems which may affect the participants' initial decision to participate in a WWW survey or their willingness to proceed with completing the questionnaire. Namely, response rates (respondents among all invited to the survey) and rates of complete respondents (respondents who complete the questionnaire among all who start answering it) are often still low for WWW surveys. In the RIS WWW surveys (<http://www.ris.org>, since 1996) several experiments regarding design issues have been performed. Surveys were advertised in traditional media, on several frequently visited WWW sites and by e-mail advance letters, and they attracted several thousands of Internet users in Slovenia. In this paper the impact of the several design features (instructions, use of logotypes, topic, length, number of questions per page) will be discussed and their impact on unit, partial and item (non)response will be measured.

**Exploring The Possibilities Of On-Line Focus Groups**, Neli I. Esipova, Wisconsin Survey Research Laboratory, Thomas W. Miller, Michael D. Zamecki, Jason Elzaurdia, and Sanjay Ponnaiya, A. C. Nielsen Center for Marketing Research, School of Business, University of Wisconsin-Madison

What are the strengths and weaknesses of running focus groups under alternative modalities? How do online focus groups compare with other methods, such as telephone and face-to-face (in-person) focus groups? We answered these questions using a controlled experiment. Our focus group topic was student perceptions of business and marketing research. We wanted to learn how undergraduate students outside the business school thought about business and marketing research careers. Subjects were randomly assigned to one of three focus group conditions (online, telephone, or face-to-face) and to one of three focus group moderators. Moderators differed in the degree to which they encouraged interaction among focus group participants. We examined recruitment success and completion times across modalities, moderators, and majors. We examined social interaction and reactions to a variety of question types (including projective and sensitive questions). Response measures included counts of numbers of individuals volunteering to participate, numbers of volunteers actually attending and completing focus group discussions, as well as measures derived from textual analysis of focus group transcripts. Results showed important differences across modalities.

**Web Surveys: Perceptions Of Burden**, Scott Crawford, Market Strategies, Inc., and Mick P. Couper, Survey Research Center, University of Michigan

Web surveys appear to be attaining lower response rates than equivalent mail surveys. One reason may be that while we have years of experience and research on ways to improve response rates in mail surveys, there is currently little information on the effective strategies for increasing response in e-mail surveys. Web users are becoming more impatient with high burden web interactions, resulting in the need to re-examine the standard protocols for conducting surveys over the web. We examine the decision to respond to a web survey with a series of experiments embedded in a survey of students at the University of Michigan. A sample of over 4,500 students were sent an e-mail invitation to participate in a Web survey on action policies. Methodological experiments included the use of a progress indicator, automating password entry, variations on the timing of reminder notices to nonrespondents, and the pre-notification report of the anticipated survey length. Each of these experiments was designed to vary the burden (perceived or real) of the survey request. Results of these experiments will be presented as well as a discussion of lessons learned for the design and implementation of Web based surveys.

**Cognitive Testing Proposed Questions for PRAMS in the NCHS Questionnaire Research Design Lab**, Barbara Foley Wilson, Nedra Whitehead and Karen Whitaker, National Center for Health Statistics and National Center for Chronic Disease Prevention and Health Promotion

In August 1999 the NCHS Questionnaire Research Design Laboratory (QDRL) conducted a study of the cognitive aspects of responding to 108 new questions proposed for the year 2000 Pregnancy Risk Assessment Monitoring System (PRAMS). PRAMS is a population-based surveillance system of maternal behaviors and experiences before and during pregnancy and early infancy of newborns. We interviewed 13 new mothers with either a self-administered (SAQ) or with the telephone version of the questionnaire. For the SAQ, the interviewer sat with the subject while she read aloud and answered the questions. For the phone version, interviewers called from one lab room to another. Most mothers came with their children lending verisimilitude to the challenge of focusing attention, hearing instructions, reading questions, comprehending what they read, remembering relevant events, deciding on answers, and checking correct response alternatives. The children's behavior was unscripted and included age-appropriate behavior such as playing, eating, drinking, laughing, crying, banging, shrieking, shouting, nursing, climbing and making engine noises.

**Cognitive Testing: A Workshop Approach**, Sandra Smith, Borka Buseska, Sanna Coombs, Alanna Sutcliffe, Australian Bureau of Statistics

The Australian Bureau of Statistics is exploring various mixes of theory, role playing, mock interviews, and "real" interviews with paid participants to train new cognitive interviewers. All interviews are videotaped and analyzed for substantive results, for appropriate probing, and for reducing negative back channeling from the interviewer. This paper will present findings from the analysis of approximately 200 videotapes of cognitive interviews with the goal of better understanding the interaction between interviewer and participant in a cognitive interview, particularly from the perspective of gestures and facial expressions. It is anticipated that this information will improve training of cognitive interviewers and the quality of cognitive interviewing overall.

**Flexible or Structured: What's the Best Cognitive Interviewing Protocol**, Carol Cosenza and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts Boston

Cognitive interviewing has gained an increasingly important role in pre-field question evaluation. While agreement is growing on the merits of question evaluation, protocols for cognitive interviewing vary widely, and there is not much known about which protocols are best. Yet, how the interview is done and by whom seems likely to influence the conclusions that are drawn. We will report on the results of an exploratory study that examines how variations in interviewer background and role, as well as variations in the structure and order of the cognitive protocol, may influence what is learned about the questions being tested. The same series of questions were cognitively tested by two types of interviewers - trained cognitive interviewers with field experience and senior staff members with a background in question evaluation - using either an unstructured, flexible format or an instrument that relies primarily on structured cognitive questions and pre-written probes. We will evaluate the results and the other strengths and weaknesses of the two protocols.

**Design Of The Census 2000 Evaluation Follow-Up Interview Questionnaire**, David A. Raglin and Elizabeth A. Krejsa, Planning, Research, and Evaluation Division; United States Bureau of the Census

The United States Bureau of the Census will be releasing adjusted Census numbers based on the results of the Accuracy and Coverage Evaluation (A.C.E.). The Evaluation Followup Interview (EFU), a personal visit survey of about 30,000-40,000 A.C.E. households, is one of the key components in the Bureau's plans to evaluate the Census and A.C.E. This paper describes the development of the Census 2000 EFU questionnaire, which is substantially different than previous EFU questionnaires. We present our goals for the EFU and how we have designed new questions to meet those goals; for example, the problems of counting college students at the correct residence. We describe in detail the results of our expert reviews and cognitive interviews and how they influenced the final questionnaire.

***The Effect Of Time Of Year Of Data Collection On Sample Efficiency And Data Quality: An Analysis Of The Iowa Behavioral Risk Factor Surveillance Survey***, Mary E. Losch, Aaron K. Maitland, Gene M. Lutz, Center for Social and Behavioral Research, University of Northern Iowa

Conventional wisdom in survey research quarters argues that different times of the year are better or worse in terms of ease of finding and hence, successfully completing interviews. However, there is a dearth of empirical evidence demonstrating this effect. To test the hypothesis that there are monthly or seasonal variations in sample efficiency and data quality, we analyzed two years of Iowa Behavioral Risk Factor Surveillance Survey (BRFSS) data. Time frames considered in the analyses were: month, quarter, and season (summer/non-summer). Variables examined included: number of call attempts, final dispositions, sample demographics, and selected health behaviors. Results indicated that, contrary to the hypothesis; major monthly or seasonal patterns did not exist in these data. These findings have implications for determining cost/benefit ratios when designing survey data collection timelines.

***Understanding "Day Of Week" Differences And The Implications For Survey Research***, Linda L. Stinson, Bureau of Labor Statistics

This study is an attempt to understand the influences of the "day-of-week" variable by comparing the daily activity profiles produced by a recent American time-use survey. The comparisons are made using an index that measures the similarity of activities between pairs of days. The distribution of these differences in time allocation should, in turn, provide contemporary guidance for designing and reporting survey data where "day-of-the-week" is important either as part of the substantive content of the study or as an important descriptive variable.

***There's No Place Like Home: Using Time Diary Data To Increase Efficiency In A Telephone Survey***, Martha Kropf, Department of Political Science, University of Missouri-Kansas City, Johnny Blair and Jane Joseph, Survey Research Center, University of Maryland, College Park

Typically, call attempts are scheduled partly on experience and partly on retrospective studies of call results. Time diary data provide an alternative source of information for finding the best times to reach respondents. In the present study, activities were recoded to reflect times of day and days of the week when people are at home. These data were then used to inform the assignment of interviewers to shifts in a study over independent quarterly samples in the state of Maryland. Does this information result in increased interviewer efficiency? Two different measures of efficiency are used: first contacts per numbers dialed and interviews upon first contacts. Calling efficiency is examined using two independent samples: one using standard scheduling rules and another using rules modified based on the time diary data. There is evidence that new interviewer assignment strategies taking advantage of this type of information will be more efficient.

***An Examination Of Contact Attempts For An RDD Study: The Buckeye State Poll***, Jeffery A. Stec, The Center for Survey Research, The Ohio State University College of Social and Behavioral Studies

This paper investigates which determinants affect the success of contacting households in an RDD survey conducted by the Ohio State University Center for Survey Research called the Buckeye State Poll. We examine many of the aspects of call scheduling from when it is the best time to make the first call to a multivariate model that estimates the probabilities of successful contact contingent on the case's calling history. We find that first calls made to a household are more successful, in terms of cleaning sample and reaching households, if those calls are made during the evening shift. Moreover, for callbacks, evening shift efforts are more productive than day shift efforts, regardless of the call's history. We also found that the likelihood of reaching a household declines as the number of callbacks increases. From our multivariate model, we are able to estimate success probabilities for any possible call history. A study director can ultimately make callback decisions, based on the estimated probabilities from our model, that can easily be programmed into a CATI automated-scheduling program.

***Discrepancies Between Child And Maternal Reports Of Child Mental Health***, Laurie J. Bauman and Sheila Camacho, Albert Einstein College of Medicine/CHAM

Discrepancies between parents' and children's reports about child mental health are common and may indicate systematic reporting bias. 156 mothers with AIDS and one HIV negative child 8-12 years old were recruited consecutively from NYC's Division of AIDS Services. Parents completed the Child Behavior Checklist (CBCL;  $x=56.1$ ,  $sd=11.5$ ); children completed the Kovacs' Children's Depression Inventory (CDI;  $x=50.2$ ,  $sd=10.5$ ). Ratings were converted to z scores; difference scores were computed by subtracting the child z scores from maternal z scores. Difference scores ranged from -4.81 to +3.3. Mothers were not discrepant with daughters, but overreported son's symptoms (-0.8 vs. .36,  $p<.05$ ). Child depression was overreported by depressed ( $r=.21$ ,  $p<.01$ ) and sicker mothers ( $r=.18$ ,  $p<.05$ ). Mothers underreported depression in older children ( $r=.15$ ,  $p=.05$ ) and when parent-child communication was lower by child report ( $r=-.34$ ,  $p<.001$ ). Maternal-child reporting discrepancies are systematic and occur in both directions, with sicker or more depressed mothers *overreporting* child symptoms and mothers of older children or those with poorer communication *underreporting* symptoms.

***How Involved Are Fathers? Ideals, Realities, and the Relationship to Well-Being***, Melissa A. Milkie, Suzanne M. Bianchi, Marybeth J. Mattingly and John P. Robinson, University of Maryland

This study uses a representative sample of U.S. parents in 1999 to examine mothers' and fathers' reports about their actual and ideal division of parenting labor across six spheres--financial support, emotional support, discipline, monitoring of activities and friends, companionship, and caregiving. Additionally, we examine how both actual father involvement and gaps between ideal and actual father involvement relate to reported levels of stress, perceived unfairness of the division of household labor, enjoyment of children and work-family balance. Preliminary findings indicate that higher levels of father involvement are beneficial for men, and especially women, as is a close association between ideal and actual paternal involvement.

**A Shared Understanding: Elite And Mass Perceptions Of Problems Facing Children And Youth In Five American Cities, Adria Gallup-Black, Beth C. Weitzman, Diana Silver, Tod Mijanovich, Aileen M. Reid, John P. Jasek, and Mitja Baumhackl, New York University, Center for Health & Public Service Research**

To what extent do leaders and the public agree about the biggest health and safety problems facing children and youth? Past research has shown that elites tend to agree more with those they most resemble with respect to education, income, race, and civic engagement, than with the public at large. However, according to democratic theory, a shared understanding between elites and masses underpins the political will necessary to solve these problems and move policy forward. The paper compares and contrasts elite and mass perceptions of the biggest problems facing children and youth in five cities - Baltimore, MD; Detroit, MI; Oakland, CA; Philadelphia, PA; and Richmond, VA. As part of an evaluation of a Robert Wood Johnson-funded initiative aimed at improving child health and safety, approximately 80 key informants and approximately 7,500 randomly selected adults (of which about half had at least one child under 17) were interviewed by telephone. The key informants -- all of whom were identified as leaders knowledgeable about youth in their cities -- were interviewed from late 1998 through early 2000 using a semi-structured instrument. The randomly selected adults were interviewed using a structured questionnaire in the fall of 1998 and spring of 2000.

**Predicting Differences Between Self- And Proxy-Responses In National Health Surveys By Using Independent Rating Procedures, Alexander Todorov, New York University**

Household surveys rely on both self- and proxy-responses. This strategy reduces the survey cost but may also reduce the data quality. Differences between self and proxy-responses in the context of field surveys can be attributed either to biases in the selection of respondents or to systematic response biases. The strategy most often used in such circumstances is to introduce statistical control in order to disentangle the sample selection biases from the response biases. This paper introduces an additional strategy: using rating procedures informed by social cognitive theories to predict differences between self- and proxy responses. This strategy is demonstrated on data from the National Health Interview Survey on Disability from 1994 and 1995. Lay ratings of informational aspects of disabilities, e.g. observability, accounted for 70% of the variance of the differences between self- and proxy-reports of 37 disabilities. Further, independent conditional likelihood judgments (How likely is that person A has a disability X given that she has disability Y?) correlated more highly with proxy-reports than with self-reports. Based on these findings, it is argued that such research can be used to estimate and correct for systematic response differences between self- and proxy-respondents in national surveys.

**Public Opinion On Gun Control, 1996-1999, Tom Smith, NORC, University of Chicago**

The National Opinion Research Center has conducted four in-depth, national RDD National Gun Policy Surveys from 1996 to 1999. This paper looks at the level of public support for over three dozen gun-related policies and examines the correlates for public support for gun control. Special attention is given to the views of men vs. women, gun owners vs. non-gun owners, and the impact of the Littleton shootings on public opinion towards guns.

**Interpreting Survey Questions About The Creation/Evolution Issue, George Bishop, University of Cincinnati**

Numerous media cited Gallup's recent poll showing that nearly half of American adults (47%) believed in the biblical account of human origins as further evidence of public support for such an educational policy. The question, however, is whether these widespread interpretations of the Gallup poll results on the creation/evolution (C/E) issue are valid or represent instead a significant instance of what Howard Schuman has identified as "the use and misuse of survey data in addressing serious scientific and policy questions". In this presentation the author critically examines whether the Gallup questions on the C/E issue are measuring what they are intended to measure or something partly or entirely different. Analysis of the Gallup questions and other questions on the C/E issue asked by various organizations, including a recent survey conducted by the Yankelevich organization (DYG, Inc.) for the People for the American Way Foundation, suggests that most such questions do not measure what they appear to measure but rather an ambiguous, confounded mix of respondents' beliefs and interpretations of survey questions about creationism and human origins.

**Political Knowledge: Being Misinformed v. Uninformed, Does it Matter? John T. Young and Minah Kim, Harvard University**

Researchers in public opinion and political knowledge have traditionally conceptualized political knowledge as existing along a continuum of correct answers. This method counts wrong answers and don't know responses as equivalent measures of low knowledge. The authors disaggregate "don't knows" and wrong answers, and show a number of significant bivariate and multivariate differences between demographic sub-groups. Multivariate models, compare predictors of right, wrong, and don't know responses across political issue domains. Also, predictors of giving the wrong answer or saying don't know vary by question difficulty. In a more concrete political sense, when it comes to voting for president, the decision to vote is equally influenced by giving an incorrect as by giving a correct answer. That is, those who give any answer, right or wrong, vote in equal proportions, while those who have a tendency to give don't know responses vote at a lower probability.

In 1999, The Washington Post/Kaiser Family Foundation/Harvard University Survey Project conducted a national telephone survey of 4,614 adults, including 2,417 Latinos. This survey represents an unparalleled investigation into Latino attitudes regarding American values, politics, race relations, and social policies. This nationally representative random sample of Latinos includes a large number (61%) who were born outside of the U.S. Therefore, it is also possible to make in depth comparisons of attitudes among Latinos born in the U.S. and those born in other countries and regions, including Mexico, Cuba, Central America and South America. To capture the diversity and ensure representation, respondents were offered the choice of taking the questionnaire in English or Spanish (45% of the interviews were conducted in Spanish). Because of the richness of the data, both in the large sample size of Latinos and the depth of the interviews and topics asked about, we propose an entire panel to focus on exploring this data and examining the methodological issues that arose in collecting this unique sample.

***Interviewer Effects in Telephone Surveying Latinos*, Melissa J. Herrmann, Annmichele P. Gutsche, and JoAnn Buono, International Communications Research**

Harder-to-reach populations, such as Latinos, presents unique opportunities for research to examine interviewer effects. This study provides insight on interviewer effects that are unique because of the large number of Latino surveys conducted in both Spanish and English by both Latino and non-Latino interviewers. This paper investigates how accurately respondents can determine interviewer race and ethnicity. It also explores the relationship between the perceived and actual race and ethnicity of an interviewer and how respondent's answer survey questions. Interviewer-specific response rates will also be explored to better understand if perceived race or ethnicity of an interviewer creates respondent bias in these areas.

***Latino's Perceptions of the US, Values and Public Policy Attitudes: One Voice or Many?* Mollyann Brodie, Kristin Kenyon, and Ana Maria Arumi, Henry J. Kaiser Family Foundation**

Do Latinos of different backgrounds share attitudes towards public policies, perceptions of the US, and values about family, religion, and the role of government in society? Or do large differences exist within the Latino community? We explore Latino perceptions of the U.S., its social institutions, policy preferences and deeply held values by key demographic descriptors including country of origin, length of time in the U.S., degree of assimilation, and generation. The paper seeks to show when and on what issues Latinos in America "speak" in an unified voice, and when topics garner disparate views across this community.

***Latinos and the 2000 Presidential Election*, Claudia Deane, Washington Post**

Much ink has been spilled lately on the topic of the Latino voter -- the hot demographic group of this year's election cycle. The Post/Kaiser/Harvard survey confirmed that this is a group to watch, one that shows an allegiance to the Democratic party but also a real interest in Republican candidate George W. Bush. The paper will explore Latinos' partisanship across national background groups as well as more traditional breaks such as age, gender and income. It will also look at the views of the Latino "potential electorate": those Latino citizens not currently registered to vote and those who are not yet citizens.

***The Policy Views of The Minority Community: How Much Do African-Americans And Latinos Differ?*, Robert Blendon and John Benson, Harvard School of Public Health**

The American political landscape is changing with the emergence of two minority groups that are growing demographically and in their electoral importance: African-Americans and Latinos. Many political observers assume that the minority community is homogeneous in its views. We examine this assumption, looking at the political and public policy views of African-Americans and Latinos, their similarities and differences, and how these attitudes differ from those of the majority white population. Finally, we consider the implications of these differences for the political culture of the country.

***Comparing Characteristics of Respondents and Non-Respondents in Welfare Reform Surveys*, Lindsay Dobrzynski, Rita Stapulonis, Martha Kovac, Tom Fraker, and Anne Gordon Mathematica Policy Research**

The Evaluation of Iowa's Welfare Reform Program and the Virginia Time Limit Study, which include surveys of current and former recipients, have benefitted from state administrative data which provide basic demographic information upon which to compare the survey respondents and non-respondents. This poster session will present the results of an analysis of survey respondents and nonrespondents within each of the two studies to see if and how these two groups differ and discuss how study results could be affected if lower completion rates were obtained. To achieve this, survey data from both studies will be used to compare respondent and nonrespondent characteristics at different thresholds of completion.

***Antecedents of Knowledge Gaps: A Deviant Case Analysis*, Cecilie Gaziano and Martha Farrell Erickson, Research Solutions, Inc., Minneapolis, MN**

As evidence supporting the "knowledge gap hypothesis" increases, interest in the potential of motivation to reduce knowledge differentials also is growing. Our model for thinking about factors contributing to motivation to acquire knowledge derives from a related area of research on children which identifies socializing experiences that enhance or restrict interest in learning and new experiences, called attachment theory. We chose a secondary analysis of 1992 National Election Study data, which contained many highly pertinent questions. We focused on "deviant cases" – those individuals with lower education and higher knowledge levels and those with higher education and lower knowledge levels. Ten variables discriminated best between the less educated with high knowledge and the less educated with low knowledge. Six measured political efficacy and alienation (supporting the hypothesis), one indicated media use, and three were demographics. The best discriminators between the more educated with high knowledge and the more educated with low knowledge were five measures of political efficacy and alienation and four demographics.

***An Experiment With Skip Instructions*, Philip Gendall and Rachel Ramsey, Massey University, NEW ZEALAND**

Several authors have noted the problem of skip pattern compliance in self-completion surveys, and suggested possible solutions. A mail survey on the effect of debt and work on University students' performance was used to test four different methods of presenting skip instructions for the same six questions. The survey had an effective response rate of 58% (from an initial sample of 2300), giving subsamples of approximately 300 for each version of the questionnaire. The four methods tested were the common default pattern, full skip instructions, a detection skip instruction, and no skip instructions. The proportion of errors of omission and errors of commission were compared for each method. Having no skip instructions produced the lowest overall error rate (0.7%), compared to 3.1% with skip-detection instructions, 4.9% with the common default pattern, and 5.9% with full skip instructions. These results suggest that researchers should consider not only the presentation of skip instructions in self-completion questionnaires, but also whether skip instructions are necessary or desirable, and the implications of this for questionnaire design.

**Exploration of Non-Response in the Long Term Care Survey, Daniel Levins, Dawn V. Nelson, Judith Pilkerton, U.S. Census Bureau**  
The Long Term Care (LTC) survey is used to characterize the health and functional status of persons 65 years and older in the United States. The U.S. Census Bureau conducted this survey in 1982 and 1984 for the Health Care Financing Administration (HCFA) and again in 1989, 1994, and 1999 for Duke University. While many national studies have shown a decline in response rates in recent years, the LTC study continues to yield very high response rates of greater than 90%. We will begin to explore why this is occurring by examining a variety of non-response measures, controlling for key demographic variables. The poster session will detail our findings.

**Utilizing Laptops For Listing, Screening, And Interviewing Latinos in Urban Los Angeles County, California, Karen Tucker, and Lisa V. John, Battelle Centers for Public Health Research and Evaluation**  
Battelle Centers for Public Health Research and Evaluation (CPHRE) under contract to the University of Southern California is conducting the *Los Angeles Latino Eye Study*. The purpose of the study is to assess the prevalence of ocular disease and eye health among Latinos. The study design involves listing all addresses in six census tracts, screening household members for eligibility, administering a 45-minute CAPI interview in English or Spanish, and recruiting respondents for a 2.5 hour eye examination. The use of laptops for all phases of data collection enables us to optimize data quality while attending to in-person needs in this community. Key to our approach is the integration of the Visual Basic listing, screening and tracking systems with the Blaise screener and interview. To date: 746 addresses (834 dwelling units) are listed; 967 household members screened (390 (40%) eligible); 265 interviews completed, 250 respondents recruited for eye exam, and 115 respondents completed the eye exam.

**Understanding Politics and Participation ... Or Vice Versa?, Dietram A. Scheufele, Cornell University**  
Estimating reciprocal links in cross-sectional surveys creates problems for ordinary regression methods. Most importantly, stringent assumptions about causal effects of outside variables differentially feeding into the independent and dependent variable of the reciprocal relationship are necessary in order to ensure model identification. Given these problems, this paper re-examines previous research (e.g., Leighley, 1991) that suggests that political sophistication and participation are indeed reciprocally related. Using a cross-sectional survey of about 2,500 respondents conducted by Sidney Verba and his colleagues (Verba, Schlozman, & Brady, 1995) I examine the reciprocal link between sophistication and participation. Leighley's (1991) findings can be easily replicated using a different data set. Her model, however, does not fit the data very well. This is to a large degree due to theoretically-meaningful links she left unspecified in her analyses. By testing alternative models, this paper shows that testing reciprocal links in cross-sectional data requires researchers to make assumptions about relationships among variables for the sake of model identification that might not be justified theoretically. Conclusions based on this type of modeling therefore should be treated with caution since they depend to a large degree on how the model is specified.

**Comparing Results From Telephone, Mail, Internet, And Interactive Voice Recognition Surveys Of Drug And Alcohol Use Among University Of Georgia Students, James J. Bason, Survey Research Center, University of Georgia**  
This research examines results of a study of mode differences in administration of the Core Student Alcohol and Drug Use Survey administered to college students nationally. A random sample of 3,000 University of Georgia students was drawn to test differences in response rate of each mode of administration, representativeness of data collected from each mode, and substantive differences in results from each mode administered. The sample of 3,000 students was randomly split among each of the four modes of data collection to test mode differences (n = 750 students) among students for each method. This study seeks to compare response rates among each of the four modes of administration. Substantively, it is important to understand whether respondents are more likely to accurately report alcohol and drug usage by one mode over another. Are respondents more apt to be honest in reporting actual use by telephone, mail, web based, or IVR data collection approaches? These data will allow examination of reported usage by mode, and may inform the mode of future data collection efforts.

**Domain Specificity Of Item Nonresponse, Ellie Buteau, Charles Kadushin and David Livert, City University of New York Graduate School**  
For this study, the hypothesis of domain specificity for item non-response was investigated in the National Fighting Back Evaluation survey. This survey assessed the problems of personal and societal substance use and crime in 41 urban mid-sized communities. Considering the sensitive nature of these survey questions, a high non-response rate in general might be expected, but few items actually had a non-response rate higher than 3%. An investigation of item non-response for adults between the ages of 24 and 44 in the Fighting Back survey did not replicate previous findings of the demographic profile for a person likely to provide non-response (e.g., Bauer, 1996; Smith, 1982, Francis & Busch, 1975). To further investigate the nature of the non-responses, 12 items with non-response rates over 3% (which includes 'don't know' and 'refused' responses) were entered into a factor analysis. These items included a person's perceptions of how harmful specific drugs are, how many people a person knows who use such substances, and the seriousness of the drug use and crime problems in a person's neighborhood. The factor analysis suggested that the non-responses are domain specific, splitting into three non-related factors: 1) not knowing the risk/harm of particular drugs, 2) not knowing people who use particular drugs, 3) not knowing about the problems of drug abuse and crime in one's neighborhood. Additional analyses insured that the relationships among the items were not accounted for by item sequence or question format.

**Cooperation, Attrition, And Nonresponse Bias In A Panel Survey, Brian Harris-Kojetin, Dan Ames, Melissa Leonard, and Viola Penn, The Arbitron Company**  
The purpose of the present study was to examine differences in the characteristics of participating households compared to nonparticipants in a 6-month survey panel of media use in the United Kingdom. Arbitron and Continental Research began conducting a 6 month panel survey in Northwest England in 1999, that included contacting over 500 households to maintain a functioning panel of 150 households across the survey period. Initially, a telephone enumeration survey was conducted of a random sample of households in the defined survey geography. Households were then chosen for participation in the panel through a stratified random selection from households that had completed the enumeration survey. As part of the enumeration survey, data was collected on a variety of demographic and substantive variables related to media usage. We use this relatively detailed frame information to evaluate differences between respondents and nonrespondents. Implications of the findings for changes in recruitment procedures are discussed.

**Survey Respondent Reluctance, Dropouts, And Nonresponse: Analyzing Correlates In Telephone Survey Samples, Amy Sue Goodin, Carol L. Silva, and Hank Jenkins-Smith, UNM Institute for Public Policy**

This paper presents the analysis of a unique RDD telephone survey data set that allows for characterization of those who are most difficult to interview. We characterize non-response as the result of two possible factors: reluctance and inaccessibility. We employ proxy measures for both in a very large (n=6000) RDD telephone survey of New Mexico residents, taken in 1998 and 1999. As a first step, we test for the construct validity of our measures of inaccessibility and reluctance by analyzing their relationships to survey "drop-outs". We then analyze the relationship of inaccessibility and reluctance to sets of demographic, attitudinal and political variables testing hypotheses regarding the nature of survey non-response. Implications for survey non-response bias in RDD telephone surveys are discussed.

**The 1988 Survey Of Small Business Finance: Record Use And Data Quality, Karen Grigorian, Catherine Haggerty, NORC, John Wolken, Federal Reserve Board**

The intent of the Small Business Finance 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. The paper will explore the effect of age on respondent reporting, and it will also examine the impact of education, gender, and amount of business experience.

**City Service Evaluations: Legitimate Assessments or Politics as Usual, Thomas C. Shaw, University of Cincinnati**

Using data from the Greater Cincinnati Survey, this paper attempts to determine whether local evaluations of city services are rooted in pre-existing attitudes toward government or if the evaluations are indeed legitimate assessments of city services. The study will then assess the findings in light of any implications for policy evaluation.

**Increasing The Response Rate To E-Mail Surveys, Curt J. Dommeier and Eleanor Moriarty, California State University, Northridge**

The paper describes an experiment that compares the survey response to two forms of an e-mail survey - an embedded survey and an attached survey. Three hundred undergraduate student e-mail addresses were randomly selected for the experiment. One hundred and fifty students were randomly selected to receive a questionnaire that was embedded in an e-mail message. To respond to this survey, students needed only to hit a "reply" button, to answer the survey questions, and to e-mail the survey back to the researcher. Another group of 150 randomly selected students were e-mailed a cover letter that described how to respond to a questionnaire that was sent as an attached file. To respond to this form of the survey, students were instructed to download the file, to read it with their word processor, to answer the survey questions, to save the file, and to return the saved file to the researchers by e-mail. The results to the experiment revealed that the embedded e-mail survey produced a significantly higher response rate than the attached survey (37% vs. 8%), but no significant differences were found between the two treatments on speed of response, item omission rate, or response bias.

**Impact Of Notification Methods On Response Rates For Web-Based Surveys, Richard Clark, University of Connecticut Center and Chase Harrison, University of Connecticut Center for Survey Research and Analysis**

This paper will study the effectiveness of three methods of respondent notification and follow-up: traditional mail, e-mail, and telephone. We will look both at overall response rates and response quality. Our analysis will compare overall response rate using each of these methods as a first contact and at improvements in response rates using two of these three methodologies as a second or follow-up contact. This paper will also assess whether there are differences in response quality based on these different notification methods. We will look at both differential item non-response across questions and also review the overall quality of factual data provided by respondents. Specifically, we will look at the internal consistency of questions that typically require reference to external documents. Our analysis is based on data from three web surveys administered by the University of Connecticut Center for Survey Research and Analysis among different populations which have high-levels of Internet access. Three of the surveys used for this survey were conducted among national samples of Venture Capitalists, CEO's of Internet companies, and survey research professionals. All three used a mailed letter to make initial contact, but used different combinations of telephone, and e-mail for reminder messages.

**Towards An Understanding Of Participation In Non-Restricted Web-Surveys - A Typology And Explanatory Model for Item Nonresponse, Michael Bosnjak, and Wolfgang Bandilla, Center for Survey Research and Methodology (ZUMA)**

A frequently mentioned major advantage of Web-Surveys compared to self-administered mail surveys is that, in addition to the responses to the substantive questions, so-called 'para- or meta-data' about the answering process are automatically generated. When a 'screen-by-screen' construction technique for each separable question is applied, server-log protocols can be used to analyze the completeness and sequence of the processing of the questions by the respondent. On the basis of a series of Web-Surveys conducted recently by the authors and where the questions were applied 'screen-by-screen', we will show that with non-restricted Web-Surveys, i.e. where participants are not forced to provide an answer before they are allowed to move on - the following seven processing types can be differentiated. While the emergence of nearly all participation patterns could be partially regarded as an artifact, only the 'Item-Nonresponse' pattern can mainly be attributed to an intentionally driven behavior that is under the control of the participant. Besides a presentation of proposed explanations for certain types of incomplete participation in Web-Surveys to-date, we will present a psychological model based on Ajzen's 'Theory of Planned Behavior' (TPB) to predict and explain Item-Nonresponse in Web-Surveys.

**Invites, Intros And Incentives: Lessons From A Web Survey, Sandra Bauman, Jennifer Airey, Natalie Jobity, and Hakan Atak, Worldwide**

From a research point-of-view, there are several methods for intercepting visitors to ask them to participate in a survey. We will discuss the pros and cons of each of these web-intercept methods. Regardless of the method used, there are three main issues related to participation. First, what is the response to the invitation (hit rate)? Second, does the survey introduction work (call to action)? Finally, is the incentive compelling? Much research has been done on the use of incentives and survey/introduction design in more traditional types of surveys. This paper will discuss the experiences with manipulating the invitations, the introductions and the incentives for two web assessment surveys, including the effect of changes on hit rates and completion rates. We'll also consider differences by the topic of the survey, questionnaire length and type of "surfer." A key advantage to conducting research over the internet is the almost instantaneous feedback when changes are made, making it a ripe forum for experimentation. Our paper concludes with lessons learned and proposals for further areas of investigation going forward.



**Can "Latent" Timers be Used to Measure Response Latency?: A Comparison with Interviewer-Activated Timers in a CATI Environment,** Kenneth Mulligan, J. Tobin Grant, Paul J. Lavrakas, Stephen T. Mockabee, and Quin Monson, Ohio State University  
Response latency in a survey context is the elapsed time between the moment the interviewer finishes reading a question and the moment the respondent begins answering. This often serves as a measure of attitude accessibility. The use of interviewer- and voice-activated response latency measures in surveys is not yet widespread, in part because they add to the length and cost of a survey. Some survey research organizations add "latent" timers to surveys, which measure the total duration of each question. Latent timers include the interviewer's reading of the question, the respondent's answer, response latency, and potentially other events such as questions or comments by the respondent. Because of this, one prominent researcher argues that latent timers "should be shunned by academic researchers." While we share his concern for valid measurement, we think his assumption that latent timers are inappropriate as measures of response latency should be tested. If these extraneous factors can be statistically controlled in a manner sufficient to obtain valid measures using latent timers, then we can gain valuable information from our survey data at virtually no extra cost. Using data from the *Buckeye State Poll*, a monthly RDD survey of adult Ohioans conducted by the Center for Survey Research at Ohio State University, we compare the results of two models, one using an interviewer-activated measure of response latency and the other using a latent measure. We find that the two models produce nearly identical results, providing initial evidence that under some conditions latent timers can serve as a low-cost alternative to activated timers as a measure of response latency.

**Early, Middle, Late, and Refusal Conversion Respondents to an RDD Substance Abuse Survey: Substantive, Demographic, and Data Quality Comparisons,** Scott R. Beach, Donald Musa, Dolores Fowler, Jan Jennigan, and Edmund Ricci, University of Pittsburgh

Empirical tests of differences between "easy to reach" and "difficult to reach" respondents have provided somewhat mixed results, with some studies finding significant differences, and others reporting no differences. Further, few studies have examined such differences in surveys focusing on sensitive issues. This study will examine early, middle, late and refusal conversion respondents to a statewide RDD survey focusing on need for substance abuse treatment ( $n = 7,908$ ). The groups will be defined as follows: (1) **Early:** 1 - 3 calls to completion ( $n = 3,635$ ; 46%); (2) **Middle:** 4 - 10 calls to completion ( $n = 2,698$ ; 34%); **Late:** 11 or more (up to 42) calls to completion ( $n = 1,075$ ; 14%); **Refusal Conversion:** interviewed after an initial refusal ( $n = 500$ ; 6%). Groups will be compared on (1) substantive variables, including drug and alcohol use prevalence and treatment levels; (2) demographic variables; and (3) data quality indicators, including item nonresponse and interviewer ratings.

**Correlates of Measurement Error When Screening on Poverty Status for a Random Digit Dial Survey,** David Cantor, Westat, Kevin Wang, Urban Institute

The National Survey of America's Families (NSAF) is a random digit dial (RDD) survey which has an oversample of families that are below 200% of poverty. In order to find poor families, a screening interview was administered that included a question on whether or not the family income was above or below the boundary for 200% of poverty. Once sampled into the study, a knowledgeable respondent is then administered an extended interview, including detailed questions about income, assets and program participation. Since households are sampled based on the report on the screener, error in this measure has important consequences for the eventual precision of the survey. If households are classified as under poverty at the screener but eventually are analyzed as being over poverty (if so reported on the extended interview), differential weighting reduces precision. The proposed paper will analyze Cycle 2 data using additional variables that were not available during Cycle 1, including: 1) alternative measures of poverty collected on the screener (e.g., insurance status, ownership of home), 2) type of screener respondent (e.g., age, relation to primary wage earner) and 3) whether or not an incentive was provided to the respondent (e.g., as a measure of respondent motivation).

**Evaluation of an Electronic Event History Calendar,** Elizabeth F. Wiebe and Karl R. Landis, Research Triangle Institute

Event history calendars (EHCs) can be useful survey tools because they help respondents remember past events and report them more accurately. (Belli, Shay, and Stafford 1999) Longitudinal surveys that require respondents to fill in the gaps between particular waves of the study especially benefit from EHCs. As part of the development work on the third wave of the National Longitudinal Survey of Adolescent Health, a large CAPI survey, we considered two distinctly different electronic displays of EHC data. The purpose of the electronic EHC is to improve respondent recall and to help respondents properly synchronize key events of the last five years. We conducted cognitive interviews that were structured to elicit feedback from age-appropriate respondents. Respondents compared and contrasted paper versions of an EHC that displayed time vertically with an EHC that displayed time horizontally using the same life event data. We expected respondents to strongly prefer the horizontal display, but only a slight majority of respondents did so. The results of the cognitive interviewing also suggest that recall errors may be greater when using the vertical display.

**Generation X Speaks Out on Censuses, Surveys and Civic Engagement: An Ethnographic Approach,** Melinda L. Crowley, Center for Survey Methods Research, Statistical Research Division, U.S. Census Bureau

This ethnographic research examines civic engagement attitudes and behavior towards government participation among Gen-Xers from varied socio-economic backgrounds and ethnicities (African-Americans, Afro-Caribbean, Asian-Americans, American-Indians, and Mixed Hispanic-Americans and Immigrants). Civic engagement is defined in terms of doing, being or contributing to an activity or organization that creates societal alternatives. A decline in government civic engagement activities may coincide with a broader loss of trust and confidence in ones' societal institutions and fellow citizens. Thus, the alleged erosion of civic engagement attitudes may negatively impact survey response rates and cooperation with and trust in government. Sixty ethnographic interviews were conducted nationwide. Recruitment targeted college/non-college educated Gen-Xers. An interview protocol was used to conceptualize and measure the roles, attitudes and belief systems under investigation. Participant observation of events and sites (Pow Wows to pool halls) were undertaken. Focus groups were also administered with Gen-Xers and Baby Boomers so that comparative life-cycle experiences and cultural explanations would emerge.

**Value Changes in American High School Students, 1976-1996, Seth Ovadia, University of Maryland, College Park**

Value changes in youth reflect many of the changes in society as a whole and also provide indicators of the likely value structures of future generations of adults. Using the 1976-1996 waves of the Monitoring the Future survey of American high school seniors, changes over the past two decades in the reported importance of fourteen life goals are examined. The results show that these students have been holding most of the values measured in the study with increasing importance over time, even after controlling for many of the demographic changes in the population over the same period. This finding calls into question previous theories that argue that one set of values is replacing another over time (e.g., Turner 1976; Inglehart 1971). Instead, it is suggested that Kenneth Gergen's (1991) theory of the "saturated self" best describes the emergent changes in American values. This theory argues that people are attempting to hold more values with higher importance simultaneously, rather than maintaining a zero-sum value structure.

**Generation X Goes to Work, Chase H. Harrison, University of Connecticut**

This paper will analyze the values and attitudes of GenX members of the labor-force about work and working. I will focus on four key areas: the fundamental importance of work relative to other factors, attitudes about the implicit contract between worker and employer, the relative importance of different aspects of work (including income), and attitudes toward technology in the workplace. The analysis will be conducted using a cohort analysis of identical questions asked over several decades and analysis of new cross-sectional surveys. One problem in analyzing data between generations is the possibility that differences may be caused by life stage or maturation effects as opposed to true generational differences. To control for these possible effects, I will compare the attitudes of Generation X about work with those of the previous generation during the same life stage – entering the workforce – using repeated questions asked in General Social Surveys (GSS) from 1973 through 1996. A more extensive analysis will be conducted using data from the Work Trends Quarterly Surveys conducted by the University of Connecticut Center for Survey Research and Analysis and the John J. Heldrich Center for Workforce Policy Development at Rutgers University.

**The Changing Sociometry Of Post-Soviet Youth, Ailona Andreenkova, Institute for Sociology, Moscow, Erjan Kurbanov, Claritas Corporation, Elena Tracy, University of Maryland, John Robinson, University of Maryland**

One of the hallmarks of life in the Soviet Union was the near absence of ethnic conflict and distinctions between diverse peoples of that society. With its breakup, a number of major issues and problems occurred mainly along ethnic lines. The Youth and the Future project has been collecting data since 1993 on the ethnic perceptions among national probability samples of 1000-2000 adolescents in each of the various former republics of the Soviet Union. Among the major trends in these data are increasingly differentiated negative attitudes toward peoples of other nationalities in both former Soviet and non-Soviet countries, a sign perhaps of the increased sense of nationalism where none had existed before. In this context, one of the more intriguing findings has been the more positive attitude of non-Russians toward Russians than the reverse. Subsequent in-depth studies and focus groups have been used to explore reasons for this divergent pattern of attitudes.

**Across The Generational Divide: Political Engagement, Civic, And Social Attitudes, Cliff Zukin, Rutgers University, Center for Public Policy**

This paper presents a statistical tale of three generations of New Jerseyans, and differences in their political outlook, values and basic social orientations. Drawing on a RDD survey of New Jersey residents conducted in the Spring of 1999, the analysis breaks the sample into Matures, born before 1946; Boomers, born between 1946 and 1964; and GenXers, born after 1964. The paper profiles these three different generations of New Jerseyans across a number of characteristics, including: 1) Political Engagement-interest in and attention to politics and government, participation in elections, and in local affairs; 2) Basic political orientations, such as ideology and partisanship; 3) Political Knowledge; 4) Social Attitudes such as racial attitudes, views of multi-culturalism, and views of work and leisure; and 5) Political Attitudes such as efficacy and views of the "proper" role of government.

**The Effect of CAI On Interviewer-Respondent Interaction, Sue Ellen Hansen, Survey Research Center, University of Michigan**

Little research has been done on the effect of computer assisted interviewing (CAI) on interviewer-respondent interaction. The CAI interview involves two interactions (interviewer-respondent and interviewer-computer), with the interviewer acting as intermediary between the respondent and computer. Recent research has used transcripts from interviews to explore how interviewer-respondent interaction differs from ordinary conversation, and to identify resources interviewers use to assist respondents in providing answers. Findings suggest that the question-response process involves the "joint cognition" of interviewers and respondents. In CAI, this may be affected by screen design and interviewer-computer interaction. This study uses Conversation Analytic (CA) techniques to analyze transcripts from paper personal interviews (PAPI) and computer assisted personal interviews (CAPI), in order to clarify the effects of CAI and screen design on interviewer-respondent interaction. Previous hierarchical multivariate analyses assessed the effects of CAI and instrument design on interviewer behavior. This paper extends those analyses through examination of interview transcripts, identifying similarities and differences between interviewer-respondent interaction in the two methods of administration. Findings from analyses of coded interviewer and respondent behaviors provide additional evidence of the effects of design and CAI on interaction. Implications for the design of CAI survey instruments and its impact on survey measurement are discussed.

**Interviewer-Related Measurement Error in a Continuing Economic CATI Survey, Lewis R. Horner, Erik Stewart, and Paul J. Lavrakas, Center for Survey Research, Ohio State University**

This research uses data from a continuing economic poll to gauge interviewer error in relation to the type of information being collected. This economic poll data allows us to compare data for three economic indices and respondent demographics. Each of the economic indices has a different focus. The Consumer Confidence Index gauges attitudes toward the country's economic perspective, the Debt Index measures personal economic behavior, and the Debt Stress Index measures affect about personal economic situation. Thus we can compare interviewer interclass correlations for four types of information: factual, attitudinal, behavioral, and affective. These data offer us other advantages. They data were collected over 40 months with 600 interviewers and represent over 20,000 interviews. This large data set will bring considerable stability to the interclass correlations by cumulating over different item statistics and surveys.

***Race of Interview Effects in Surveys of Black-White Relations in the US*, Jack Ludwig and Rajesh Srinivasan, The Gallup Organization**

The Gallup Organization, for each of the past three years, has conducted RDD telephone surveys in the "Gallup Poll Social Audit" series on the topic of "Black/White Relations in the US." In each of these surveys, roughly equal-sized samples of black and non-black respondents were interviewed, telephone numbers were randomly assigned to interviewers, and black interviewers conducted between one quarter and one-third of the total interviews. The substantial over-sampling of black respondents and the relatively large number of interviews completed by black interviewers permit a detailed evaluation of effects of race of interviewer on response—as well as the interaction of race of interviewer, race of respondent and response—across a large number of questions, many of them assessing racial attitudes. We describe the effects identified, assess the kinds of questions that appear to be susceptible to these effects, and evaluate whether other background characteristics (such as education, age and gender) appear to play a role. Multi-level modeling is used to estimate how much of the response variation can be attributed to interviewer effects, and further partitioning this variance to estimate how much of the interviewer effect can be attributed to interviewers' race.

***An Analysis of Interviewer Race Effects and Respondent Sensitivity to Racial Topics: Evidence from Los Angeles*, Devon Johnson, University of California, Los Angeles, and Lawrence D. Bobo, Harvard University**

Social desirability response effects and race of interviewer effects have long been a concern of survey researchers studying racial attitudes. Previous research suggests that social desirability pressures act on respondents in the interview setting and that the race of the interviewer influences the views respondents feel willing or constrained to express. Most of this research is limited to analyses of white and black respondents. Using data from the 1993-1994 Los Angeles Study of Urban Inequality (N = 4025), we conduct extensive analyses of the impact of interviewer race and of respondent comfort on the racial attitudes of whites, blacks, Asians and Latinos. We find few, if any, consistent patterns of relationships between social background characteristics and sensitivity to discussing racial topics. In addition, we find generally low to moderate effects of race of interviewer and of interviewer observations of respondent discomfort on the racial attitudes of respondents. These effects are largest among foreign-born Latinos. The results are largely reassuring and suggest that social desirability pressures are not great enough to prevent a meaningful exploration of these issues with respondents.

***Including Disabled Persons in Social Surveys: Issues, Challenges, and Recommendations*, Jennifer A. Parsons, Timothy P. Johnson, and Sara Baum, Survey Research Laboratory, University of Illinois at Chicago, Gerry Hendershot, National Center for Health Statistics**

The Survey Research Laboratory at the University of Illinois at Chicago, in collaboration with the National Center for Health Statistics, has undertaken a comprehensive study of the issues and challenges of including disabled persons in social surveys. Through a review of the literature and over fifty in depth interviews with key disability advocates and survey methodologists, we will present a review of the issues involved and a set of recommendations for including disabled persons in surveys. In addition, we will have a set of recommendations for surveys of disabled persons about their disabilities. Key issues to be addressed include factors that influence cooperation among persons with disabilities; the pros and cons of proxy interviews; interviewer training issues; and questionnaire design issues.

***The Effects Of Alternative Questions On Estimates Of Persons With Disabilities*, Nancy A. Mathiowetz and Annette Gartin, Joint Program in Survey Methodology, University of Maryland**

The empirical literature on the measurement of persons with disabilities indicates that estimates of the population are highly variable and appear to be a function, in part, of the essential survey conditions under which the measurements were taken. The Federal Government is currently advocating for the inclusion of a limited number of questions to identify persons with disabilities as part of most Federal data collection efforts. One likely candidate to be used for the measurement of disability in federal surveys are the six questions included in the long form of the year 2000 U.S. Decennial census. We sought to address three questions with the current research: (1) to what extent do estimates based on the census questions compare to other approaches; and (2) to what extent does the respondent's comprehension of the questions designed to measure impairments and disabilities correspond to the intended meaning? We provide empirical evidence from a split-ballot question experiment to address the first question and findings from open-ended debriefing questions to address the second question.

***Interviewing Populations With Disabilities By Telephone: Data Quality Measures*, Anne B. Ciemnecki, Karen A. CyBulski, Steven C. Hill, Craig Thornton, Mathematica Policy Research, Inc.**

To evaluate how blind and disabled Supplemental Security Income (SSI) beneficiaries fare under the TennCare program, Mathematica recently conducted a telephone survey of adults with physical disabilities, mental retardation, and serious mental illness. The survey focused on access to care, quality of care, and use of health services. This paper will discuss data quality measures including response rate, ability to self-respond, item non-response and consistency measures across key variables. Most respondents were able to answer for themselves. Proxy use was limited to 13 percent overall—10 percent for those with physical disabilities, 10 percent for those with mental disabilities, and 16 percent for those with mental retardation. Nearly all respondents were able to answer more than three-quarters of the questions. Item non-response was lower for those with physical disabilities than for those with mental retardation. Respondents were able to easily answer most questions about health functioning, demographics, access to care, satisfaction, and quality of care. When comparing answers across questions where consistent answers were expected, we found consistency between reported factual measures of access to care and satisfaction with access to care.

***Interviewing Populations with Disabilities by Telephone: Survey Design and Operations*, Karen A. CyBulski and Anne B. Ciemnecki, Mathematica Policy Research, Inc.**

States are modifying their Medicaid programs to offer services through managed care rather than fee-for-service arrangements. Mathematica Policy Research conducted computer assisted telephone interview (CATI) surveys to assess how blind and disabled Supplemental Security Income (SSI) beneficiaries fare under Medicaid managed care programs. The surveys, conducted in Tennessee, Kentucky, and New York, address access to care, quality of care, and use of health services. The samples include adults with physical disabilities, mental retardation, and serious mental illness. This paper will discuss the techniques we used to design and conduct the survey. These techniques enabled respondents to answer for themselves rather than rely on proxies and to respond by telephone rather than in person. To overcome communication, stamina, and cognitive challenges, we (1) eliminated soft consonant sounds to overcome high frequency hearing loss, (2) built in "breaks" for respondents, (3) incorporated neutral encouragement, (4) designed checks for unexpected responses, and (5) used structured probes for questions that might be difficult to understand.

For the first time in the 200 year history of the decennial census, paid advertising is being used to attempt to reach all Americans to increase their awareness of the census and its benefits for their communities. In addition, a massive partnership effort is underway to mobilize community efforts to promote participation in the census. Many States and localities also are engaged in their own advertising and promotion efforts to improve response in their constituent groups and areas. The Census Bureau will evaluate the effectiveness of its advertising and promotion campaign as part of its evaluation program. In addition, a series of fast reactive surveys, conducted by InterSurvey using Web TV and sponsored by several private foundations, allows us to track public reaction to the census and provides immediate feedback on the public's awareness and attitudes in response to the advertising and promotion efforts. Papers presented in this session assess the implications of early results from the fast reaction surveys, and discuss opportunities and limitations of the Web-TV-based surveying method.

***Using Cognitive Methods to Study Alternative Formats for Economic Census Forms, Kristin Stettler, Rebecca Morrison, and Amy E. Anderson, U.S. Census Bureau***

Jenkins and Dillman (1997) have suggested that the graphical design of a self-administered questionnaire impacts the cognitive interpretation of the form, affecting data quality. In order to learn how respondents interpret tabular vs. indented formats, cognitive interviews were conducted with data reporters at 20 manufacturing establishments. Each establishment was sent one version of the form and asked to complete it using their existing internal records. Retrospective debriefings were then conducted to identify reporting strategies relative to their interpretation of the form. Subsequently, reporters were asked to complete the alternative version using data provided to them in vignette style. This use of vignettes facilitated concurrent think aloud interviews uncomplicated by record retrieval, enabling real time observation of navigation strategies. This paper will highlight the benefits of using these cognitive interviewing strategies to make decisions regarding alternative formats for establishment surveys.

***Consumers' Contradictions: "Value" And Other Brand Attributes, Lori B. Cook, David A. Langley, Blue Cross Blue Shield of Maine***

This paper discusses apparent contradictions in consumers' perceptions of "value" and other brand concepts—as observed in responses to survey questions regarding selected brand attributes. When analyzing data from a proprietary 1999 public opinion study, it was discovered that there were contradictions between how respondents rated five key "brand" attributes in a first series of ratings (5-point likert-scale measures) and how they rated the same attributes in a second series of ratings (dichotomous "yes/no" measures). For example, respondents may have "agreed" with an attribute statement describing the sponsor in the first series of ratings, and then "disagreed" that the attribute described the sponsor in the second series. These types of contradictory responses occurred among 45 percent of the respondents (i.e., 45 percent of respondents had at least one contradictory response when rating the five attributes). Further analysis of the data indicated that these contradictory responses could not simply be attributed to measurement error.

***Computing Adjustment Factors for Introducing a Middle Alternative in Two Customer Satisfaction Studies, Michele A. Burr, Kerry Y. Levin, David Marker, and Angie Becher, Westat***

The purpose of this paper is to report on the results from two customer satisfaction studies. Each of the two studies used a survey in 1998 that contained items with no middle/neutral alternative. The two different surveys were changed to include a middle alternative in the second year of the study (1999). A split ballot design was implemented in which 1/5th of the survey respondents in 1999 received the items using 1998 scale containing no middle alternative, while the remaining 4/5ths received the 1999 scale containing a middle alternative. For both surveys an adjustment factor was calculated to determine whether the observed changes between the two years were due to changes in customer attitudes or to changes in the scaling (response categories). The results demonstrate how the introduction of a middle alternative can dramatically affect the estimated percent of customers who are satisfied. The findings also show the size of the change is related to the type of question being asked. By carefully designing the data collection strategy, it is possible to estimate the scale change while simultaneously estimating the true change in satisfaction between years.

***Nudie Pics and Turning Tricks: American Views on Legal and Illegal Sexual Deviancy, Angela K. Ahrendt Meghan K. Finley, Kip K. Kelly, Social Research Laboratory, Northern Arizona University***

While the act of buying sexual acts is currently illegal in the United States, many other "deviant" sexual behaviors are not. These behaviors include various forms of pornography (films, magazines, Internet, etc.), strip clubs, and telephone sex. Using recent General Social Survey data, the authors of this paper explore U.S. opinions on legal and illegal sexual deviance. Previous studies have found income and religiosity to be significant factors in people's attitudes regarding prostitution and other forms of sexual deviance. This paper focuses on how demographic variables, like religiosity and income, influence the American definition of sexual deviance. Furthermore, the authors explore other demographic variables, when pertinent, in order to expand our understanding of American opinions on this subject. By enlarging our understanding of American attitudes on sexual deviancy, we hope to further research on policies involving prostitution initiatives.

3:30 - 4:30 pm

***The Agenda Setting Effect with New Information Technology: Can Media Tell People What to Talk About?*, Mei Lu, University of Michigan**

This study examines media's agenda setting effect in the context of new information technology by testing the relationships between news media's agenda about international issues and the agenda of readers' discussions on web forums about the same issues. From January to March, each day, the traffic of messages posted to the New York Times forums about 12 topics of international are recorded as the measures of the saliences of the issues on web forum users' agenda for that day. The media agenda are measured by the numbers of news articles about the corresponding topics posted on the New York Times website each day over the same period of time. This study finds significant and high correlations between media agenda and web forum users' agenda for all the forum topics about international issues.

***Changes In Gambling Attitudes And Behavior From 1975 To 1998*, Marianna T. Toce, National Opinion Research Center at the University of Chicago, Dean R. Gerstein, National Opinion Research Center at the University of Chicago, Rachel A. Volberg, Gemini Research, Ltd., Northampton, MA, Robert A. Johnson, National Opinion Research Center at the University of Chicago**

In 1975 a national commission sponsored the first comprehensive survey of gambling behavior in the U.S. In 1998, a new national gambling commission funded NORC to carry out a second, multidimensional study of gambling attitudes, behaviors, and contexts. Some key methodological developments in the 1998 study included a new diagnostic screening module keyed to the DSM-IV of the American Psychiatric Association; a rigorous probability-based patron-intercept survey of gamblers; a multilevel analysis of a longitudinal data base of community-level gambling and socioeconomic indicators; and a set of community-leader case studies. From 1975 to 1998 the percentage of casino players who gambled with the primary motive of winning money increased by one-half, to 66 percent, while the percentage who said they gambled mainly for the excitement or challenge declined by almost one-third, to 49 percent. In 1998 adults younger than 30 were more likely than adults 65 and older to say that winning money was an important reason to gamble. Persons who reported gambling problems were more likely to gamble for excitement and to win money compared with low-risk gamblers.

***Volition, Specificity, And Attitude-Behavior Consistency*, Z. Joan Wang, REDA International, Inc., John P. Robinson, University of Maryland**

Using mainly data collected from 845 Mainland Chinese residents about their use of time for daily life activities, the study examines (1) the effect of volition on A-B relationships, (2) the mechanisms through which volition operates, (3) the A-B relationship for a wide range of daily behaviors, and (4) the possible psychological process underlying the compatibility principle. Results indicate that volition does have a significant effect on the A-B relationship, and it affects the A-B relationship mostly through its effect on the actor's attitude toward the behavior. General attitudes are better predictors of general behaviors, whereas specific attitudes are better predictors of specific behaviors across a wide range of daily life activities (in both China and the United States). A possible reason underlying the compatibility proposition is that general attitudes are more likely to be influenced by social norms, values, and stereotypes, while specific attitudes are more likely to be affected by situational factors.

***Opinions, Audiences And Frames: Understanding Opinion Formation And Media Frames As Multidimensional Concepts*, Michael Schmierbach, University of Wisconsin-Madison**

Although numerous scholars have studied the concept of media framing, the theory has suffered from inconsistent conceptual and operational definitions. This has been particularly true in the relationship between media frames and individual opinions; although relationships have been found, the specific aspects of media texts involved have been inadequately explicated. This paper proposes a typology for the various constituent elements of frames that have been proposed in prior research. Using data from a 1998 survey along with a content analysis of contemporary newspaper coverage of urban growth, the similarity between two distinct aspects of framing and two components of the respondents' answers to an open-ended question is examined. The relationship between similarity and newspaper use, television use and interpersonal discussion differs between the two frame aspects. Additional analyses indicate that the complexity of respondents' understandings of these two aspects — problem attributes and responsible actors — are also differently predicted. These findings suggest differences in the ways distinct aspects of frames contribute to opinion formation.

***The Daily Habit: Ritual Behaviors And Their Effects On Newspaper Readership*, Clyde H. Bentley, University of Oregon**

Studies of newspaper readership have traditionally focused on demographic predictors. This study examines whether habit "a factor much less obvious than the powerful predictors of age, education and income" is at work in the importance to the individual of newspaper readership. Based on a statewide telephone survey, the study showed habit is at work in the individual's perception of how important it is to read a newspaper. Reading habits or ritual not only correlated positively with the importance of newspaper reading, but remained a significant predictor when age, education and income were controlled through regression.

***Averaging Over Relevant Considerations: A Statistical Model Of The Survey Response*, Joshua D. Clinton, InterSurvey, Inc. and Simon Jackman, Stanford University**

Zaller (1992) outlines a model of the survey response as a sampling process. Respondents are presumed to have a range of relevant considerations from which they sample when coming up with a response to a survey question. This approach is operationalized via a hierarchical statistical model, in which respondents attach "salience weights" to considerations prompted by the survey question. We estimate these weights as a stochastic function of characteristics of each respondent, in addition to conditioning on contextual-level indicators of the respondent's political environment. Our application is the prospective evaluation of presidential candidates Al Gore and George W. Bush. We show how prospectively-oriented evaluations of the candidates are differentially weighted by different respondents: for instance, Democrats and Republicans attach different weights to the prospective performance evaluations in arriving at summary judgments of the candidates. Furthermore, this weighting (potentially) changes over the course of the primary season.

3:30 - 4:30 pm

***The Impact Of Moderately-Salient Decisions On Public Confidence In The Supreme Court*, Juan C. Copa and Jeffery J. Mondak, Department of Political Science, Florida State University**

Previous research has demonstrated that public response to major Supreme Court decisions affects subsequent confidence in the Court. Because very few Supreme Court decisions generate high levels of media attention, these past results do not establish that the Court's more typical rulings matter for how citizens evaluate the Court. We examine whether confidence in the Supreme Court varies following moderately-salient decisions/rulings that receive, on average, 7 to 9 minutes of combined coverage from the broadcast news networks. Using GSS data, we construct quasi-experimental tests concerning five moderately-salient cases. No shifts in aggregate confidence are detected, but individual-level effects are identified for two of the cases, suggesting that citizens who evaluate Supreme Court decisions on ideological or substantive grounds may draw on those evaluations when later assessing the Court itself.

***The Fulfillment Approach to Physician Surveys*. Lorayn Olson, K. P. Srinath, Mary Cay Burich, Abt Associates; Carrie Klabunde, National Cancer Institute**

For the Survey of Colorectal Cancer Screening Practices, sponsored by the National Cancer Institute, sampled physicians were offered the opportunity to choose their mode of participation in the survey. The sampled physicians were sent an advance mailing with a fulfillment card on which they could indicate their preferred mode of participation in the study: by mail, fax, telephone, or Internet. The response to the advance mailing was analyzed with respect to the types of physicians who returned the fulfillment card and variations in the mode of participation specified. The results of the fulfillment approach were compared with results from a control group of primary care physicians that was invited to participate only through a mail survey with telephone follow-up. Response rates and level of follow-up effort were compared between the choice and no-choice groups.

Sunday, May 21

RACIAL ISSUES

8:30 - 10:00 am

AAPOR Session A

***Fairness Of The Economic System: Differences Among African Americans And Whites*, Karen Swift, The Gallup Organization**

Using Gallup Poll data from a national sample of 4,489 black and white respondents, this analysis attempts to explain the sharp racial differences in belief that the U.S. economic distribution is fair. Controls for general stratification beliefs (individualistic and structural explanations of success, and political party affiliation) and current socioeconomic status explain about half of the racial gap. Further analysis examined whether the general effect of stratification beliefs and socioeconomic status on fairness assessments depended on race. Tests of interaction demonstrate that race moderates the general processes of system validation. Whereas higher socioeconomic status is associated with significantly greater likelihood of system validation for whites, the effect for African Americans is markedly and significantly lower. Individual educational and economic successes are less likely to convince African Americans than white Americans that the economic system is fair. Well-educated and economically successful African Americans are the group least likely to believe that the American economic system is fair.

***The Attributions Of Blacks And Whites In Explaining Socio-Economic Differences Between Blacks And Whites*, Matthew W. Courser, Center for Survey Research, Ohio State University, Paul J. Lavrakas, Center for Survey Research, Ohio State University**

This paper seeks to increase our knowledge about race and racial politics by describing patterns of attributions in a more balanced manner. We will describe patterns of attributions of whites and blacks for the relative socioeconomic advantages enjoyed by whites and for the relative disadvantages faced by African Americans. We will present data from an RDD survey conducted in August and September of 1998 in the metropolitan Columbus, Ohio area. The survey was based on telephone interviews conducted with 1,018 randomly selected adults in the Columbus metropolitan area. The questionnaire included two distinct measures of attributions. First, it included standard measures from the General Social Survey that asked about reasons for the disadvantages generally faced by African-Americans, followed by new, "mirror image" questions that ask about reasons for whites' relative SES advantages. The questionnaire also included broader questions about racial and policy attitudes, along with an extensive series of demographic questions. We will take the findings as a starting point and will use our data and multivariate analyses to inform a broader discussion of these beliefs and perceptions in American society.

***"A Meta-Analysis of the Effect of the Race of the Defendant and Victim on the Prejudgment of Guilt and Penalty by Whites and Blacks in the Jury Pool"***

Based on survey data from over 50 public opinion surveys of more than 20,000 jury-eligible respondents in high-profile cases where the issue was the possible need for a change of venue, this meta-analysis explores the relationship between the race of the prospective juror and case voting behavior, both as to guilt and whether or not the defendant should receive the death penalty. We also consider the relationship between general attitudes on criminal justice and case voting behavior.

***Effects Of Social Desirability Bias In Race Related Survey Questions*, Erin C. St. Onge and Christopher E. Barnes, University of Connecticut**

This study examined the effects of social desirability bias in racially charged survey questions and provides an update to the findings of the 1997 *Black/White Relations Study* conducted by the Gallup Organization. First, we conducted a question wording experiment to measure potential differences in responses when substituting "African American" for "black" in the original Gallup question wording for half of the sample. This allowed us to explore potential differences created by the use of the more politically correct term "African American", which implies social desirability bias. In order to test these hypotheses, a national telephone survey (N=1011) was conducted by the Center for Survey Research and Analysis at the University of Connecticut between the dates of March 23, 2000 and March 31, 2000. Based on our study, there does not appear to be any statistically significant systematic differences in responses to questions using the term "black" or "African American." We did, however, find statistically significant changes from the 1997 Gallup data.

**Asking About Risky Behavior: Standardized Questions About HIV And Sexually Transmitted Diseases** John E. Anderson, Centers for Disease Control and Prevention, Amy Lansky, Centers for Disease Control and Prevention, Cornelis Rietmeijer, Denver City Health Department, Ronald Fichtner, Centers for Disease Control and Prevention

Measuring behaviors related to HIV and sexually transmitted disease (STD) in population groups is essential for planning and evaluating prevention programs. Systems that collect these data include national surveys, behavioral surveillance systems of infected and high risk persons, and studies evaluating intervention trials. All of these systems need to collect self-reported data of a very sensitive nature using questionnaire-based interview methods. The objective is to present a basic set of core items that measure HIV and STD risk behavior developed by the National Center for HIV, STD and TB Prevention (NCHSTP) working group; to discuss the rationale for these questions; and to present data illustrating their use. The use of standard questions can greatly enhance the ability to do comparative research, to interpret and to evaluate the data. The NCHSTP working group has worked to place these questions on ongoing surveys and data systems, to have them tested, and to analyze results. Current versions of the standard questions can be found on the group's website.

**Assessing A New Data Collection Methodology For Obtaining Sensitive Data Using An RDD Telephone Survey**, Larry Osborn, Abt Associates, Inc., Stephen J. Blumberg, National Center for Health Statistics, Lorayn Olson, Abt Associates, Inc.

This study examined the efficacy of asking sensitive, HIV/STD-related questions in a general population survey. Interviews were conducted with New Jersey residents aged 18-49. Half of the interviews were conducted with respondents answering all questions by voice. The remaining interviews were done using a Digit Grabber<sup>®</sup> dialed digit meter to collect sexual history data. The Digit Grabber<sup>®</sup> translates tones emitted from touch-tone telephones into an alphanumeric display. This technology allowed respondents to type answers, using their touch-tone keypad, so that they did not have to answer sensitive questions aloud. Interviewers answered debriefing questions to assess each respondent's comfort with the subject matter. When applicable, respondent ease and interest in using the Digit Grabber<sup>®</sup> was also documented. In this presentation, overall and item response rates are examined to assess topical effects, and the feasibility of collecting sensitive data via telephone surveys is discussed.

**Record Checking in Establishment Surveys**, Geraldine M. Mooney, Mathematica Policy Research, Barbara Rogers, Mathematica Policy Research, Deborah Trunzo, SAMHSA, Patricia Royston, SAMHSA

Self-administered mail questionnaires are often preferred for establishment surveys because they give respondents the opportunity to check records, which is important for reducing measurement error. However, as Sudman and Bradburn (1982) and others have noted, offering a self-administered questionnaire does not guarantee respondents will be motivated to consult records. Other factors such as comprehension, data accessibility, interest, and respondent efforts to minimize cognitive effort through "satisficing," (Krosnick and Alwin 1991) may discourage record usage. Using data from an annual SAMSHA mixed mode (mail with telephone followup) survey of over 21,000 substance abuse service facilities, we attempt to identify the factors which influence whether respondents record estimates or actual numbers when providing client counts. Examples of possible factors include mode, facility type, facility size, type of services provided, number of years in survey, and being part of an organization with multiple sites.

**An Experiment For Testing Respondent-Generated Intervals Methodology**, Diane Miller, Diana Petitti, S. James Press, and Judith M. Tanur, State University of New York, Stony Brook

Press (1999) proposed a method of questioning in surveys, called Respondent-Generated Intervals (RGI), expected to increase accuracy of estimators obtained by recall. It requests respondents supply not only point assessments of quantities, but also assessments of the smallest and largest values they could possibly take. Press and Tanur (1999) show that point and interval estimates mean based on these assessments are quite accurate. Asking two questions instead of one adds to respondent burden and the time and cost of interviews; will requesting bounds alone achieve similar accuracy? The cognitive processes involved in answering just the bounds question differ from those involved in answering both questions (notably, anchoring the bounds estimate on the point assessment is not easy), which may affect accuracy. Are respondents willing to answer questions in this unusual format? Will more accuracy result if respondents may choose whether to give a point assessment or bounds? Does the order of the options affect choice or accuracy? In a survey involving recall of aspects of health, we are working with organizations that will verify the accuracy of answers from patient records (anonymously, with permission). This paper describes the experimental design and advances specific hypotheses, arising especially from cognitive considerations.

Sunday, May 21

8:30-10:00 am

COLLECTING AND REPORTING SURVEY DATA TO THE PUBLIC:

LESSONS FROM THE CONSUMER ASSESSMENTS OF HEALTH PLANS STUDY

AAPOR Session C

**How to Effectively Convey Survey Results to the Public: Lessons from Qualitative Research with Jane and John Q. Public**, Lauren Harris-Kojetin, Research Triangle Institute

Reporting survey results to the public is a commonplace practice and AAPOR's Code of Professional Ethics and Best Practices statements recommend items to be disclosed to the public when reporting survey results. However, not much is known about the public's perception, comprehension, and use of survey results. Decision research suggests that people can handle about seven pieces of information at a time, and less when the information is unfamiliar. Literature on numeracy suggests that large segments of the public have trouble understanding numbers. These findings suggest the need to examine survey reporting issues from the consumer perspective. Research Triangle Institute (RTI) conducted 40 focus groups and over 150 cognitive interviews across several projects in the past four years, focused on presenting survey results on health plan member experiences to persons who had a health plan choice. For this paper we look at these data to address what consumers do and do not know about survey data and statistics, what they want to know about survey data, their perceptions of survey data as an information source, and their preferences for displaying survey data. We consider the practical implications of these lessons for the effective presentation of survey data to the public.

**How Health Care Coalitions Can Survey Consumers and Report Information**, Elizabeth M.F. Jael, Research Triangle Institute

This research examines how two community health care purchasing coalitions implemented a survey assessing consumers' experiences with their health plans and distributed these results during open enrollment. In 1997 and 1998, coalitions in Kansas and Oregon used the Consumer Assessment of Health Plans Survey<sup>™</sup> (CAHPS<sup>™</sup>) toolkit. We performed multiple key informant interviews with representatives from providers, payers, employers, Medicare, and Medicaid about their experiences with CAHPS<sup>™</sup> survey implementation, report development, and use. The coalitions varied in size, structure, and survey methods. While the Kansas coalition performed the survey, analysis, and report distribution internally, the Oregon coalition hired an independent vendor to collect and analyze the data. The Oregon coalition's response rate was significantly lower than the Kansas coalition's. The timing and the distribution processes differed in each of the sites which may have affected overall use and impact of the report.

***When Less is More: The Use of Efficacy Messages in Presenting Survey Data to the Public*, Paul A. Mullin, Lauren D. Harris-Kojetin, Sarah E. Daugherty, and Erica R. Brody, Research Triangle Institute**

A difficult aspect of designing effective survey data presentations for the public is ensuring use of the data in subsequent individual decision making. The present study examined the utility of providing "efficacy" messages to encourage greater understanding and use of CAHPS report cards, which present survey data about health plan members' experiences to consumers. These efficacy messages included guidance on using the data charts and motivational statements. Participants (N=207) were randomly assigned to one of four conditions varying on two dimensions: (1) whether the booklet contained these efficacy messages or not, and (2) whether the choice of health plans was framed in terms of risk avoidance or quality maximization. The results suggested that participants in high efficacy conditions followed the efficacy instructions and were persuaded by the motivational statements. A surprising finding was that these participants were less accurate than participants in low efficacy conditions on questions testing their comprehension of the data charts and how plan features influence quality. Moreover, participants who read low efficacy booklets with risk avoidance messages placed greater importance on the survey data. The findings suggest a need to balance the inclusion of efficacy components with brevity in reporting survey data to the public.

***The Impact of CAHPS Data on an Employed Population*, Nancy D. Berkman, Research Triangle Institute**

This study assesses the impact of a CAHPS comparative report on employee's probability of considering or actually switching health plans. A CAHPS report was distributed to employees in demonstration sites using a pre-post, comparison group quasi-experimental design. Two study sites are compared in this analysis. The first is a large private employer (n=920) with two geographically separate, but demographically similar campuses in Oregon. The second is the State of Kansas (n=1042), also including two geographically separate campuses. For each employer, employees at one location received the CAHPS report during open enrollment (intervention group), while those at the other location did not (comparison group). Both survey data and administrative records were used in the ordered logistic regression analysis. We found that at both sites the CAHPS information had a small impact on employees considering or actually changing plans during the open enrollment period. In conclusion, the first year CAHPS reports were found to have little effect on one aspect of health plan choice, health plan switching. However, this may, in part, be related to the small number of individuals who switch in any particular year.

***Using The Web for Public Opinion Research: A Comparative Analysis Between Data Collected Via Mail and the Web*, Nojin Kwak and Barry T. Radler, School of Journalism and Mass Communication, University of Wisconsin-Madison**

As an attempt to evaluate the utility of web surveys, this study compared data collected by a mail and a web survey that was respectively administered among one of two randomly selected student samples. While the web survey had significantly smaller turnaround days, it was found to have a lower response rate. Interestingly, the advantage of the mail survey over the web survey in response rate seemed to become greater over time as repeated mailings were attempted. In respect to data quality, the web survey emerged with more desirable attributes, such as lower item nonresponse and longer open-ended responses. However, further examination of the length of open-ended responses suggested that there might have been some effect due to survey space on the paper version of the survey. Finally, there were some, though inconclusive, evidences suggesting that associations between variables may not be identical across the two survey modes.

***Web Versus Paper: A Mode Experiment in a Survey of University Computing*, Thomas M. Guterbock, Center for Survey Research, University of Virginia, Brian J. Meekins, Center for Survey Research, University of Virginia, Alf C. Weaver, Department of Computer Science, University of Virginia, John C. Fries, Southeastern Institute of Research, Inc., Richmond, Virginia**

We report the results of a split-mode survey experiment comparing rates of response and substantive results when a self-administered instrument concerning satisfaction with computer services is administered via the World Wide Web and by a traditional postal, paper-and-pencil method. The survey population included faculty, staff, graduate and undergraduate students at a major university where rates of computer ownership and connectivity are high. The web version of the survey was constructed using the InterCom Group's SurveySuite software tool. Our results are based on 202 web-based completions compared to 761 postal completions from Spring 1999.

***Mode Effects in an Internet/Paper Survey Of Employees*, Carl Ramirez, U.S. General Accounting Office; Kevin Sharp, Schulman, Ronca & Bucuvalas, Inc.; Luis Foster, Schulman, Ronca & Bucuvalas, Inc.**

At least into the near future, self-administered web questionnaires are more likely to be used in multimodal surveys with paper and other modes. Therefore, a more thorough understanding of web-versus-mail and other mode effects is critical. In a 1999 opinion survey of 3200 employees at a federal agency, both paper and web response options were offered. While mode was not an experimental treatment, and more respondents chose to complete the web version of the questionnaire, real differences in response patterns are apparent. Three modal differences are discussed. First, the volumes of narrative data obtained from the same open-ended questions on each of the two survey forms are measured. We compared the average word count per response and the percentage of response opportunities taken across modes, and found that both were generally greater for the web version. Second, item nonresponse rates were compared and were found to be significantly lower in more web items than in corresponding paper items. Third, average scores on 5 point attitude scale items were compared. Marginally higher ratings were observed for more web items than corresponding paper items. The paper reviews possible reasons for these differences.

***Response Rate Effects of Making Web or Paper the Primary Mode*, Timothy W. Elig, Barbara Quigley, Elizabeth C. Hoover, Defense Manpower Data Center**

The Defense Manpower Data Center (DMDC), an agency of the Department of Defense, surveys personnel worldwide on issues affecting quality of life and program effectiveness. A typical 5 mailings (notification, survey 1, reminder letter, survey 2, and survey 3) and remailings to frequently relocated personnel, over a period of 4-6 months produces response rates of 53% to 60%. DMDC is testing the Web-based survey as a method to reduce postage costs and fielding time. The test is required partly because not all personnel have easy access to computers and the Internet. Sample members were randomly assigned to three experimental conditions: 1) mailed survey, no mention of a Web option, 2) mailed survey with a Web option, and 3) personnel asked to take the survey on the Web, with a paper survey option. This paper discusses initial results of this test on preferences for paper and Web (under conditions 2 and 3) and on overall response rates.



**Web and Mail Survey – Comparisons Based on a Large-Scale Project, John M Kennedy, George Kuh, Shaoqing Li, John Hayek, Jennifer Inghram, Nancy Bannister, Karen Segar, Indiana University**

In the presentation, we will describe the differences in procedures and costs between mail and web surveys. In particular, we will analyze the differences between the traditional mail survey, the students who chose the Web survey instead of the paper questionnaire, and the students who were in the "web-only" group. We will also analyze mode effect on responses between the mail and Web versions.

**Internet Surveys: Fast, Easy, Cheap, And Representative of Whom?, Rachel Askew, Peyton M. Craighill, Cliff Zukin, The Bloustein School of Planning and Public Policy, Rutgers University**

As the number of people joining the World Wide Web grows, interest in conducting public opinion surveys over the Internet grows as well. Internet surveys take less time, use less manpower, and cost much less than do telephone surveys. However, not based on probability sampling, Internet polls are indicative only of the opinions of the people who answer the survey. This study compares responses to questions asked on the Internet with responses to the same questions asked simultaneously in a statewide RDD telephone survey done in January of 1998. The results from the Internet survey vary dramatically from those of the telephone survey, but in no systematic way. Various strategic attempts to weight the telephone survey data to reflect the online data do not diminish the differences between the online and telephone survey results. In some cases, weighting the data widens the divide between the two survey types. Our findings suggest that online polls, while cheaper and more convenient to conduct than telephone surveys, are not representative of any population, not even of Internet users. Attempts to generalize from online surveys may grossly misrepresent the attitudes of any population into which pollsters attempt to tap.

**Threat or Opportunity?: Cellular Telephone Use by Households, Charlotte Steeh and Brian Cannon, Georgia State University**

To explore the effects that cellular telephones will have on survey research, we answer the following set of questions using RDD data collected during the winter 2000 from households in Georgia. How widespread is cellular phone ownership? Is there variation in ownership rates by demographic characteristics? Are respondents who own cellular telephones harder to reach than respondents who do not? What implications do these findings have for increasing or decreasing nonresponse to RDD telephone surveys?

**Who's Considering Wireless-Only Phone Service as their Primary Home Phone?, Cheryl Wiese, University of Nebraska-Lincoln**

While a survey of people who currently have wireless-only service as their primary home phone number would be ideal to determine noncoverage issues, this descriptive paper reports on data collected using a Nebraska RDD statewide household survey that excludes households with wireless only service. Respondents were asked about current wireless ownership, knowledge of others with wireless-only service, and consideration of using wireless service as their only home telephone number. We will examine the basic demographic characteristics (age, income, education, race) of people who feel it is likely they will eventually consider having wireless service as their only home phone number in the future to further develop methods to adjust for this potential coverage nonresponse.

**Arbitron/Survey Sampling, Inc Telephone Study: One Residence – Many Numbers; Can I Reach You? On How Many Lines?, Linda Piekarski, Survey Sampling, Inc. and Marla Cralley, Arbitron Company**

This paper will present a profile of single versus multi-line households based on household characteristics such as household size, age and gender composition and the number of telephone numbers ringing into the household by market size, listed vs. unlisted, exchange characteristics and U.S. geographic region. It will also delineate the various ways household members use "extra" phone lines and whether computer or fax lines are ever answered. This data will then be used to evaluate the impact of these additional phone lines on contact rate and quantify the potential bias they present. The paper will also evaluate the penetration of mobile and portable phones among household members included in the sample. The study was conducted in eight metros representing all major telephone service providers, the seven continental United States geographic regions. The original Random Digit sample consisted of 22,490 numbers selected disproportionately from hundred blocks with two or more listed numbers. The primary data source consists of interviews with over 2000 households.

**Listed/Unlisted Phone Households: What's the Difference?, Barbara O'Hare and Lester Jones, Arbitron Company**

This paper compares the demographic composition of listed and unlisted households and addresses key differences in the population that may influence survey participation. In this study, household and respondent characteristics are derived from consumer lifestyle data matched with the Arbitron respondent database. We begin by showing how household participation differs among socio-economic classifications. Using these different classifications for both the listed and unlisted sample, we then build a logistic regression model for estimating the likely response from each group based on sample type and other characteristics we collect at placement. We employ a logistic regression approach that allows us to control for differences in markets and survey treatments. Using the results of the probability model, we can then take starting sample or placement data and simulate final outcomes for each type of sample.

**Sunday, May 21**

8:30 - 10:00 am

**THE CHALLENGES OF STARTING A SURVEY CENTER ON CAMPUS**

Panel and Roundtable

AAPOR Session F

Among the advantages of having the capacity to conduct telephone survey research on campus is that it provides a way to attract external grant funding to a university or college. If one were conducting an empirical study, one might find that several campuses without survey centers are considering starting one, given the advantages. However, there may be many pitfalls that people do not realize. In the process of studying whether my campus may start a survey center, I have had conversations with several academics who have recently started survey research facilities on their campuses. I believe some of the qualitative information I have gathered would benefit other academics who see a need for a survey center on their campuses. Better yet, this information is best shared in the format of a roundtable discussion with those who have recently done so about the need, practicality and challenges of starting a survey center.

***Understanding And Addressing The Problem Of Interviewer Turnover In Survey Organizations*, Ashley Bowers, University of North Carolina, Survey Research Unit, Nancy Clusen, Mathematica Policy Research, and Susan Crotty, University of North Carolina**

To gather interviewer turnover data, we conducted a mail survey from November 1999 to January 2000 to obtain organizational data and person-level information from current and former interviewers and their supervisors in 21 states administering the 1999 Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS is the largest continuously operating telephone survey in the world and is conducted in all states, the District of Columbia, and four U.S. territories. In this analysis, we outline the key reasons why 1999 BRFSS interviewers chose to leave interviewing according to information provided by their supervisors. With information from this initial analysis and relying on past literature, we explore possible organizational differences in turnover based on calling center characteristics (location, size of operation, etc.). We also examine how solutions, like offering full-time employment, incentives and improving work environment, could potentially reduce interviewer turnover.

**Sunday, May 21**

8:30 - 10:00 am

**PERSON- VS. HOUSEHOLD-LEVEL QUESTIONNAIRE DESIGN**

Panel and Roundtable

AAPOR Session G

Demographic household surveys frequently seek the same set of information from all adult household members. An issue for questionnaire designers is how best to collect data about each person without compromising data quality or unduly lengthening the survey. One possible design strategy is the person-level approach, in which all questions are asked about each eligible household member, person by person. An alternative approach uses global, household-level screening questions to identify first whether anyone in the household has the characteristic of interest, and then identifies specific individuals. In this panel session we will present results from Census Bureau's 1999 Questionnaire Design Experimental Research Survey. We conducted a split-ballot test comparing person-level questions to household-level questions. Topics included selected demographic, health, and income questions. We employed three primary evaluation methods to assess differences between the household- and person-level questionnaire treatments: first, we compared estimates of key concepts of interest across treatments; second, we tape recorded interviews for subsequent behavior coding; and third, we compared response variance between the two design strategies.

**Sunday, May 21**

10:15–11:45 am

**RESPONSE DISPOSITIONS: MEASUREMENT ISSUES**

AAPOR/IFD&TC Session A

***Nonresponse Standards: Past, Present, and Future*, Tom Smith, NORC, University of Chicago**

This paper examines the development of nonresponse standards, the current standards established by AAPOR and a dozen other organizations, and the direction in which standards should develop in the future. In particular, attention is given to the issue of enforcing standards rather than merely formulating them.

***Estimating Residency Rates For Undetermined Numbers In RDD*, J. Michael Brick and Jill Montaquila, Westat, Fritz Scheuren, Urban Institute**

In random digit dial (RDD) telephone surveys, the percentage of telephone numbers that cannot be definitively determined to be residential or nonresidential after many calls has been increasing over the last few years due to changes in the U.S. telephony system. The methods for estimating residency rates for these undetermined telephone numbers is an important practical concern because the residency rate for these numbers must be estimated to compute the response rate. This paper reviews methods that have been used previously to estimate the residency rate for undetermined telephone numbers and discusses some of the problems with these methods. We then introduce a new method called the survival function method that takes advantage of more information about the telephone numbers to provide better estimates. The auxiliary information used in the survival function method includes the number of attempts to contact the telephone number, whether the number is listed in a telephone directory, and whether an answering machine is ever encountered on a call attempt. The survival function method is applied to two large RDD surveys and the estimates are compared to estimates using the older methods. Limitations and precautions for the new method are also discussed.

***Estimating The Number Of Eligible Respondents For A Telephone Survey Of Low-Incidence Households*, James M. Ellis, Survey and Evaluation Research Laboratory, Center for Public Policy, Virginia Commonwealth University**

In telephone surveys that screen for low-incidence households, apparently minor differences in methods for estimating the number of eligible units among the pool of unknowns can yield significantly different response rates. Two attempts to standardize response rate calculations -- "On the Definition of Response Rates" (CASRO, 1982) and "Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for RDD Telephone Surveys and In-Person Household Surveys" (AAPOR, Internet document in progress) -- address most concerns, but do not definitively address the estimation of eligibles among unresolved numbers. In a recent stratified RDD telephone survey of adolescents aged 12-17, the low incidence of such households (about 3% among all numbers used) generated disproportionately large numbers of ineligible and unresolved numbers. To the extent that these extreme interviewing conditions foreshadow trends in survey research, precision in the estimation of eligible households among unresolved numbers becomes more important.

***Changes In The Percentage Of Residential Telephones In Random-Digit-Dial Surveys*, Stephen M. Johnson, University of Oregon Survey Research Laboratory**

This research examines changes in the distribution of telephone numbers, and documents the decline of residential numbers and the growth of numbers devoted to such things as fax/modem, computers, home businesses, and other non-residential uses. Data comes from national, regional and state RDD surveys conducted over the past several years.

Increasingly, the scope of survey projects has expanded to include assessments of children and videotaping them performing certain tasks or interacting with parents. This panel will bring together representatives of many of the current data collection projects that are using assessments and/or videotaping as part of research looking at children and families, and focuses on the challenges of integrating these tasks into data collection being done by lay field interviewers. Each presenter will first offer an overview of his or her own project(s), and then will discuss the following topics: the challenges of adapting measures for field administration by lay interviewers, training interviewers, and monitoring their work. Similarities and differences in approaches to training interviewers in these tasks will be discussed by panel members and members of the audience.

***Assessment of Children in Longitudinal Surveys: Data for Comparative Research*, Paula C. Baker, Center for Human Resource Research, Ohio State University, Columbus, Ohio**

This paper examines several major surveys that contain significant components designed to assess child development. Major emphasis will be placed on the Children of the National Longitudinal Survey of Youth/79 Cohort, which has been used as a prototype by other national U.S. studies such as the PSID and by researchers in countries outside the U.S. including Canada, Great Britain, and Peru. We will compare the NLSY79 Child-Young Adult surveys with three such major surveys: the PSID Child Development Supplement, the British National Child Development Study (NCDS), and the Canadian National Longitudinal Survey of Children and Youth (NLSCY). Several assessments in these studies used to measure child achievement and well-being have been adapted from components in the NLSY79 Child Surveys. Similarities and significant differences in the samples, design, and content of these studies will be outlined.

***Certifying Interviewer Quality on the Bayley Scales of Infant Development and Videotaped Protocols*, Welmoet van Kammen, Susan Sprachman and Margo Salem, Mathematica Policy Research, Inc, Princeton, NJ**

This paper describes the implementation of the Bayley Scales of Infant Development (BSID-II) in a national evaluation of Early Head Start (EHS) programs conducted by Mathematica Policy Research (MPR). In sixteen different locations, the BSID-II was administered three times to the same 3000 children when they were 14, 24, and 36 months old. To administer the BSID-II, the study did not require sites to hire highly trained specialists with professional training in individual assessments but used data collectors with a variety of educational backgrounds. We will describe the training, certification, and re-certification strategies that were developed to ensure uniformity of administration among the data collectors over time. We will highlight adjustments to the administration and scoring rules that were implemented to facilitate the use of the instrument by a non-clinical field staff. Finally, we will discuss whether our data have clinical utility and test scores should be used to report developmental delay in individual study children.

***Collecting Direct Assessment Data From Very Young Children In Two Large-Scale National Studies: The Experience In The Head Start FACES And The ECLS-B*, Gary Resnick, Westat, Rockville, MD**

In the Head Start Family and Child Experiences Survey (FACES), we administered a battery of language, psychomotor and cognitive measures at three time points: the Fall of the children's first Head Start year, the Spring of the same year, and the Spring of their kindergarten year. The second study, the Early Childhood Longitudinal Studies Birth Cohort 2000 (ECLS-B), is currently undergoing its national field test involving a sample of 1,500 children aged 9- and 18-months. As part of home visits when the children are 9- and 18-months of age (and at later periods through first grade), we are administering a standard measure of early child language, cognitive, motor and social development (the Bayley Scales of Infant Development), we are videotaping a brief parent-child teaching task, and we are using home visitor ratings and reports from parents and child care providers to assess the children's growth and development. The emphasis of this paper will be on how these logistical and operational issues may affect the utility of the measure to meet the study objectives and to assist in the interpretation of the findings.

***Child and Family Well-Being Study*, Alice Turner, Research Triangle Institute, Research Triangle Park, NC**

The Child and Family Well-Being Study is designed to explore the effects of welfare reform on children and families selected in three cities: San Antonio, Chicago, and Boston. Focal children ages 2-4 and 10-14 completed the Woodcock-Johnson Tests of Achievement (Test 22, Letter-Word Identification, and Test 25, Applied Problems). In addition, selected households with a focal child between the ages of 2 and 4 were also asked to participate in an embedded development study (EDS). The EDS included videotaping the child performing Kochanska self regulation tasks as well as the child engaged in interaction with the primary caregiver. Because of the complexity and diversity of the tasks, interviewers were selected and trained to conduct either the main study interview which included the Woodcock Johnson administration or the EDS component which included the videotaping task. Separate training sessions were held for each task and included the use of video, role playing, and practice administrations with children. This presentation will discuss the administrative problems and issues that had to be addressed in developing procedures for these applications, in training interviewers to perform them, and in ensuring the quality of the work that was done in the field.

***Field Challenges for Administering Specific Measures to 4-Year Olds In Project on Human Development in Chicago Neighborhoods*, Kelly Martin and Alisú Schoua-Glusberg, Harvard University**

Harvard University's Project on Human Development in Chicago Neighborhoods is an interdisciplinary study looking at causes and pathways of juvenile delinquency, adult crime, substance abuse, and violence. This presentation will focus on instrument administration to the youngest cohort of the longitudinal sample, the 4-year olds. This paper discusses the initial training, quality control, and management plans we made for this part of the study, and how those had to change in light of the complexity of administration of some of the measures. By looking at individuals and their communities—and individuals in their communities—as both change over time, the Project seeks to unravel the complex influences of community, family, and individual factors on human development. The study uses the following measures: Stanford-Binet, WRAT, WISC, ETV (Exposure to Violence), PPVT, and DAR. We will discuss the type of staff we use, and the training on these specific measures as well as the quality control monitoring we conduct.

***Gender And Support For International Institutions*, Monica L. Wolford and Karin Johnston, Program on International Policy Attitudes, University of Maryland**

The present study seeks to determine whether women, in fact, are more supportive of cooperative mechanisms that constrain the actions of national governments, rather than supportive of a more unilateralist approach to foreign policy. This study builds on previous work, using a framework contrasting multilateral cooperative endeavors in the international arena with unilateral and hegemonic policy options, in which women consistently showed higher support for approaches that involve being a "good citizen of the world" and working with other countries on global issues. As the WTO battle in Seattle showed, the conduct of foreign policy and international institutions has come under greater scrutiny by the public, and policymakers both in and out of government may come under increasing pressure to include the concerns of a global public. The data for this study come from a survey on foreign policy issues conducted in October of 1999 by the Program on International Policy Attitudes at the University of Maryland. A total of 1,826 telephone interviews were conducted with noninstitutionalized individuals 18 years of age and older in the continental United States.

***Gender Gaps In Heterosexuals' Attitudes Toward Gay Men And Lesbians*, Gregory M. Herek, University of California, Davis**

Using data from a 1999 national RDD telephone survey (n = 1335), this paper examines gender differences in heterosexuals' attitudes toward same-sex sexual behavior, lesbian and gay people, and issues related to lesbian and gay civil rights. Compared to heterosexual women, heterosexual men consistently expressed more negative attitudes toward gay men (but not toward lesbians), were more likely to endorse negative stereotypes about gay men (e.g., that they molest children), and were less supportive of gay and lesbian rights issues such as employment nondiscrimination. Heterosexual men and women alike tended to feel less comfortable being around homosexuals of their same sex. Gender differences were not observed in attitudes toward same-sex marriage. Consistent with previous research, self-reports of attitudes toward lesbians were affected by item order: They were less negative when questions about lesbians were asked first than when the lesbian items followed parallel items about gay men. The order effect was stronger for male respondents than for females, suggesting possible gender differences in the cognitive organization of attitudes toward gay men and lesbians. The findings indicate that both respondent gender and target gender influence responses to survey items about homosexuality.

***Complexities Of The Gender Gap*, Susan E. Howell, Survey Research Center, University of New Orleans, Christine L. Day, University of New Orleans**

Gender differences in political attitudes among whites arise from a variety of sources that may vary from issue to issue. Explanations based on gender-based social roles, basic value differences, socioeconomic status, and women's autonomy are tested in this study through an examination of both compositional and conditional effects. Compositional effects occur when men and women differ on an explanatory variable. Conditional effects occur when a variable has differential effects on the policy preferences of women and men. OLS regression and logit results, using data from the 1996 National Election Study, demonstrate the complex sources of gender gaps across issue areas. Some factors such as education have more of a liberalizing effect on women, while other factors such as religiosity have more of a conservatizing effect on men. Overall, issue gender gaps arise both from women's cultural role and from women's increasing autonomy from men.

***Is Telephone Audio Computer-Assisted Self-Interviewing (T-ACASI) A Method Whose Time Has Come?*, David Mingay, University of Chicago Medical Center**

In a telephone audio computer-assisted self-interviewing system (T-ACASI), the respondent answers voice-digitized survey questions by pressing keys on a touchtone telephone. T-ACASI offers a number of benefits to the survey researcher, including low cost, elimination of interviewer variability, and immediate compilation of the data. Possible disadvantages of T-ACASI are limits on the number and types of questions that can be asked and the relatively low penetration of touchtone telephones among certain demographic groups. This paper will discuss the literature on the strengths and weaknesses of the T-ACASI interviewing mode. Relatively short and simple questionnaires can be successfully administered to non-elderly individuals of high socioeconomic status. There are indications that, if carefully designed, T-ACASI can be used for longer and more complex surveys of diverse populations and elicits high levels of disclosure of sensitive information. Much remains to be learned about the maximum length of a T-ACASI questionnaire, and the administration methods that make the task simple and user-friendly and achieve a high response rate and minimal break-offs.

***CAI Screen Design And Its Impact On Interview Duration And Interviewer Behavior*, Marek Fuchs, Catholic University of Eichstaett, GERMANY**

Previous research has shown that the screen design of a CAI instrument has a significant influence on interviewer behavior as well as on respondent behavior. We could show that a screen design providing the interviewer with a certain amount of contextual information regarding the actual item (more than one item on a screen, using grids) helps speed up the administration and reduce redundancies in the interviewer respondent interaction. Whether or not this approach is applicable to attitude items or factual questions is the main focus of the research reported in this talk. Results are reported from a recent field experiment conducted in November 1999 in Germany. 540 CATI interviews were realized in a national representative sample. The questionnaire contained several experiments in order to compare different screen design in terms of interview duration and interviewer behavior. The results indicate that screen design matters in terms of interview speed and interviewer behavior. However, compared to the results reported for household roster sections the differences between versions are remarkable small. This leads to a discussion of the interdependence of screen design, question characteristics, interviewer behavior and respondent behavior.

**The Feasibility of Monitoring Field Interview Performance Using Computer Audio Recorded Interviewing (CARI), Paul P. Biemer, Gordon B. Willis, Deborah Herget, and Jeremy Morton, Research Triangle Institute**

CARI is a software application developed by RTI that allows a laptop computer used by a laptop-based CAPI system to digitally record the verbal exchange between the interviewer and the respondent. No external hardware is needed beyond the standard laptop computer running Windows 95, so that recordings are completely unobtrusive for both interviewer and respondent. Applications of CARI include: (1) detecting interview fabrication and interview errors, without conducting a reinterview, (2) evaluating field performance and providing feedback to interviewers, and (3) collecting audio-based information for use in identifying questionnaire problems, and in particular, for behavior coding of the interviewer-respondent interaction. RTI and the Bureau of the Census are collaborating on a research project aimed at determining the feasibility of using CARI for quality control and quality improvement purposes in CAPI surveys. RTI has implemented CARI for the National Survey of Child and Adolescent Well-being (NSCAW). This survey provides the vehicle for examining a number of issues related to CARI feasibility, including: a) respondent reactions to CARI and cooperation rate, b) interviewer reactions, c) audio quality, d) technical issues in the use of CARI, and e) the cost of CARI compared with other interview verification methods.

**Analysis Of Respondent Break-Off Behavior In A Telephone Audio-Computer-Assisted Self Interview (T-ACASI) Survey, Sheila Johns and Michael W. Link, Research Triangle Institute**

T-ACASI is one of the newest innovations using the telephone mode of data collection. With T-ACASI, respondents are connected to a computer which administers the interview in an audio format and records the respondent's keypad-tone-based response, bypassing the need for human interviewer involvement. This paper examines respondent break-off behavior in a CATI-TACASI mixed-mode survey. The data come from a national, random-digit dialed survey of 1,000 women age 18 to 65. The initial respondent selection and screening portion of the interview was conducted using a traditional CATI approach. Selected respondents were asked a series of demographic and health questions before being transferred to the TACASI computer portion of the interview, which contained questions on sexual satisfaction and behavior. Respondents who "broke-off" during the T-ACASI interview were called back within 24 hours to determine the reason for the break-off. Those who agreed to complete the interview were reconnected to the TACASI computer. The mixed-mode design and call-back protocol allow us to examine (1) the incidence of break-offs in a T-ACASI interview, (2) the demographic correlates of respondents most likely to break-off interviews, (3) the causes of break-off behavior, and (4) success in converting "break-offs" into completed interviews.

**Reducing Item Nonresponse To Critical Survey Questions In An ACASI Interview, Rachel A. Caspar and Elizabeth F. Wiebe, Research Triangle Institute**

Computer-assisted interviewing (CAI) helps eliminate missing data from incorrect administration of skip routings. However, self-administered CAI instruments have the potential to increase "Don't Know" and "Refused" responses, because the interviewer has little opportunity to probe or follow up on incomplete responses. Such item nonresponse can have serious consequences for the quality of the data collected in surveys, particularly surveys measuring rare behaviors. In such cases, even a small amount of missing data can jeopardize the precision of the estimates generated and may force the researcher to base an estimate on imputed data. This paper introduces a methodology designed to reduce item nonresponse to critical items in an ACASI interview -- the 2000 National Household Survey on Drug Abuse (NHSDA). Respondents providing "Don't Know" or "Refused" responses to items designated as essential to the study's objectives received tailored follow-up questions designed to imitate an interviewer probe. In our paper we will discuss the effectiveness of the methodology in reducing item nonresponse and provide data on the characteristics of respondents who trigger the follow-up questions.

**Effects of Federal OPRR Sanctions, Timothy P. Johnson, Jennifer A. Parsons, Marguerite Harris, Survey Research Laboratory, University of Illinois at Chicago**

In recent years, the federal Office of Protection from Research Risks (OPRR) and other agencies have begun to systematically sanction major research universities for lack of adherence to Department of health and Human Services regulations 45 CFR 46 that pertain to the ethical treatment of research subjects. In August 1999, the University of Illinois at Chicago was cited for failure to adequately comply with several elements of these regulations (see <http://www.uic.edu/depts/ovcr/oprr/oprr8-99.html>). As a consequence, all human subjects research activities at the institution, including survey research projects, were suspended pending re-review using a revised set of protocols. In this presentation, we will document the events that triggered the research suspension, the University's response, and both the short and long-term effects of the suspension on the Survey Research Laboratory.

**Nationwide Implementation of Signed Consent for the Health Interview Survey, Catherine Simile, Barbara Stussman, National Center for Health Statistics**

This paper will report on the overall results of newly required written informed consent procedures in the National Health Interview Survey, specifically examining some underlying consent dynamics between the respondent and interviewer. Prior to nationwide implementation, NHIS staff pilot tested the documentation for signature in one of the 12 Census regional offices during the first quarter of 1999. Results from this pilot were used to guide the national implementation of signed consent procedures in July of 1999. Methods used in the pilot study included semi-structured individual and group interviews, a review of field notes, analysis of response rate data, and regular interaction with regional office supervisory staff. Findings from the pilot indicated that interviewers and/or respondents altered standard procedures in cases when procedures were inadequate. For example, respondents sometimes preferred to sign the consent form after hearing some questions instead of prior to the beginning of the interview. Also, in some cases, respondents indicated their willingness to participate, but were unwilling to sign the form. To accommodate these special situations (and with IRB approval), new data collection procedures were incorporated into the nationwide implementation. In order to capture the frequency of these special situations NHIS staff implemented corresponding monitoring mechanisms.

**Introduction: The Ethnography of a Survey Research Center Douglas W. Maynard, Indiana University**

In 1997, we did a "team" ethnography of the Center for Survey Research at Indiana University. This involved what we call the Sociological Research Practicum (SRP), a device by which we attempt to socialize new graduate students into the research process. All of the new students and myself as Director of the SRP went through interviewer training, read a great deal of literature on the survey interview, and subsequently investigated the Survey Center as a "social world," and the survey interview as a form of language use and social interaction. We approach the standardization of the survey interview as a classic case of what Porter calls "mechanical objectivity"—the disciplined application of rules in a way that is meant to check arbitrariness and instability in all kinds of measurement tasks. Our team ethnography is concerned with socially organized commonsense knowledge or embodied forms of tacit knowledge as embedded within what Lave and Wenger have called "communities of practice." The overall question is how this tacit knowledge affects the quality of data obtained by surveys. The studies in our session, having to do with laughter, probing, "refusal" conversion, and variation in practices among survey centers, address this overall question.

**Standardization Vs. Rapport: How Interviewers Handle The Laughter Of Respondents During Telephone Surveys, Danielle Lavin and Douglas W. Maynard, Indiana University**

Our main data base involves recorded telephone interviews from one Survey Research Center (pseudonym) that prohibits interviewers from either initiating laughter or reciprocating the laughter of respondents, and our empirical focus is how interviewers respond to "laughter invitations" of respondents. Although interviewers at the SRC are not supposed to laugh, it is not predictable as to when and how respondents will laugh, and interviewers are not taught what to do when such laughter occurs. Interviewers, accordingly, must rely on their tacit knowledge for handling the laughter of respondents, and at our main site interviewers deploy several devices for discouraging laughter. For comparative purposes, we examine laughter patterns in a survey research center that does not prohibit interviewer laughter, and find much more reciprocation and laughter generally. The problem of respondent laughter exhibits a central dilemma of the survey interviewer: how to maintain standardization without sacrificing rapport.

**How Standardized is "Standardization?": Variation Within and Across Survey Centers Regarding Protocols for Interviewing, Jocelyn S. Viterna and Douglas W. Maynard, Indiana University**

In this paper, we use data from 12 different survey centers in the United States to explore variation in standardization practices across centers. We find that, despite the academic emphasis on increasing interviewer standardization over the last fifty years, the overall tendency among survey center staff is toward interviewer autonomy rather than full standardization. We also find that there is a large variation in how standardization is defined and implemented across survey centers. We account for this variation by reference to the use of "tacit" knowledge and, using a sociology of science framework, the influence of local cultures and contingencies of survey interviewing. Standardization is overwhelmingly a situated activity that happens according to established routines in local cultures and in relation to contingent circumstances of a potentially infinite variety that help condition how any survey center works to collect its data. Finally, we suggest that survey centers that appear to relax standardization do not necessarily do so in ways that compromise data. Rather, they appear to do it because they recognize the contingencies of the interview process and figure that quality of data is improved when interviewers are taught to handle these contingencies with some degree of flexibility.

**Differences in Probing Practices at Two Survey Centers, Robert J. Moore, Xerox Palo Alto Research Center**

This study examines probing practice at two university survey centers and shows (a) that the turn design of probe utterances is not itself standardized and can influence whether the probe is done nondirectively, and (b) that there may be good conversational reasons for probing in a technically 'directive' manner.

**Core Competencies in the Task of Refusal Conversion, Douglas W. Maynard, Indiana University, Nora Cate Schaeffer, University of Wisconsin**

We are looking at a form of recruitment to the survey interview called "Refusal Conversion," when an interviewer calls back a household and attempts to gain the participation of someone who has refused an initial request for participation. We show a videotape of a particular call and refusal conversion effort, which shows the interviewer at his carrel, making the phone call and a pitch to his potential respondent. (These are computer assisted telephone interviews.) We discuss the conversion effort in terms of the *tailoring* that the interviewer does. Tailoring is a term that comes from the work of Groves and Couper and it refers to interviewers' effort to answer specific concerns and objections that householders or potential respondents may raise. Successful interviewers, it is believed, engage in a continuous search for cues about a householder who answers the door or telephone. However, the sometimes tacit skills involved in tailoring are needing investigation and documentation. The skills we identify in this single case analysis, involving the "real time" effort of refusal conversion, include preparing for the interview, personalizing the opening, making prominent the academic auspices of the interview, requesting participation "ambiguously," persuading, performing the rhetoric, and others.

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