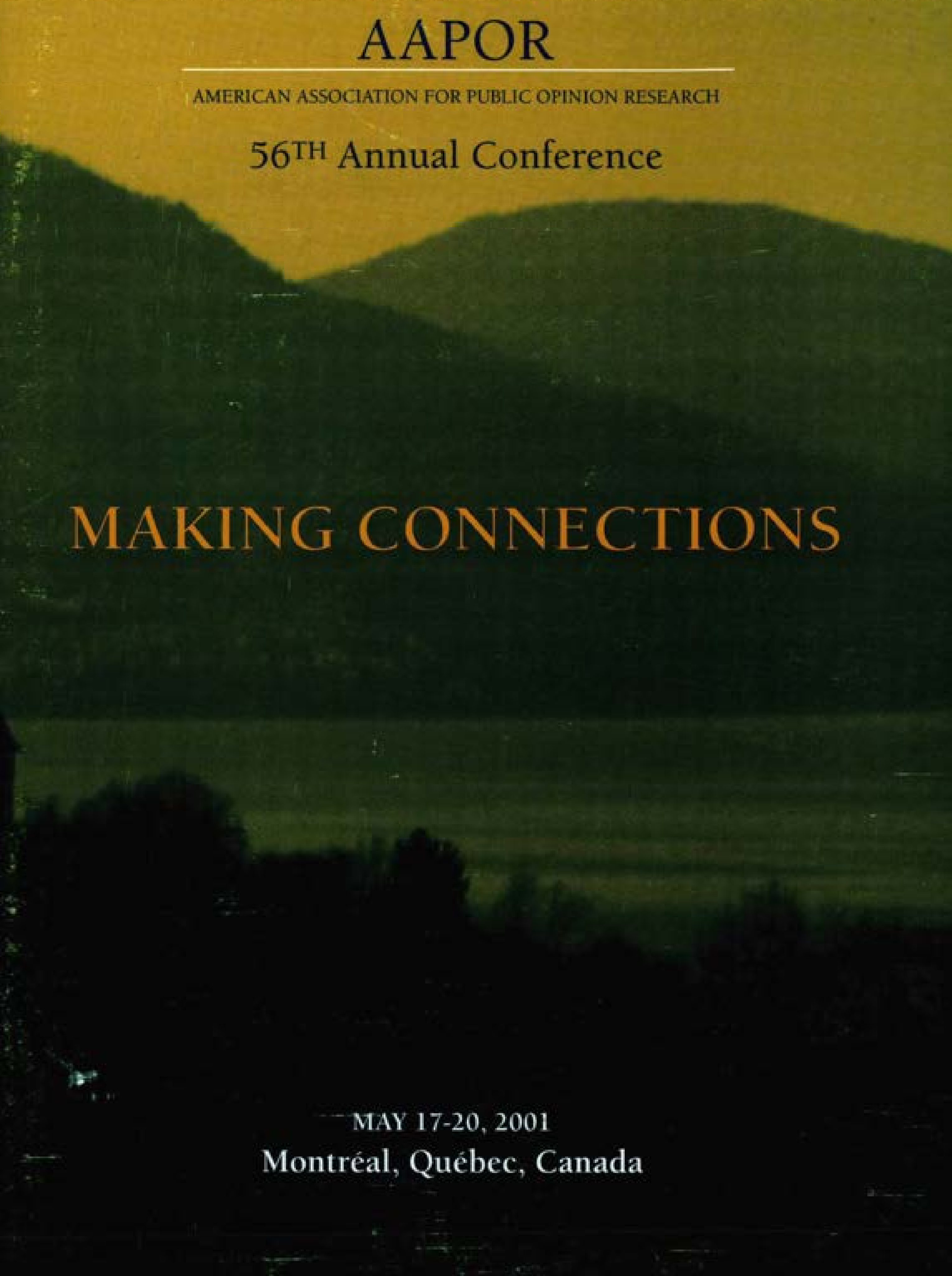

AAPOR

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

56TH Annual Conference

MAKING CONNECTIONS

MAY 17-20, 2001

Montréal, Québec, Canada

AAPOR

American Association for Public Opinion Research

MAKING CONNECTIONS

56th Annual Conference May 17 – 20, 2001

Hilton Montréal Bonaventure, Québec

Photographs on the front and back cover are courtesy of

Québec

Tourisme
Québec

AAPOR Executive Council

2000-2001

President	**Murray Edelman** Voter News Service
Vice President & President Elect and President Elect	**Don Dillman** Washington State University
Secretary Treasurer	**Cliff Zukin** Rutgers University
Associate Secretary Treasurer	**Rob Santos** Nustats
Past President	**Michael W. Traugott** The University of Michigan
Standards	**Janice Ballou** Rutgers University
Associate Standards	**Scott Keeter** George Mason University
Conference	**Peter V. Miller** Northwestern University
Associate Conference	**Richard Kulka** Research Triangle Institute
Membership and Chapter Relations	**Micheline Blum** Blum & Weprin, Inc..
Associate Membership and Chapter Relations	**Dawn V. Nelson** U.S. Census Bureau
Publications and Information	**David Moore** The Gallup Organization
Associate Publications and Information	**Lawrence McGill**
Councillors-at-Large	**Diane Colasanto** Princeton Survey Research Associates **Clyde Tucker** Bureau of Labor Statistics

2001 Conference Committee

Scott Althaus	University of Illinois
James Beniger	University of Southern California
Johnny Blair	University of Maryland
Barbara Bryant	University of Michigan
David Cantor	Westat
Donald Camburn	Research Triangle Institute
Rachel Caspar	Research Triangle Institute
Mick Couper	University of Michigan
Rob Daves	Minneapolis Star Tribune
Edith de Leeuw	Methodika Amsterdam
Mark DiCamillo	Field Research Corporation
Claire Durand	University of Montréal
Theresa J. DeMaio	U.S. Bureau of the Census
Fran Featherston	U.S. General Accounting Office
Michael Fendrich	University of Illinois-Chicago
Floyd J. Fowler	University of Massachusetts
Martin Frankel	Abt Associates
Tom Guterbock	University of Virginia
Steve Heeringa	University of Michigan
Ron Hinckley	R/S/M Inc.
Craig Hill	Medrock, Inc.
Timothy Johnson	University of Illinois-Chicago
Gerald Kosicki	Ohio State University
Jon Krosnick	Ohio State University
Maria Krysan	University of Illinois-Chicago
Paul J. Lavrakas	Nielsen Media Research
Lars Lyberg	Statistics Sweden
Elizabeth Ann Martin	U.S. Bureau of the Census
Robert Mason	Oregon State University
Nancy Mathiowetz	University of Michigan/University of Maryland
Daniel M. Merkle	ABC News
Warren Mitofsky	Mitofsky International
Peter V. Miller, Chair	Northwestern University
Keith Neuman	Decima Research Inc.
Linda Owens	University of Illinois
Thomas Piazza	University of California-Berkeley
Stanley Presser	University of Maryland
Dianne Rucinski	University of Illinois-Chicago
Alisu Schoua-Glusberg	Harvard University
Mark Schulman	Schulman, Ronca & Bucuvalas
Howard Schuman	University of Michigan
Norbert Schwarz	University of Michigan
Eleanor Singer	University of Michigan
Charlotte Steeh	Georgia State University
Nathaniel Stone	Canada Information Office
Trevor Tompson	Voter News Service
K.Viswanath	National Cancer Institute
Cliff Zukin	Rutgers University

2001 Student Paper Award Committee

Scott Althaus	University of Illinois
Claudia Deane	The Washington Post
Robert Eisinger	Lewis and Clark College
John Lapinski	Yale University
Daniel M. Merkle, Chair	ABC News
Patricia Moy	University of Washington

Student Paper Award Winner

Joshua D. Clinton *Panel Bias from Attrition and Conditioning: A Case Study of the Knowledge Networks Panel*	Stanford University, Stanford, California

AAPOR Award Committee

Murray Edelman, Chair		Voter News Service
Norman M. Bradburn	(1987)	National Science Foundation
Warren J. Mitofsky	(1999)	Mitofsky International
Burns W. Roper	(1988)	Roper Starch Worldwide
Eleanor Singer	(1996)	The University of Michigan

* *Year in parentheses denotes year individual won AAPOR award*

Innovators Award Committee

Diane Colasanto	Princeton Survey Research Associates
Rob Daves	Minneapolis Star Tribune
Don A. Dillman	Washington State University
Robert Groves	Joint Program in Survey Methodology
Vincent Price	University of Pennsylvania
Clyde Tucker, Chair	U.S. Bureau of Labor Statistics

Conference Short Course Committee

Thomas M. Guterbock, Chair	University of Virginia

Conference Operations Committee

Paul C. Beatty, Chair	National Center for Health Statistics
Shapard Wolf, Associate Chair	Arizona State University
Carl Ramirez, Audio Visual Coordinator	U.S. General Accounting Office

Book, Software & Technology Committee

Patricia Moy	University of Washington
Janet L. Streicher	Knowledge Networks

Special Activities Committee

Susan Pinkus, Social Activities Coordinator	Los Angeles Times
Katherine Lind, Social Activities Coordinator	University of South Carolina
Rob Daves, Golf Coordinator	The Star Tribune

Sponsors of AAPOR Conference Events or Activities

GENESYS/Marketing Systems Group	Ft. Washington, Pennsylvania
Survey Sampling, Inc.	Fairfield, Connecticut

Very Special Thanks

Katherine Jackson	Northwestern University
Alexandra Miller	Evanston Township High School
Liliana Palomo-Pujols	Northwestern University
Dianne Rucinski	University of Illinois-Chicago
Mark Schulman	Schulman, Ronca & Bucuvalas

Conference Program Design, Editing, Mailings, Advertising

Marlene Bednarz	AAPOR Secretariat
Karen Hasin-Bromley	AAPOR Secretariat
Katherine Jackson	Northwestern University
Alexandra Miller	Evanston Township High School
Liliana Palomo-Pujols	Northwestern University

AAPOR T-Shirt

Allan Barton, 2001 Slogan Winner - "Polling: Now More Accurate Than the Election Itself"
Karen Hasin-Bromley, Design — AAPOR Secretariat

Book Exhibitors

Council for Marketing & Opinion Research/CMOR	Harvard University Press
Cambridge University Press	Lawrence Erlbaum Associates
Chatham House Publishers	Oxford University Press
University of Chicago Press	Sage Publications
Columbia University Press	John Wiley & Sons, Inc.
Greenwood/Praeger Publishing Group	World Association for Public Opinion Research/WAPOR

Technology & Software Exhibitors

Affordable Samples, Inc.	Old Greenwich, Connecticut
ASDE Survey Sampler	Hull, Québec
Computers for Marketing Corp.	New York & San Francisco
Intercept	Washington, D.C.
Knowledge Networks	New York, New York
Language Logic, LLC	Cincinnati, Ohio
Marketing Systems Group	Ft. Washington, Pennsylvania
Opinion Search, Inc.	Ottawa, Ontario
Sawtooth Technologies	Evanston, Illinois
SPSS, Inc.	Chicago, Illinois
Survey Sampling, Inc.	Fairfield, Connecticut
Techneos Systems, Inc.	Vancouver, British Columbia
Triton Technology	Los Angeles, California
VOXCO	Montréal, Québec
Wirthlin Worldwide	New York, New York

Agencies & Organizations that Have Helped to Ensure Aapor's Financial Health through Contributions of More than $165 during the Past Year

A

Abt Associates Inc.	Cambridge, Massachusetts • Chicago, Illinois • Bethesda, Maryland
A.S.E.P., Inc.	San Juan, Puerto Rico
Affordable Samples, Inc.	Old Greenwich, Connecticut
Aguirre International	San Mateo, California
Americans Talk Issues Foundation	St. Augustine, Florida
Anderson, Niebuhr & Associates	Arden Hills, Minnesota
Jeanne Anderson Research	New York, New York
Apoyo Opinion y Mercado, S.A.	Lima, Peru, South America
Applied Research & Consulting LLC	New York, New York
Applied Research Center	Georgia State University, Atlanta, Georgia
Anop Research Services Pty Ltd.	North Sydney, Australia
Arbitron Company	New York, New York • Columbia, Maryland
Asia Marketing Research Directions Ltd	Quarry Bay, Hong Kong SAR,. China
Asia Social Science Research Institute	Seoul, Korea
Aspen Systems Corporation	Rockville, Maryland
Ayres, Mchenry & Associates	Roswell, Georgia • Atlanta • Washington D.C.

B

Baseline Market Research, Ltd.	Fredericton, New Brunswick, Canada
Battelle Centers for Public Health Research and Evaluation	Baltimore, Maryland
Belden, Russonello & Stewart	Washington, D.C.
David Binder Research	San Francisco, California
Bisconti Research, Inc.	Washington, D.C.
Blum & Weprin Associates, Inc.	New York, New York
Gene Bregman & Associates	San Francisco, California
Bureau for Social Research	Oklahoma State University • Stillwater, Oklahoma

C

California Survey Research Services, Inc.	Van Nuys, California
Campbell Goodell Traynor Consultants, Ltd.	Vancouver, British Columbia, Canada
Center for Policy Studies	The University Of Akron • Ohio
Center for Social and Behavioral Research	University Of Northern Iowa •Cedar Falls
Center for Survey Research	Fort Hays State University • Hays, Kansas
Center for Survey Research	Indiana University • Bloomington
Center for Survey Research	University of Massachusetts • Boston
Center for Survey Research	University of Virginia • Charlottesville
Center for Survey Research and Analysis	University of Connecticut • Storrs
Center on Policy Attitudes	Washington, D.C.
Central Surveys, Inc.	Shenandoah, Iowa
Charlton Research Company	Walnut Creek, California • Washington, D.C.
Ciruli Associates	Denver, Colorado
Clearwater Research, Inc.	Boise, Idaho
Coda, Inc.	Silver Spring, Maryland
Ann Cole Opinion Research and Analysis	New York, New York
Communication Research Center	Boston University • Massachusetts
Computers for Marketing Corporation	New York, New York
Confield Research	Essen, Germany
Copernicus	Auburndale, Massachusetts
Creative Research Systems	Petaluma, California

D

D^3 Systems, Inc.	Vienna, Virginia
Datastat, Inc	Ann Arbor, Michigan
Datos Information Resources	Caracas, Venezuela
Richard Day Research, Inc.	Evanston, Illinois
Decision Analyst Inc.	Arlington, Texas
Decision Surveys International	Johannesburg, South Africa
Ruth Diamond Market Research Services, Inc.	Buffalo, New York
Discovery Research Group	Salt Lake City, Utah • Irvine, California
Dittman Research Corporation of Alaska	Anchorage, Alaska

E/F

The Eagleton Poll • Rutgers University	New Brunswick, New Jersey
Ekos Research Associates Inc.	Ottawa, Ontario, Canada
Elway Research, Inc.	Seattle, Washington
Environics International	Toronto, Ontario, Canada
Environics Research Group Ltd.	Toronto, Ontario, Canada
Eriss.com	San Diego, California
Es Turu-uuringute AS	Estonia
Estudio Alterman	Capital Federal, Argentina, South America
Fairbank, Maslin, Maullin Associates	Santa Monica, California
Field Research Corporation	San Francisco, California
J.D. Franz Research	Sacramento, California
Freeman, Sullivan & Co.	San Francisco, California

G

Gallup Korea	
The Gallup Organization	Princeton, New Jersey
Genesys Sampling Systems	Fort Washington, Pennsylvania
Gilmore Research Group	Seattle, Washington
Global Quality Research Corp.	Princeton, New Jersey
Global Strategy Group	New York, New York
Goldhaber Research Associates, Llc	Amherst, New York
Goldstein/Krall Marketing Resources, Inc.	Stamford, Connecticut
Guideline Consulting	New York, New York

H/I

Hamilton Beattie & Staff	Washington, D.c. • Fernandina Beach, Florida
Hollander, Cohen & Mcbride, Inc.	Baltimore, Maryland
Icr/international Communications Research	Media, Pennsylvania • New York, New York Mt. Laurel, New Jersey • Delray, Florida Schaumburg, Illinois • Chesterfield, Missouri
IFES - Institute for Empirical Social Research	Vienna, Austria
Institute for Policy Research • University of Cincinnati	Cincinnati, Ohio
Institute for Social Science Research • University of California	Los Angeles, California
Institute for Survey and Policy Research	University Of Wisconsin-Milwaukee
Institut Fur Demoskopie Allensbach	Germany
Intermarket Research, Inc.	New York, New York
Inter-university Centre for Political Opinion Research (ISPO)	
Katholieke Universiteit Leuven	Belgium
Iowa Social Science Institute	University Of Iowa, Iowa City
Ipsos-Reid Group	Vancouver, British Columbia, Canada

J/K

Jackson Jackson & Wagner	Exeter, New Hampshire
Dan Jones & Associates	Salt Lake City, Utah
Juárez and Associates, Inc.	Los Angeles, California
Keleman Associates, Inc.	New York, New York
Ketchum Public Relations Research & Measurement Dept.	New York, New York
King, Brown & Partners Inc.	Sausalito, California • Lexington, Kentucky
Kochevar Research Associates	Charleston, Massachusetts

L/M

Latino Barometro - Mori	Santiago, Chili
Mail Survey Company	Valley Forge, Pennsylvania
Eric Marder Associates, Inc.	New York, New York
Marist College Institute for Public Opinion	Poughkeepsie, New York
Mareco Index Bosnia	Sarajevo, Bosnia and Herzegovina
Market Facts, Inc.	Mclean, Virginia
Market Research Bureau of Ireland (MRBI)	Black Rock, Co. Dublin, Ireland
Marketing Center Co., Ltd.	Tokyo, Japan
The Marketing Workshop, Inc.	Norcross, Georgia
Marketwise, Inc.	Charlotte, North Carolina
Mathematica Policy Research, Inc.	Princeton, New Jersey
The Mayatech Corporation	Silver Spring, Maryland
Memrb International	Nicosia, Cyprus
Millward Brown Alef	Madrid, Spain
Millward Brown Australia	Australia
Minnesota Center for Survey Research • University of Minnesota	Minneapolis, Minnesota
Mitofsky International	New York, New York
Monroe Mendelsohn Research, Inc.	New York, New York
Mori - India Private Limited	Prabhadevi, Mumbai, India
Mori UK	London, England • Edinburgh, Scotland
Msinteractive	Livonia, Michigan

N

National Opinion Research Center (Norc)	Chicago, Illinois • New York, New York • Washington D.C.
Nfo Research, Inc.	Northwood, Ohio
Nfo Worldgroup	Greenwich, Connecticut
Nhk Public Opinion Research Division	Tokyo, Japan
Nielsen Media Research	New York, New York
Nikkei Research, Inc.	Tokyo, Japan

O/P/Q

Odum Institute for Research in Social Science	University Of North Carolina At Chapel Hill
The Ohio State University Survey Research Unit	Columbus, Ohio
The Opinion Research Business	London, England
Oregon Survey Research Laboratory • University of Oregon	Eugene, Oregon
Pacific Institute for Research and Evaluation, Inc.	Louisville, Kentucky
Pearson S.A. de C.V.	México City, México
Pert Survey Research	Bloomfield, Connecticut
PricewaterhouseCoopers Survey Research Center	Bethesda,Maryland

Princeton Survey Research Associates	Princeton, New Jersey • Washington, D.C.
Public Communication Resources, Inc.	Pelham Manor, New York
Public Opinion Laboratory • Northern Illinois University	Dekalb, Illinois
Q S & A Research and Strategy	Alexandria, Virginia

R

Reda International, Inc.	Wheaton, Maryland
Renaissance Research & Consulting	New York, New York
Research 100	Princeton, New Jersey
Research Support Services	Evanston, Illinois
Research Survey Group • University Of Arkansas	Little Rock, Arkansas
Research Triangle Institute • Statistics, Health, and Social Policy	Research Triangle Park, North Carolina
Rjc Marketing Research, Inc.	Chuo-ku, Tokyo, Japan
The Roper Center for Public Opinion Research	Storrs, Connecticut

S

Sawtooth Technologies	Evanston, Illinois
Scarborough Research	New York, New York
Schrader Research & Rating Service	Cranbury, New Jersey
Schulman, Ronca & Bucuvalas, Inc.	New York, New York • Silver Spring, Maryland
SDR, Inc.	Atlanta, Georgia
Selzer & Company, Inc.	Des Moines, Iowa
The Gary Siegel Organization, Inc.	Lincolnwood, Illinois
Social & Economic Sciences Research Center • Washington State University	Pullman, Washington
Social Weather Stations, Inc.	Quezon City, Philippines
The Som Institute	Göteborg, Sweden
Sri Consulting	Menlo Park, California
Statistical Research, Inc.	Westfield , New Jersey
Summer Institute in Survey Research Techniques	Ann Arbor, Michigan
Suomen Gallup Oy	Finland
The Survey Center • University of New Hampshire	Durham, New Hampshire
Survey Research Center • Edmund S. Muskie School Of Public Service	Portland, Maine
Survey Researh Center • Institute of Sociology	Moscow, Russia
Survey Research Center • University of California	Berkeley, California
Survey Research Center • University of Maryland	College Park, Maryland
Survey Research Center • University of Michigan	Ann Arbor, Michigan
Survey Research Laboratory • University of Illinois	Chicago • Urbana, Illinois
Survey Research Laboratory • University of South Carolina	Columbia, South Carolina
Survey Sampling, Inc.	Fairfield, Connecticut
SWR Worldwide	Washington, D.C.

T/U

Talmey-Drake Research & Strategy, Inc.	Boulder, Colorado
Tns Intersearch	Horsham, Pennsylvania
University Center for Social and Urban Research • University of Pittsburgh	Pennsylvania
UNL Gallup Research Center • University of Nebraska	Lincoln

V/W/X/Y/Z

Valuescope AB	Stockholm, Sweden
Virginia Tech Center for Survey Research	Blacksburg, Virginia
Virginia Polytechnic Institute And State University	
Westat	Rockville, Maryland
Western Wats Data Services Center	Provo, Utah
Wirthlin Worldwide	Mclean, Virginia
Yankelovich Partners Inc.	Claremont, California • Norwalk, Connecticut

AAPOR Administrative Office

Institute for Social Research
426 Thompson Street
P.O. Box 1248
Ann Arbor, MI 48106-1248

734.764.1555
734.764.3341
AAPOR@umich.edu
http://www.AAPOR.org

CHARTER CONTRIBUTORS

Thank you to all who contributed
October 2000 – March 2001

AAPOR General Endowment Fund

Kirsten Haakan Alcser
Janice Ballou
Laurie J. Bauman
Richard H. Baxter
Robert J. Blendon
Leo Bogart
California Survey Research Services, Inc.
Robert O. Carlson
Competitive Edge Research
Mick P. Couper
Helen M. Crossley
Don A. Dillman
Joye J. Dillman
Brad Edwards
Jack Elinson
Eve P. Fielder
Melvin A. Goldberg
Miguel Gomez-Barrantes
Dan E. Hagan
Richard S. Halpern
Helen J. Kaufmann
Scott Keeter
Gary Langer
Paul J. Lavrakas
Eric Marder Associates
Warren J. Mitofsky
Michael Mitrano
Dawn V. Nelson
Doris R. Northrup
John C. Pock
Lorraine Porcellini
Edward C. Ratledge
Research/Strategy/Management, Inc.
Glenn H. Roberts
Burns W. Roper
Dianne Rucinski
Robert L. Santos
Robert Y. Shapiro
Laurie M. Sharp
Robert O. Simmons
Barbara Simon
Eleanor Singer
Rosita A. Thomas
Peter S. Tuckel
Carlos Enrique Toro Vizcarrondo
Westat
Pearl R. Zinner
Cliff Zukin
Anonymous

AAPOR Seymour Sudman Fund

Abt Associates, Inc.
Janice Ballou
Barbara Bickart
Jacques B. Billiet
Johnny Blair
Jacqueline Bruskin
Skip Camp
Competitive Edge Research
Mick P. Couper
Helen M. Crossley
Ronald Czaja
James A. Davis
Don A. Dillman
Brad Edwards
Jack Elinson
Eve P. Fielder
Floyd Jackson Fowler, Jr.
Milton R. Goldsamt
Dan E. Hagan
Sidney Hollander
Timothy P. Johnson
Ariela Keysar
James R. Kluegel
Paul J. Lavrakas
John D. Loft
Guenther Lueschen
Peter Mariolis
Diane O'Rourke
Edward C. Ratledge
Research/Strategy/Management, Inc.
Alvin Richman
Alice Robbin
Bernard Roshco
Dianne Rucinski
Burns W. Roper
Robert Y. Shapiro
Sharon Shavitt
Gary Siegel
Barbara Simon
Eleanor Singer
Joe L. Spaeth
Mary A. Spaeth
Carlos Enrique Toro Vizcarrondo
Joseph Waksberg
Westat
Diane K. Willimack
Pearl R. Zinner
Anonymous

AAPOR
American Association for Public Opinion Research

56th Annual Conference May 17 – 20, 2001
Hilton Montréal Bonaventure, Québec

MAKING CONNECTIONS

WEDNESDAY, May 16

4:00 p.m. – 7:00 p.m.	**REGISTRATION**	**Pointe Aux Trembles**

THURSDAY, May 17

8:00 a.m. – 6:00 p.m. **REGISTRATION** — **Pointe Aux Trembles**

8:30 a.m. – 12:30 p.m. **SHORT COURSES**

***Designing Great Questionnaires, Part* III**
Jon Krosnick, The Ohio State University — **Mont-Royal/Hampstead**

Introduction to Survey Sampling
Colm O'Muircheartaigh, The University of Chicago — **Verdun/Lachine**

2:00 p.m. – 5:00 p.m. **SHORT COURSES**

Building Better Surveys: Allowing for the Psychology of Respondents — **Mont-Royal/Hampstead**
Roger Tourangeau, The University of Michigan and The University of Maryland

Filling in the Blanks: An Introduction to Imputation
Jill Montaquila, Westat and the Joint Program in Survey Methodology — **Verdun/Lachine**

2:00 p.m. – 5:00 p.m. **AAPOR EXECUTIVE COUNCIL MEETING** — **Fundy**

3:30 p.m. – 5:00 p.m. **JOINT SESSION OF NATIONAL NETWORK OF STATE POLLS AND ACADEMIC SURVEY RESEARCH ORGANIZATIONS** — **St. Pierre**

7:30 p.m. – 8:30 p.m. **PRE– PLENARY KICKOFF (cash bar)** — **Promenade**

8:30 p.m. –10:00 p.m. **PLENARY SESSION**
***LESSONS FROM ELECTION NIGHT* 2000** — **Westmount/Mont Royal/Hampstead/Cote St Luc**

- ***Lessons for the Survey Profession,*** **Murray Edelman, Voter News Service**
- ***Lessons for the News Media,*** **Kathleen Frankovic, CBS News**
- ***Lessons for Ballot Designers,*** **Don A. Dillman, Washington State University**

Discussant: **Michael Adams, Environics Research Group, Ltd.**
Moderator: **Peter V. Miller, Northwestern University**

10:00 p.m. –11:30 p.m. **Post-Plenary Cocktail Party**

7:00 a.m. – 9:00 a.m. **BREAKFAST** **Westmount/Outremont**

8:00 a.m. – 5:00 p.m. **REGISTRATION** **Pointe Aux Trembles**

9:00 a.m. – 5 :00 p.m. **EXHIBITS - Software, Technology & Books** **Fontaine B**

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

Racial Attitudes in the United States and Europe **Cote St. Luc Room**

Chair: Sid Groeneman, Groeneman Research & Consulting

Racial Attitudes and Profiling in New Jersey: A Contrast in Black and White, Cliff Zukin, Eagleton Institute of Politics and Bloustein School of Planning and Public Policy, Rutgers University and Rachel Askew- Dumbaugh, Georgia State University

Pride and Prejudice: West Europeans on Race and Immigration, Janice Bell and Dina Smeltz, Office of Research, U.S. Department of State

Sources of White Opposition to Racial Integration, Leonie Huddy and Stanley Feldman, Department of Political Science, SUNY at Stony Brook

Discussant: Maria Krysan, University of Illinois at Chicago

Internet Data Collection by Government Agencies **Portage**

Chair and Organizer: Nancy Bates, U.S. Bureau of the Census

Using the Internet for Data Collection – Just Because We Can, Should We?, Joanne McNeish, Canada Post Corporation

The Effect of Motivational Messaging on Mode Choice and Response Rates in the Library Media Center Survey, Elizabeth Nichols, Kent Marquis and Richard Hoffman III, U.S. Census Bureau

Testing an Internet Response Option for the American Community Survey, Deborah H. Griffin, Donald P. Fischer and Michael T. Morgan, U.S. Census Bureau

A Feasibility Evaluation of a Web-Based Demographic Survey, Elizabeth K. Griffin, U.S. Census Bureau and Heather Holbert, U.S. Census Bureau

Internet versus Mail as a Data Collection Methodology from a High-Coverage Population, Nancy Bates, U.S. Census Bureau

Discussant: Karol Krotki, Nustats

When Nonresponse Happens to Good Surveys **Mont Royal**

Chair: Bob Baumgartner, PA Consulting Group

Predictors of Respondent Cooperation, Stephen E. Everett, The Everett Group and Jane M. Sheppard, Council for Marketing and Opinion Research

Response Timing and Coverage of Non-Internet Households in an Internet-Enabled Panel, J. Michael Dennis, Knowledge Networks

A Multi-Year Analysis of Unit and Item Nonresponse in the Iowa Behavioral Risk Factor Surveillance Survey, Mary Losch, Aaron Maitland and Gene Lutz, Center for Social and Behavioral Research, University of Northern Iowa

Evaluating Nonresponse in a Web-Enabled Survey on Health and Aging, Elizabeth F. Wiebe, Joe Eyerman and John D. Loft, Research Triangle Institute

Balancing Cost Control and Mean Squared Error in RDD Telephone Surveys: The National Immunization Survey, K. P. Srinath, Michael P. Battaglia, Abt Associates, Philip J. Smith, CDC-NIP, Corrina Crawford, Jessica Cardoni, Rick Snyder, Abt Associates and Robert A. Wright, CDC-NCHS

Discussant: Charlotte Steeh, Georgia State University

Cognitive Testing Methods for Establishment Surveys **Verdun**

Organizer and Chair: Linda Stinson, Bureau of Labor Statistics

An Alternative Response Process Model for Establishment Surveys, Diane Willimack and Elizabeth Nichols, U.S. Census Bureau

Application of Cognitive Methods to an Establishment Survey: A Demonstration Using the Current Employment Statistics Survey, Eileen M. O'Brien, U.S. Census Bureau, Sylvia Fisher and Karen L. Goldenberg, Bureau of Labor Statistics

Adapting Cognitive Interviewing Methodologies to Compensate for Unique Characteristics of Establishments, Kristin Stettler, Amy E. Anderson and Diane K. Willimack, U.S. Census Bureau

Pretesting the NIOSH Respirator Usage Survey: Cognitive and Field Testing of a New Establishment Survey, Sylvia Fisher, Kelley Frampton and Ramona Tran, Bureau of Labor Statistics

Discussant: Barbara Forsyth, Westat

Taking a Deeper Look at the 2000 Electorate: Issues, Voters and Groups **LaSalle**

Chair: John M. Benson, Harvard School of Public Health

Beliefs, Values, and Policy Preferences: Issues Voters in the 2000 Election, Mollyann Brodie, Henry J. Kaiser Family Foundation, Claudia Deane and Richard Morin, The Washington Post

Partisan Differences on the Future of Economic Policy, Robert J. Blendon, Kennedy School of Government, Harvard University, John Benson and Kathleen Weldon, Harvard School of Public Health

Voters' Priorities and Preferences in Education Policy, Stephen Pelletier, Harvard School of Public Health

Health Care and the 2000 Electorate, John M. Benson, Harvard School of Public Health, Mollyann Brodie and Anne E. Steffenson, Henry J. Kaiser Family Foundation

Discussant: Robert Eisinger, Political Science Department, Lewis & Clark College

Methodological Issues in the 1999 Redesign of the National Household Survey on Drug Abuse **Lachine**

Chair: Joseph C. Gfroerer, Substance Abuse and Mental Health Services Administration

Nonresponse in the 1999 NHSDA, Joe Eyerman, Dawn Odom, Shiying Wu, Rachel Caspar, Research Triangle Institute and Dicy Butler, Substance Abuse and Mental Health Services Administration

Respondent Resolution of Inconsistent or Unusual Response in an ACASI Interview: Results from the 1999 National Household Survey on Drug Abuse, Rachel A. Caspar and Michael A. Penne, Research Triangle Institute

Mode Effects on Drug Use Measures: Comparison of 1999 CAI and PAPI Data, James Chromy, Teresa Davis and Lisa Packer, Research Triangle Institute

Impact of Interviewer Experience on Respondent Reports of Drug Use, Arthur Hughes, Substance Abuse and Mental Health Services Administration, James Chromy, Joe Eyerman, Katherine Giacoletti and Dawn Odom, Research Triangle Institute

Discussant: Mick P. Couper, University of Michigan and Joint Program in Survey Methodology

The Role of the Media in Public Knowledge **Hampstead**

Chair: Gladys Lang, University of Washington

Widening the Gap: The Impact of Cable and Internet on Political Knowledge and Participation, Markus Prior, Stanford University

The Impact of Television on Public Attitudes and Knowledge about Substance Abuse, Kenneth A. Rasinski, Michael Reynolds, NORC, University of Chicago and Ann Ragin, Department of Psychiatry, The University of Chicago

Getting the Numbers Straight: Source and Reporter Perceptions of Mathematical Inaccuracy in the News, Scott R. Maier, School of Journalism and Communication, University of Oregon

Making Inroads With the Internet: News Credibility in the New Millennium, William P. Cassidy, University of Oregon

Discussant: K. Viswanath, National Cancer Institute

10:15 a.m. – 11:45 a.m. CONCURRENT SESSIONS

Development of the American Time Use Survey **Mont Royal**

Chair and Organizer: Diane E. Herz, Bureau of Labor Statistics

Coding Activities in the American Time Use Survey, Diane E. Herz and Lisa K. Schwartz, Bureau of Labor Statistics

Minding the Children: Measuring Time Spent Providing Passive Child Care, Lisa K Schwartz and Scott Fricker, Bureau of Labor Statistics

Contact Strategies for Telephone Time-Use Surveys, Jay Stewart, Bureau of Labor Statistics

Maximizing Respondent Contact in the American Time Use Survey, Karen Piskurich, Dawn V. Nelson, U.S. Census Bureau and Diane Herz, Bureau of Labor Statistics

Discussant: John Robinson, University of Maryland, College Park

Pre-election Polls in the Fall 2000 Campaigns in Canada and in the U.S. **Hampstead**

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

Pre-Election Polls in the Fall 2000 Campaigns in Canada and in the U.S. Claire Durand, University of Montreal

The Impact of Polls on the vote in Canada Andre Blais, University of Montreal

Assessing the U.S. Pre-Election Polls of 2000, Michael Traugott, University of Michigan

The Role of the Polls in the U.S. Election, Larry McGill, Freedom Forum

Discussant: David Moore, The Gallup Organization

Pretesting and Questionnaire Development **Verdun**

Chair: Joel Kennet, Office of Research and Methodology, National Center for Health Statistics

Questionnaire Pretesting Methods: Do Different Techniques and Different Organizations Produce Similar Results?, Jennifer Rothgeb, U.S. Census Bureau, Gordon Willis, Research Triangle Institute and Barbara Forsyth, Westat, Inc.

Using Respondent Requests for Help to Develop Quality Data Collection Instruments: The 2000 Census of Agriculture Content Test, Jaki Stanley McCarthy, National Agricultural Statistics Service, U.S. Department of Agriculture

Adapting Clinical Assessment Measures for Household Survey Administration, Paul Beatty and Kristen Miller, National Center for Health Statistics

Do Latinos and Anglos Think About Health in the Same Ways?, Patricia M. Gallagher and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts Boston

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

Privacy and Survey Participation: Cross-Cultural Views **LaSalle**

Chair and Organizer: Alisú Schoua-Glusberg, Harvard University

The Political Economy of Privacy Among Ethnic Minorities: The Power Factor, Melinda Crowley, U.S. Bureau of the Census

Privacy and Survey Response: Interviews with Urban Native Americans, Betsy Strick, Private Consultant

Culture and the Census: Asian Attitudes Towards Privacy, Bhavani Arabandi, George Mason University

Cultural Concepts of Privacy among Hispanic Immigrants, Alisú Schoua-Glusberg, Harvard University

Privacy Concerns Go Public, Susan Trencher, George Mason University and Eleanor Gerber, U.S. Census Bureau

Discussant: Eleanor Gerber, U.S. Census Bureau

Public Opinion, Science and Pseudo-Science **Cote St. Luc**

Chair and Organizer: Susan Carol Losh, Florida State University

How Religious Denomination, Biblical Literalism, and Science Knowledge Influence the Public's Acceptance of Human Evolution: Results from the 1993-1994 General Social Surveys, Douglas Lee Eckberg, Winthrop University

New Age Pseudo-Science and Biblical Creationism: Two Sides of But One Coin or Entirely Unrelated Species?, Raymond Eve, University of Texas at Arlington

Are Religious and Paranormal Thinking Anti-Science?, Erich Goode, University of Maryland, College Park

The Ideology of 'Scientific Creationism', Justin Watson, Lafayette College

Using the Web – Comparisons with Other Modes of Research **Portage**

Chair: James R. Caplan, Defense Manpower Data Center

Comparing Random Digit Dial Surveys With Web Surveys: The Case Of Health Care Consumers In California, Sandra Berry, Matthias Schonlau, RAND, Kinga Zapert, Harris Interactive, Lisa Payne Simon, California HealthCare Foundation, Katherine Sanstad, Institute for the Future, Sue Marcus, University of Pennsylvania, John Adams, Mark Spranca, Hong-Jun Kan, RAND and Rachel Turner, Harris Interactive

Mail, Email and Web Surveys: A Cost and Response Rate Comparison in a Study of Undergraduate Research Activity, Virginia M. Lesser, Survey Research Center and Department of Statistics, Oregon State University, Corvallis and Lydia Newton, Survey Research Center, Oregon State University, Corvallis

Do Paper And Web Questionnaires Provide The Same Results?, Katja Lozar Manfreda, Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana and Zenel Batagelj, CATI Center

Time-diary Measurement on the Internet: An National Experiment, Norman Nie, SIQSS, Stanford University and John P. Robinson, Department of Sociology, University of Maryland, College Park

Going Global: Issues in Applying Internet Research Internationally for an Elite Audience, Sandra Bauman, Natalie Jobity, Jennifer Airey, Deanne Wilson, Hakan Atak, Wirthlin Worldwide and Michael Deis, PRiMeR Ltd.

Discussant: William C. McCready, Knowledge Networks

Cross-Cultural Comparisons of National Values and Ideas **Lachine**

Chair: Bikramjit Garcha, Georgia State University

The Construction of National Identity-A 23-Nation Study, Frank Louis Rusciano, Department of Political Science, Rider University

A Comparison of Methods for the Evaluation of Construct Equivalence in a Multigroup Setting, Jerry Welkenhuysen -Gybels, Catholic University of Leuven, Belgium and Fons van de Vijver, University of Tilburg, The Netherlands

Value Structure Similarities Among Nations, Allen Wilcox, Department of Political Science, University of Nevada

A Latent Class Model for Studying Preference Falsification, Allan L. McCutcheon, UNL—Gallup Research Center

Discussant: Colm O'Muircheartaigh, NORC, The University of Chicago

11:30 a.m. – 12:00 p.m. **MEET THE AUTHOR** **Fontaine B**

Don A. Dillman, Mail and Internet Surveys: *The Tailored Design Method*

11:30 a.m. – 12:30 p.m. **POSTER SESSION** **Fontaine B**

Media Use in Japan, Dan Ames, Beth Webb and Brad Bedford, Arbitron

Political Information Seeking Using the Internet in Georgia, James J. Bason, Survey Research Center, University of Georgia

Arizona's Instrument to Measure Standards (AIMS): Are Our Kids Prepared?, Arian Sunshine Coffman, Northern Arizona University

Children and Media Viewing: A National Demographic and Psychographic Segmentation Study, Michael Cohen, Nellie Gregorian, Jay Joliffe, Applied Research & Consulting, Laura Wendt and Marsha Williams, Nickelodeon Research

Surveying the Health of a Diverse Population - the California Health Interview Survey (CHIS) Experience, Wei Yen, UCLA Center for Health Policy Research

Net Gain: How New Jerseyans Are Using The Internet To Manage Their Lives, Peyton Craighill, Rutgers University and Pew Research Center and Cliff Zukin, Eagleton Institute of Politics and Bloustein School of Planning and Public Policy, Rutgers University

The Impact of Interpersonal Communication Environment on Perceived News Media Bias During Election 2000, William P. Eveland, Jr., School of Journalism & Communication, Ohio State University and Dhavan V. Shah, School of Journalism & Mass Communication, University of Wisconsin-Madison

Divergences Between Recorded Crime Statistics, Public Perceptions Of Crime and Worries about Victimization, Jonathan Jackson, Department of Social Psychology, London School of Economics

What Users Do When They Use the World Wide Web: An Analysis of Online Activities, Mee-Eun Kang, School of Communication, Sookmyung Women's University

Dirty Business Or Toils Of Democracy: Views On Election Polls In Post-Communist Bulgaria, Christopher D. Karadjov, College of Journalism and Communications, University of Florida

Cross-Cultural Comparisons of Preferences for Job Attributes: A Discriminant Analysis, Bing Liu and Zhiling Liu, Survey Research and Methodology Program, University of Nebraska-Lincoln

An Experimental Examination of Electoral Expectations, Russell Mayer, Department of Political Science, Merrimack College

Can't Buy Me Love: Jon Corzine's Campaign Spending in the 2000 New Jersey Senate Race, Scott McLean, Political Science Department, Quinnipiac University

Child Prostitution in the U.S.: A Survey of Juvenile Court Judges, Pama Mitchell, The Atlanta Journal-Constitution and Jeff Shusterman, The Marketing Workshop, Inc.

Public Attitudes Towards Science and Technology: Recommendations for Future Public Opinion Research, Matt Nisbet, Department of Communication, Cornell University

The Use of Language in the Media and in Everyday Speech. Employing Field Experiments to Investigate Key Signals in Media Coverage, Thomas Petersen, Institut fuer Demoskopie Allensbach, Allensbach, Germany

Evolving Public Opinion in the Elian Gonzalez Case: A Longitudinal Investigation, Linda J. Skitka, University of Illinois at Chicago

Don't Know Responses In Japanese Surveys: Effects Of Question And Respondent Characteristics, Nicolaos E. Synodinos, University of Hawaii and Yutaka Ujiie, Shin Joho Center

Standards Of Disclosure In Pre-Election Stories In Indian Print Media, Yudhijit Bhattacharjee, The Ohio State University and K. Viswanath, National Cancer Institute

Individual-Level Predictors Of Public Outspokenness: A Cross-Cultural Test Of The Spiral Of Silence Theory, Lars Willnat, George Washington University & Nanyang Technological University, Singapore, Waipeng Lee, Ben Detenber, Nanyang Technological University, Singapore, Sean Aday and Joe Graf, George Washington University

Using an Explanatory Mail Follow-up to Boost Response Rate in an RDD Survey, Colleen K. Porter, Department of Health Services Administration, University of Florida, Cynthia Wilson Garvan, Division of Biostatistics, University of Florida, R. Paul Duncan, Department of Health Services Administration, University of Florida and W. Bruce Vogel, Department of Health Policy and Epidemiology, University of Florida

Rankings, Ratings, Rulers and Reference Points: Analyzing Reliability And Validity In A Customer Satisfaction Study For The Brazilian Health Care Industry, Clifford Young, Orjan Olsen, Cristina Baptista de Moura, Nelson Acar and Mario Mattos Neto, Indicator Brazil

Perceptions of Media Bias in the 2000 Presidential Race, Dietram A. Scheufele and Yemi K. Rose, Cornell University

12:30 p.m. – 2:00 p.m.	**LUNCH**	**Westmount/Outremont**
	CHAPTERS REPRESENTATIVES LUNCH	**Fundy**
	***POQ* ADVISORY GROUP LUNCH**	**St. Pierre**
	STANDARDS COMMITTEE LUNCH	**St. Michel**

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

Mode Effects **Mont Royal**

Chair: Andrew Zukerberg, Microsoft

Response Rate and Measurement Differences in Mixed Mode Surveys Using Mail, Telephone, Interactive Voice Response and the Internet, Don A. Dillman, Washington State University, Glen Phelps, Robert Tortora, Karen Swift, Julie Kohrell and Jodi Berck, The Gallup Organization

An Experiment Comparing Computer-Assisted and Paper Modes of Data Collection For the Short Form in Census 2000, Sid Schneider, David Cantor, Westat, Lawrence Malakhoff, Bureau of Census, Carlos Arieira, Paul Segal, Luu Nguyen, Westat and Jennifer Guarino, Bureau of Census

Evaluating Mode Effects on a Survey of Behavioral Health Care Users, Vickie L. Stringfellow, Floyd J. Fowler, Jr. and Brian R. Clarridge, Center for Survey Research, University of Massachusetts

Implementation and Results of the Internet Response Mode for Census 2000, Erin Whitworth, U.S. Census Bureau

Discussant: Norman M. Bradburn, National Science Foundation

Nonresponse and Effects **Lachine**

Chair: Victoria A. Albright, Field Research Corporation

Assessing Data Quality From Reluctant Respondents on an Establishment Survey, Mareena McKinley Wright, David Cantor, Westat, Tracey Hagerty, Mathematica and Kerry Levin, Westat

The Effect of Respondent Refusals on Election Polling, Monika McDermott, Eagleton Instititue of Politics, Rutgers University

Panel Bias from Attrition and Conditioning: A Case Study of the Knowledge Networks Panel, Joshua D. Clinton, Stanford University

Assessing Nonresponse Bias: Resistors and Late Respondents, James E. Fletcher, Survey Research Center, California State University, Chico and Diane E. Schmidt, Department of Political Science, California State University, Chico

Discussant: Michael Battaglia, Abt Associates Inc.

Trends and Influences in Public Opinion **Cote St. Luc**

Chair: Cecilie Gaziano, Research Solutions, Inc.

The Generation Gap from the 1970s to the 1990s, Tom Smith, NORC

Converging Classes: Trends in Classes Attitudes and Behaviors 1972-1998, Robert Wagmiller, National Center for Children in Poverty and Joseph L. Mailman, School of Public Health, Columbia University

Reference Groups and Pluralistic Ignorance, Sara Dunlap, Department of Political Science, The Ohio State University, Carroll Glynn, Department of Journalism and Communication, The Ohio State University and James Shanahan, Department of Communication, Cornell University

Party Polarization and Public Opinion: The Dynamic Relationship between Congressional Polarization and Public Attitudes, Stephen T. Mockabee, Ohio State University

The Digital Divide: How Internet Use May Influence the Government—Citizen Relationship, Raffaele Fasiolo, Valerie Pottie-Bunge and Nathaniel Stone, Canada Information Office

Discussant: Vincent Price, Annenberg School for Communication, University of Pennsylvania

Issues In Cognitive Interviewing **Portage**

Chair: Polly Phipps, Washington State Institute for Public Policy

Interpreting Verbal Reports In Cognitive Interviews, Frederick Conrad, Bureau of Labor Statistics and Johnny Blair, University of Maryland

Standardized Cognitive Testing: Will Quantitative Results Provide Qualitative Answers?, Carol Cosenza, Center for Survey Research, University of Massachussetts

Maximizing the Quality of Cognitive Interviewing Data: An Exploration of Three Distinct Methodologies and Their Informational Objectives, Sarah Daugherty, Lauren Harris-Kojetin, Elizabeth Jael, Claudia Squire and Kelly Sand, Research Triangle Institute

Mexican Immigrants and the Use of Cognitive Assessment Techniques in Questionnaire Development, Robert Agans, Department of Biostatistics, Survey Research Unit, The University of North Carolina, William Kalsbeek, Ashley Bowers, Natalia Deeb-Sossa and Stacy Barger, The University of North Carolina, Chapel Hill

Cognitive Chinese? Vietnamese?, Brian Clarridge and Jennifer Moorhead, Center for Survey Research, University of Massachusetts Boston

Discussant: Jaki Stanley McCarthy, National Agricultural Statistics Service, U.S. Department of Agriculture

The Mexican Election of 2000 **Hampstead**

Chair and Organizer: Warren Mitofsky, Mitofsky International

Retrospective Voting in the Mexican Presidential Election of 2000, Ulises Beltran, Centro de Investigación y Docencia Economicos (CIDE)

Candidates, Campaigns and Public Opinion Research in 2000 Mexican Presidential Elections, Rafael Gimenez, Arcop

The Effects Of Negative Campaigns On Voting Behavior, Alejandro Moreno, Instituto Tecnológico Autónomo de México (ITAM) and Reforma Newspaper

The Changing Mexican Voter, Jorge Buendia, Centro de Investigación y Docencia Economicos (CIDE)

Discussant: Nancy Belden, Belden Russonello & Stewart

Survey Research in Urban Settings **Verdun**

Chair: Carolee Bush, U.S. Census Bureau

Survey Research in Urban Settings: An Overview of Methodological Issues, Isabel Farrar, Tim Johnson and Sara Baum, University of Illinois – Chicago

Methodological Issues in Surveying the Homeless, Ingrid Graf and Tim Johnson, University of Illinois—Chicago

Conducting Telephone Surveys in Urban Neighborhoods, Linda Owens, University of Illinois—Chicago

Discussant: Karen Bogen, Johns Hopkins University

Do Face-to-Face, RDD, Internet, and Mail Surveys Produce the Same Results? National Comparisons **LaSalle**

Chair: Ashley Grosse, University of Michigan

Experimental Comparisons of the Quality of Data Obtained from Face-to-Face and Telephone Surveys, Melanie C. Green, University of Pennsylvania and Jon A. Krosnick, Ohio State University

An Experimental Comparison of the Quality of Data Obtained in Telephone and Self-Administered Mailed Surveys with a Listed Sample, Michael Silver, Ohio State University

The Representativeness of National Samples: Comparisons of an RDD Telephone Survey with Matched Internet Surveys by Harris Interactive and Knowledge Networks, LinChiat Chang, Ohio State University

The Accuracy of Self-Reports: Comparisons of an RDD Telephone with Internet Surveys by Harris Interactive and Knowledge Networks, LinChiat Chang and Jon A. Krosnick, Ohio State University

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

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

Forensics Research: Special Consideration **Hampstead**

Chair and Organizer: E. Deborah Jay, Field Research

Courting Opinions: Surveys for Litigation, E. Deborah Jay, Field Research Corporation

Surveys Measuring False and Deceptive Advertising: An Overview, Thomas DuPont, D2 Research

Measuring Consumer Perception in Trade Mark Disputes, Ivan Ross, Ross Research

The Use of Survey Evidence in Foreign Proceedings: Proceed with Caution, Brahm Segal, Ritvik Holdings

Killer Klients: Using Surveys to Evaluate Whether Pretrial Publicity is Prejudicial to Criminal Defendants, Paul Talmey, Talmey-Drake Research & Strategy, Inc.

Motivating Response to the U.S. Census 2000: A Preliminary Assessment **Cote St. Luc**

Chair and Organizer: Kimberly Crews, U.S. Bureau of the Census

Using Advertising to Encourage Response, Jennifer P. Marks and Kendall B. Oliphant, U.S. Bureau of the Census

Innovative Methods in Reaching the American People Through the U.S. Census 2000 Partnership Program, Brenda J. August and Timothy P. Olson, U.S. Bureau of the Census

The Effect of Exposure to Positive and Negative Publicity on Attitudes toward the 2000 Census, Eleanor Singer, John Van Hoewyk, University of Michigan, Randall J Neugebauer, U.S. Bureau of the Census and Darby Miller Steiger, The Gallup Organization

Preliminary Results of Evaluating the Census 2000 Integrated Marketing Strategy, Emilda Rivers and Elizabeth Ann Martin, U.S. Bureau of the Census

Discussant: Anil Arora, Statistics Canada

Mode Studies on Sensitive Topics **Portage**

Chair: Kathy Sonnenfeld, Mathematica Policy Research, Inc.

The Validity and Reliability of Interviewing Children with ACASI, Crystal MacAllum, Westat

Comparison of Computer-Assisted Telephone Survey Methodologies: CATI vs. TACASI, Amy L. Nyman, Anthony M. Roman, Center for Survey Research, University of Massachusetts and Charles Turner, City University of New York and RTI

The Use of ACASI Systems in a High-Risk Clinic Population, Gordon Willis, National Cancer Institute, Applied Research Program and Susan Rogers, Research Triangle Institute

Answering Sexual Behavior Questions with Touch-Tone Telephones: An Experiment Using SLAITS Sample, Stephen J. Blumberg, National Center for Health Statistics, CDC

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

Deliberation, Conflict and Public Opinion **Mont Royal**

Chair: Kurt Lang, University of Washington

Online Group Discussion and its Influence: The Electronic Dialogue Project in Campaign 2000, Vincent Price and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania

The Utility of Deliberation: What Citizens Bring In and Take Out of the Process, David Dutwin, Annenberg School for Communication, University of Pennsylvania

Information and Political Attitudes: A Methodological Comparison of two Approaches to Estimating the Opinions of a Better Informed Public, Patrick Sturgis, Department of Social Psychology, London School of Economics and Political Science

Conflicting Opinions: Public Reactions to Political Conflict, Diana Mutz, The Ohio State University

Discussant: Tom Smith, NORC, University of Chicago

Methods for Reducing Response and Nonresponse Error **Verdun**

Chair: Brian Wolf, Oregon Survey Research Laboratory

The Weekly Work Grid: A Measure Of The Complexity Of Hours At Work, John P. Robinson, Yuko Kurashina, University of Maryland, College Park and Alain Chenu, CREST, INSEE(Census Bureau of France)

Clarifying Question Meaning In A Web-Based Survey, Laura H. Lind, Michael F. Schober, New School for Social Research and Frederick G. Conrad, Bureau for Labor Statistics

Reducing Income Nonresponse in a Topic-Based Interview, Jeffrey C. Moore, U.S. Census Bureau and Laura S. Loomis, U.S. Census Bureau

Determining Nativity Through Household-level and Person-level Question Designs, Kevin Wang, Randy Capps, The Urban Institute and David Cantor, Westat

Differentiating Dedicated from Alienated Respondents: An Empirical Test of Interactionist Concepts, Vikas Gumbhir and Patricia Gwartney, Oregon Survey Research Laboratory

Discussant: Joe Eyerman, Research Triangle Institute

Issues in Sampling and Coverage: A Panel in Memory of Leslie Kish **Lachine**

Chair: Colm O'Muircheartaigh, NORC, University of Chicago

Evaluating the Use of Residential Mailing Addresses in a Metropolitan Household Survey, Vincent G. Iannacchione, Jennifer M. Staab and David T. Redden, Research Triangle Institute

List-Assisted Sampling Methods: The Effect of Telephone System Changes on Design, Clyde Tucker, Bureau of Labor Statistics, James Lepkowski, University of Michigan and Linda Piekarski, Survey Sampling, Inc.

Effects of Telephone Technologies and Call Screening Devices on Sampling, Weighting and Cooperation in a Random Digit Dialing (RDD) Survey, Shelley Brock Roth, Jill Montaquila and John Michael Brick, Westat, Inc.

Coverage, Nonresponse, and Cost Tradeoffs Using a One-Question Screener for Age Eligibility in Household Surveys, James M. Lepkowski, University of Michigan and Joint Program in Survey Methodology, Karen E. Davis, National Center for Health Statistics, Krishna Winfrey, University of Michigan, Roger Tourangeau and Robert M. Groves, University of Michigan and Joint Program in Survey Methodology

Discussant: Martin Frankel, Abt Associates Inc.

Conducting Surveys with Portable Technology **La Salle**

Chair: Karl Feld, humanvoice, inc.

Computer Audio Recorded Interviewing (CARI): Results of Additional Feasibility Efforts, Paul Biemer, Jeremy Morton, Deborah Herget and Kelly Sand, Research Triangle Institute

Survey Data Collection On The Palm Of Your Hand?, Jaana Myllyluoma, Patricia Lesho, Carol Schmitt and Jacinta Purcell Battelle Centers for Public Health Research and Evaluation

Harnessing Innovative Electronic Technology for On-site, Point-of-Service Research, Keith Neuman, Decima Research, Inc. and Julie Belanger, In-Touch Survey Systems Inc.

Discussant: Sue Ellen Hansen, University of Michigan

4:30 p.m. – 5:00 p.m. **MEET THE AUTHORS** **Fontaine B**

Paul J. Lavrakas and Michael W. Traugott, co-authors, *Election Polls, the News Media and Democracy*

5:15 p.m. – 6:15 p.m. **Meeting of Faculty of Survey Statistics and Methodology Programs** **Verdun**

6:00 p.m. – 8:00 p.m. **SHORT COURSE** **Lachine**

How to Report on Public Opinion
Michael Traugott, The University of Michigan

10:00 p.m. **Post Ballgame Gathering (cash bar)** **Promenade**

8:00 a.m. – 4:00 p.m. **REGISTRATION** **Pointe Aux Trembles**

7:00 a.m. – 9:00 a.m. **BREAKFAST** **Westmount/Outremont**

Breakfast Roundtable – Teaching the Survey Methods Practicum
Organizer: Linda Owens, University of Illinois

7:30 a.m. – 8:30 a.m. **FUN RUN/WALK** **Hotel Lobby**

9:00 a.m. – 4:30 p.m. **EXHIBITS - Software, Technology & Books** **Fontaine B**

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

Public Opinion and Public Policy

Chair: Nicolaos E. Synodinos, University of Hawaii

Voices In A Democracy: Understanding Perceptions Of The Role Of Public Opinion In The Policymaking Process, Mollyann Brodie, Henry J. Kaiser Foundation, Lisa Ferraro Parmelee, The Roper Center and April Brackett, Henry J. Kaiser Foundation

Government Public Opinion Research and Canada's Goods and Services Tax, Christopher Page, Department of Political Science, Memorial University of Newfoundland

Borderline Interest or Identity? Canadian and American Attitudes toward NAFTA, David Rankin, Department of Political Science, State University of New York at Fredonia

Physicians and the Public: An International Comparison of Views on Health System Change and Quality of Care, Catherine M. DesRoches and Robert J. Blendon, Harvard School of Public Health

Discussant: Allan L. McCutcheon, UNL-Gallup Research Center, University of Nebraska-Lincoln

The Contributions of Seymour Sudman to Survey Research **LaSalle**

Chair and Organizer: Diane O'Rourke, University of Illinois

Contributions to Sampling, Roger Tourangeau, University of Michigan

Contributions to Understanding Cognitive Processes and Questionnaire Design, Norman Bradburn, National Science Foundation

Contributions to Establishment Surveys, Diane Willimack, Bureau of the Census

Additional Contributions to Survey Research and the Profession, Tim Johnson, University of Illinois—Chicago

Campaign 2000 **Mont Royal**

Chair: Edward Freeland, Princeton University

Economics and Bill Clinton in the 2000 American Presidential Election, Jeffrey Koch, Department of Political Science, State University of New York

Campaigns Matter: Why the Economic Models Predicting a 4- to 20-Percentage Point Victory for Gore Were Wrong, David W. Moore, The Gallup Organization

Dynamics of the 2000 Presidential Campaign: Evidence from the Annenberg Survey, Michael G. Hagen, Richard Johnston and Kathleen Hall Jamieson, Annenberg School for Communication

A Bayesian Model for Combining State and National Presidential Trial Heat Polls, Charles H. Franklin, University of Wisconsin, Madison

Discussant: Mark DiCamillo, The Field Institute

Issues in Translating Surveys: Methods and Approaches **Hampstead**

Chair and Organizer: Alisu Schoua-Glusberg

The Linguistic Demography of the United States: Insights from the 1990 Census, Gillian Stevens, University of Illinois

Ad-lib Verbal Translations and Interviewer Variance, Lorena Carrasco, Bureau of the Census

Taking Acculturation into Account in Translation, David Eden, Mathematica Policy Research

Use of the Internet as a Translation Aid for Survey Instruments, Alisú Schoua-Glusberg, Harvard University

Translating the American Time-Use Survey into Spanish: Issues Associated with Translating a Flexible Interview Survey, Sylvia Fisher, Bureau of Labor Statistics

Discussant: Manuel de la Puente, U.S. Census Bureau

Does It Pay to Pay? Incentives and Participation **Cote St. Luc**

Chair: Asaph Young Chun, American Institutes for Research

Is It 'What's Up Front' That Counts? An Experiment In First-Wave Incentives In A Panel Study, Thomas Guterbock, Center for Survey Research, University of Virginia and Alison Meloy, Sorensen Institute for Poltical Leadership, University of Virginia

The Role of Topic Salience in Survey Participation Decisions, Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Stanley Presser, University of Maryland and Joint Program in Survey Methodology and Sarah Dipko, University of Maryland and Joint Program in Survey Methodology

Are Physicians Immune To Incentives And Other Survey Features Thought To Increase Response?, Danna Moore, Social and Economic Sciences Research Center, Washington State University

Use of Targeted Incentives to Reduce Nonresponse in Longitudinal Surveys, Michael W. Link, Research Triangle Institute, Andrew G. Malizio, National Center for Education Statistics and Thomas R. Curtin, Research Triangle Institute

Discussant: Sandra Berry, RAND

Issues in Web Surveys **Portage**

Chair and Discussant: Don Dillman, Washington State University

Experiments On Visual Effects in Web Surveys, Kristin Kenyon, Knowledge Networks, Inc., Mick P. Couper and Roger Tourangeau, University of Michigan

Eye-Movement Analysis: A New Tool for Evaluating the Design of Visually Administered Instruments (Paper and Web), Cleo D. Redline, Bureau of the Census and Christopher P. Lankford, University of Virginia

Humanizing Self-Administered Surveys: Experiments on Social Presence on the Web and IVR, Darby Miller Steiger, The Gallup Organization, Roger Tourangeau and Mick P. Couper, Survey Research Center, University of Michigan

The Impact of Adding e-Interviewers To Web-Based Research, Karl Feld, humanvoice, inc.

Survey Research Standards and Ethics **Lachine**

Chair and Discussant: Clyde Tucker, Bureau of Labor Statistics

Assessing Survey Research, A Principled Approach, Benoit Gauthier, Circum Network Inc.

Maintaining Confidentiality In The Public Use Dataset, Cynthia Helba, Kimya Lee, Christine Gaines, Westat, Timothy Elig and Laverne Wright, Defense Manpower Data Center

Ethics Codes and Survey Researchers, John Kennedy, Center for Survey Research, Indiana University

Technical Rationality -- A New Form of Unethical Behavior, Robert Mason, Survey Research Center, Oregon State University

10:15 a.m. – 11:45 a.m. CONCURRENT SESSIONS

Issues in the Formatting of Response Scales **Mont Royal**

Chair: Kim Zito, Mathematica Policy Research

Item-Nonresponse, Measurement Error, and the 10-Point Response Scale, Matthew W. Courser, The Ohio State University and Paul J. Lavrakas, Nielsen Media Research

How Providing Versus Not Providing A Midpoint In Response Scales Affects Validity And Reliability Of Measurement, Dagmar Krebs, Institute of Sociology, University of Giessen

The Influence of Frequency Scales on Response Behavior: A Theoretical Model and its Empirical Examination, Volker Stocke, University of Mannheim

A Cross-National Comparison of Middle Alternatives, Acquiescence, and the Quality of Questionnaire Data, Colm O'Muircheartaigh, NORC and Jon A. Krosnick, Ohio State University

Discussant: Baerbel Knaeuper, McGill University

Assessing the Accuracy of Pre- and Post-Election Polls **Cote St. Luc**

Chair: Kathy Dykeman, Voter News Service

What Leads to Voting Overreports? Contrasts of Overreporters to Voters and Admitted Nonvoters, Robert F. Belli, Michael W. Traugott and Matthew N. Beckmann, University of Michigan

The Story from the States: Accuracy of State Pre-Election Polls, Andrew Smith, Dennis Junius, University of New Hampshire Survey Center, Eric Rademacher and Daniel Majeski, University of Cincinnati, Institute for Policy Research

The Accuracy of Harris Interactive's Pre-Election Polls of 2000, George Terhanian, Humphrey Taylor, Jonathan Siegel, John Bremer and Renee Smith, Harris Interactive

An Empirical Portrait of the Yale New Media Workshop and MSNBC Internet Decision 2000 Survey, John Lapinski, Yale University

Discussant: Daniel M. Merkle, ABC News

The Survey Translation Experience: Case Studies **LaSalle**

Chair and Discussant: Sylvia Fisher, Office of Survey Methods Research, Bureau of Labor Statistics

Designing the Language Dimension of the New Immigrant Survey, Guillermina Jasso, Department of Sociology, New York University, Douglas S. Massey, Mark R. Rosenzweig, University of Pennsylvania and James P. Smith, RAND Corporation

Spanish Translation Issues Related to the Development of Computer-Assisted Interviewing Instruments: National Household Survey on Drug Abuse, Marjorie Hinsdale, Research Triangle Institute

Evaluation for the Jobs-Plus Community Revitalization Initiative for Public Housing Families, Karen Tucker, Battelle Memorial Centers for Public Health Research and Evaluation

Twenty-two Countries, Twenty-three Languages: the World Mental Health Survey 2000, Beth-Ellen Pennell, University of Michigan

Roundtable - Threats Public Opinion Research **Hampstead**

Organizer: Richard Day, Richard Day Research

Diane Bowers, Council of American Survey Research Organizations
Scott Keeter, George Mason University
Mark Schulman, Schulman, Ronca and Bukavalas
Howard Silver, Consortium of Social Science Associations

Issues in Web Survey Design **Portage**

Chair: Dominic Lusinchi, Far West Research

Web Survey Design: Comparing A Multi-Screen To A Single Screen Survey, Richard L. Clark and Zsolt Nyiri, University of Connecticut

Screen Design in a Web Survey, Marek Fuchs, Dresden University of Technology, Germany

An Experiment in Web Survey Design, Jane Burris, Jie Chen, Ingrid Graf, Timothy Johnson and Linda Owens, Survey Research Laboratory, University of Illinois at Chicago

How Much Is The Same: The Impact Of Web Interviewing On Budgetary Choices, Monica L. Wolford, COPA, University of Maryland and Michael Bocian, Knowledge Networks

Discussant: Reginald Baker, Market Strategies, Inc.

Attitudes About Science – Biotech and the Environment **Verdun**

Chair and Discussant: Lynda Carlson, National Science Foundation

Attitudes Toward Biotechnology: Public Understanding And Religious Values, Gerald M. Kosicki, Center for Survey Research and School of Journalism and Communication, Ohio State University and Stephen T. Mockabee, Center for Survey Research and Department of Political Science, Ohio State University

Attitudes about Biotechnology and Genetically Modified Organisms, James Shanahan, Dietram Scheufele and Eunjung Lee, Department of Communication, Cornell University

Risk Perceptions of Global Warming, Anthony Leiserowitz, Environmental Science, Studies and Policy, University of Oregon

Confidence in Expert Claims about Environmental Risks, Eric R. A. N. Smith and Juliet Carlisle, Political Science Department, University of California, Santa Barbara

People and the Parks: The American Public Examines the National Park System, Frederic I. Solop and Kristi K. Hagen, Department of Political Science, Northern Arizona University

The Impact of Incentives on Response and Data Quality **Lachine**

Chair: Julita Milliner, Mathematica Policy Research

An Analysis Of The Effectiveness Of A Variety Of Up-Front And Backend Incentives On A Mixed-Mode National Survey Of Financial Decision-Makers, Larry Cohen, Chris Taylor, SRI Consulting's Consumer Financial Decisions, Dan Hagan and Tricia Stafford, LHK Partners

Mode And Incentive Effects On Aspects Of Survey Administration And Data Quality, Jennifer E. O'Brien, Kerry Y. Levin, Westat, Tracey Hagerty, Mathematica, James B. Greenlees, Westat, Susan K.E. Saxon-Harrold and Arthur D. Kirsch, Independent Sector

Small Incentives, Race and Response Rates, Sherri J. Norris and Emilda Rivers, Bureau of the Census

The Effect of Incentives on Return Rate in a Personally Placed Radio Diary Survey in Mexico City, Beth Webb, The Arbitron Company

Discussant: Eleanor Singer, University of Michigan

11:30 a.m. – 12:30 p.m. POSTER SESSION **Fontaine B**

Classification of Race and Ethnicity in Surveys Using the Revised OMB Standards, Michael P. Battaglia, Abt Associates Inc., Meena Khare, Jacqueline Wilson Lucas and Robert A. Wright, National Center for Health Statistics

A Comparison Of Two Likert Type Scale Formats Used For Evaluation Of Diversity Training Sessions, Helen W. Brown and Gail Kutner, Strategic Issues Research, AARP

Measuring Crowding in Juvenile Justice Facilities in Self-Administered Establishment Survey Questionnaires, Catherine A. Gallagher, Department of Public and International Affairs, Administration of Justice Program, George Mason University and Joe Moone, Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, Department of Justice

The Effect of Likeability in Questionnaire Cover Design on Mail Survey Response Rates, Philip Gendall, Massey University, Palmerston North, New Zealand

Decreasing Data Quality Resulting From Using CAPI In Face-To-Face Interviews, Juergen H.P. Hoffmeyer-Zlotnik, ZUMA

Do Survey Participants Under-Report Illicit Drug Use? A Comparison of Self-Reports and Hair Test Results, Martha D. Kovac and Rita A. Stapulonis, Mathematica Policy Research, Inc.

Respondents' Understanding of the Vague Economic Concept "Cash:" A Comparative Study, Ashley Landreth and Eileen O'Brien, U.S. Census Bureau

Challenging the Assumption: Questioning the Success of Matched Characteristics, Brian Roff and Jenneve Marie Lynch, Eagleton Institute of Politics, Center for Public Interest Polling, Rutgers, The State University of New Jersey

Impact Of Interviewer Characteristics On Respondent Characteristics That Influence Item Non-Response, Karen Schnite, Public Opinion Laboratory, Department of Psychology, Northern Illinois University

Survey Design and Social Desirability Bias in Studies of Environmental Behavior, Holley Shafer, Rufus Browning and John Rogers, Public Research Institute

What (and Where) is the Most Important Problem?, Stuart N. Soroka, Nuffield College, Oxford, UK

More Than Meets The Eye: Effects Of A Box Format Questionnaire Design On Skip Pattern Errors, Tory M. Taylor, Lois Biener and Nancy Wacu Maina, The Center for Survey Research, University of Massachusetts, Boston

Collecting Buccal Cells using a Mailed Mouthwash Method in Elderly Populations, Jackqueline Teague, Rebecca Martin, Amy Ladner, Research Triangle Institute and Larry Corder, Duke University

Generational Differences in Attitudes Towards Jury Service, Robert G. Boatright, Department of Political Science, Swarthmore College and Susan Carol Losh, Department of Educational Research, Florida State University

Children as Respondents, Barbara O'Hare and Marla Cralley, Arbitron

Guidelines for Improving the Usability of Telephone Audio Computer-assisted Self-interviewing (T-ACASI), David Mingay, U.S. Bureau of the Census

Perceived Race-of-Interviewer Effects on Racial Attitudes and Attitudes Towards the Criminal Justice System Among African Americans: Results from a National RDD Telephone Survey, Scott R. Beach, Michael W. Bridges, Jon Hurwitz, University of Pittsburgh and Mark Peffley, University of Kentucky

12:00 p.m. – 12:30 p.m.   MEET THE AUTHORS   Fontaine B

Roger Tourangau and Ken Rasinski, co-authors (with Lance Rips), *The Psychology of Survey Response*

12:30 p.m. – 2:00 p.m.   LUNCH and AAPOR PRESIDENTIAL ADDRESS   Westmount/Outremont

2:00 p.m. – 3:30 p.m.   CONCURRENT SESSIONS

Roundtable - AAPOR *Standard Definitions*: Issues and Experiences   Hampstead

Organizer: Janice Ballou, Rutgers University

Michael Butterworth, CBS News
Rob Daves, Minneapolis Star Tribune
Paul Lavrakas, Nielsen Media Research
Tom Smith, NORC

Pre-election Polling Methodology   LaSalle

Chair: Lydia Saad, The Gallup Organization

Experimental Analysis of the Accuracy of Pre-Election Vote Choice Reports, Jesse Marquette, Center for Policy Studies, John Green, Ray C. Bliss Institute of Applied Politics.

Screening for Likely Voters in Pre-Election Surveys: A Voter Validation Experiment, Michael Dimock, The Pew Research Center for the People and the Press, Scott Keeter, George Mason University, Mark Schulman, Schulman, Ronca and Bucavalis, Inc., and Carolyn Miller, Princeton Survey Research Associates

Ballot Order and Candidate Preference in Pre-Election Telephone Surveys, Eric Rademacher, Institute for Policy Research, University of Cincinnati, Andrew E. Smith, University of New Hampshire Survey Center, Thomas Shaw and Alfred Tuchfarber, Institute for Policy Research, University of Cincinnati

Never on Friday? Empirical Evidence on Day-of-the-Week in Public Opinion Polls, Larry Hugick and Margie Engle, Princeton Survey Research Associates, and Charles E. Denk

Discussant: Michael G. Hagen, Annenberg School for Communication, University of Pennsylvania

Nonresponse and Issues of Consent **Verdun**

Chair: Catherine Simile, National Center for Health Statistics

Talking With Kids About Tough Issues: Parent And Child Reaction And Consent To A Survey Request, Tina Hoff, Liberty Greene, Kaiser Family Foundation, Melissa J. Herrmann and Paul D. Silverman, International Communications Research

The Effect of SSN Requests and Notification of Administrative Record Use on Response Behavior in Census 2000, Jennifer A. Guarino, Joan M. Hill and Henry Woltman, U.S. Census Bureau

How Long Should You Wait Before Attempting To Convert A Telephone Refusal?, Timothy Triplett, Julie Scheib and Johnny Blair, Survey Research Center, University of Maryland, College Park

Getting a Foot in the Door: The Role of Gate Keepers in RDD Telephone Surveys, Jill Dever Kavee, Karl R. Landis, Polly P. Armsby and Jeremy E. Morton, Research Triangle Institute

Discussant: Richard Warnecke, University of Illinois -- Chicago

Using the Web – Within Mode and Between Mode Comparisons **Portage**

Chair: Jennifer Airey, Wirthlin Worldwide/Wintellitech Internet Research and Strategy Division

Cross-company Measurement on the Internet of Customer Satisfaction with e-Commerce Companies, Barbara Everitt Bryant, National Quality Research Center, University of Michigan Business School and Reginald Baker, Market Strategies, Inc.

Examining Web vs. Paper Mode Effects In a Federal Government Customer Satisfaction Study, Michele A. Burr, Kerry Y. Levin and Angela Becher, Westat

The Internet as a Public Opinion Laboratory: Experiments with Survey Questions, George Bishop and B.J. Jabbari, University of Cincinnati

Response Differences from Internet-enabled Respondents in Surveys Fielded via Internet and via Mail, Jennifer M. Park, NFO Interactive

Discussant: J. Michael Dennis, Knowledge Networks

Gender, Politics and Identity **Lachine**

Chair: Karen A. Piskurich, U.S. Census Bureau

Construction and Contradiction: Gender and National Identity in the Federal Republic of Germany, Roberta Fiske-Rusciano, Program in Multicultural Studies, Rider University

Surveying History: African Americans in the Women's Army Corps, Lisa Ferraro Parmelee, The Roper Center for Public Opinion Research, University of Connecticut

Gender and Political Knowledge, Matthias Kretschmer, University of Connecticut

The Gender Gap on Complex Social Issues Within a Traditional Environment, Katherine A. Kimberling, OU POLL and Gary W. Copeland, Carl Albert Center, University of Oklahoma

Discussant: Katherine Jackson, Northwestern University

Interviewer Effects **Cote St. Luc**

Chair: Robert H. Lee

The Confederate Flag Debacle: An Examination Of Interviewer Race And Personal View Point Effects On Respondents Answers To Questions Concerning A Racially And Politically Sensitive Subject, Katherine Lind, Robert Oldendick, Carol Hall, Judi Rose and Ronald Shealy, University of South Carolina

Effects of Interviewer Characteristics on Survey Response and Data Quality, Adam Safir and Tamara Black, Urban Institute

The Role of Interviewer Characteristics and Experience in Race-of-Interviewer Effects Among African-American Survey Respondents, Chase Harrison, Center for Survey Research and Analysis, University of Connecticut and Monica Wolford, Program on International Policy Attitudes

Using Virtual Interviewers to Explore Race of Interviewer Effects, Maria Krysan, University of Illinois at Chicago and Mick Couper, University of Michigan, Ann Arbor, MI

Discussant: Ronald E. Langley, University of Kentucky

Successes and Challenges in Enumerating Small Population Subgroups in Census 2000 **Mont Royal**

Organizer and Chair: Manuel de la Puente, U.S. Census Bureau

The Enumeration of Colonia Residents in Census 2000: Perspectives From Census Field Workers and Ethnographers, Manuel de la Puente and David Stemper, U.S. Census Bureau

The Challenges Faced In Obtaining An Excellent Count For Remote Alaska, Moises M. Carrasco, U.S. Census Bureau

The Enumeration of New York City for Census 2000: A Regional Director's Perspective, Lester Farthing, U.S. Census Bureau

Conducting a Census on American and Canadian Indian Reservations: Comparing Challenges and Solutions, Susan A. Lavin, U.S. Census Bureau and Pierre Gauthier, Statistics Canada

Discussant: James Lepkowski, University of Michigan

3:30 p.m – 4:30 p.m. **POSTER SESSION** **Fontaine B**

Within Household Coverage Error in Complex Households: A Qualitative Study on Ethnic and Racial Groups, Anna Y. Chan and Laurie K. Schwede, U.S. Census Bureau

Don't Forget To Write! The Effect Of Follow-Up Postcards And Surveys On Response Rates In A Customer Satisfaction Survey, Christine L. Gaines, Angela D. Becher and Kerry Y. Levin, Westat

Using Standard Industrial Classification Codes to Generate Sampling Frames of Retailers, Patty Greenberg and Jaana Myllyluoma, Battelle Center for Public Health Research and Evaluation

Issues to Consider When Creating a Sampling Frame from Medical Group Data, Alison Hauser and Patricia M. Gallagher, Center for Survey Research, University of Massachusetts at Boston

Validity Issues in Web Derived Survey Data, Kaiya Liu, Jeff Rosen and Erik Stewart, Center for Survey Research, The Ohio State University

Conducting Web-based Surveys with Known Populations: Lessons Learned and Keys to Success, Christy G. McGee, Logistics Management Institute, Ronald L. Straight, School of Business, Howard University, and Lawrence Schwartz, Logistics Management Institute

Changing Patterns of Web Usage Among Elite Populations in a Multi-Modal National Survey, Darby Miller Steiger, Margrethe Montgomery and Sameer Y. Abraham, The Gallup Organization

Paper or PC? Design, Implemenation, and Success of a Mixed-Mode Nested Survey, Nancy Whelchel and Ephraim Schechter, University Planning and Analysis, North Carolina State University

The Use of Non-random Samples for Technology Research: Why Should We Believe What Consumer Mail Panels Have to Say About Technology Attitudes and Behaviors?, Steve Yonish, Forrester Research

Understanding Unit-Nonresponse in Web-based Surveys, Michael Bosnjak, ZUMA Online Research, Mannheim, Germany and Tracy L. Tuten, School of Business and Economics, Longwood College

Timers And Survey Nonresponse In The Current Population Survey, John Dixon and Clyde Tucker, Bureau of Labor Statistics

Improving Electronic Questionnaires at the Census Bureau: Creating a Web Site to Promote User-Centered Design, Kristina Kennedy and Kent Hammond Marquis, Bureau of the Census

Response Consistency in an Internet-enabled Panel, Sarah Lazaroff and Kristin Kenyon, Knowledge Networks

Using Interactive Voice Response Technology for Sample Enrollment and Random Assignment, Shawn Marsh, Rita Stapulonis and Jason Markesich, Mathematica Policy Research, Inc.

Impact Of IRB Site Recruitment Strategies And Informed Consent Provisions In The Improving Chronic Illness Care Evaluation, Rosa Elena Garcia, Julie Brown, Survey Research Group, RAND, Shan Cretin, Mayde Rosen and Emmett Keeler, RAND Health

4:30 p.m. – 5:45 p.m. **ANNUAL AAPOR MEMBERSHIP MEETING** **Portage**

6:15 p.m. – 7:15 p.m. **PRESIDENT'S RECEPTION & WELCOME NEWCOMERS SPONSORED BY GENESYS MARKETING SYSTEMS GROUP** **Promenade**

7:15 p.m. – 9:15 p.m. **ANNUAL AWARDS BANQUET DINNER** **Outremont/Verdun/Lachine/LaSalle**

9:30 p.m. – 10:30 p.m.	**BOOK SALE**	**Fontaine B**
9:30 p.m. –	**DISCO à la AAPOR** **SPONSOR—SURVEY SAMPLING, INC.**	**Westmount**
9:30 p.m. –	**SEMINAR ON APPLIED PROBABILTY**	**Cote St. Luc**
	AAPOR SING ALONG	**St. Pierre**

SUNDAY, May 20

7:00 a.m. – 9:00 a.m. **BREAKFAST** **Westmount**

Breakfast Roundtable – Research on Data Collection from Minority Language Populations
Organizers: Brad Edwards and Pat Montelvan, Westat

9:00 a.m. – 12:00 p.m. **SHORT COURSE** **Outremont**

Ferreting out Bad Questions: Issues in Pre-Survey Question Evaluation
Jack Fowler, The University of Massachusetts, Boston

8:30 a.m. – 10:00 a.m. **CONCURRENT AAPOR and AAPOR/IFD&TC SESSIONS**

Roundtable—Building the Educational and Training Infrastructure of the Survey Research Profession
Organizers: Nancy A. Clusen, Mathematica Policy Research and Ashley Bowers, University of North Carolina

Robert M. Groves, University of Michigan and Joint Program in Survey Methodology
Cynthia Z. F. Clark, United States Bureau of the Census
Allan L. McCutcheon, UNL-Gallup Research Center and Graduate Program in Survey Research and Methodology, University of Nebraska at Lincoln
Lisa Thalji, Research Triangle Institute

Polls and Political Outcomes **LaSalle**

Chair: Trevor Tompson, Voter News Service

Questions Within Questions: Analysis Of A Referendum Question, Philip J. Gendall, Janet A. Hoek and Angela Willis, Department of Marketing, Massey University, New Zealand

Divining the Public's Voice in the 2000 Presidential Race, Doris A. Graber, Department of Political Science, University of Illinois at Chicago

Electoral Effects of Public Disapproval of Congress: Threats to Incumbents and to the Majority Party, David R. Jones, Baruch College - CUNY and Monika McDermott, Eagleton Instititue of Politics, Rutgers University

The Prevalence of Absentee and Early Voting in the 2000 General Election: How Often Are Individuals Voting Before Election Day?, Kate Kenski, Annenberg School for Communication, University of Pennsylvania

Discussant: Carolyn L. Funk, Center for Public Policy, Virginia Commonwealth University

Interviewer Performance **Cote St. Luc**

Chair: Patricia M. Henderson, Battelle Centers for Public Health Research and Evaluation

Predicting Persistence and Performance Among Telephone Interviewers, Michael W. Link, Polly P. Armsby and Janice E. Kelly, Research Triangle Institute

Predicting Telephone Interviewer Performance from Interviewer Personality Traits, Chongwei Wang and Lillian Diaz-Castillo, The Ohio State University and Paul J. Lavrakas, Nielsen Media Research

Effect Of Interviewers' Attitudes On Survey Nonresponse, Michael Lemay and Claire Durand, Department of Sociology, University of Montreal

Interviewers' Perceptions of Respondents' Disabilities, Gerry E. Hendershot, Division of Health Interview Statistics, National Center for Health Statistics and Jennifer Parsons, Survey Research Laboratory, University of Illinois, Chicago

Discussant: Karen Goldenberg, Bureau of Labor Statistics

8:30 a.m. – 10:00 a.m. CONCURRENT AAPOR and AAPOR/IFD&TC SESSIONS

Campaign Advertising and Media Effects **Mount Royal**

Chair and Discussant: Peter V. Miller, Northwestern University

What Have You Done for My Group Lately?: The Effects of Subtle Racial Cues in Campaign Ads, Vincent L. Hutchings, Institution for Social and Policy Studies, Yale University, Nicholas Valentino, Communication Studies Department and Institute for Social Research, University of Michigan, Ann Arbor and Lara Rusch Political Science Department, University of Michigan, Ann Arbor

New Breakthrough Techniques in Testing the Effectiveness of Television Advertisements: Empirical Evidence from the 2000 Presidential Race, John Lapinski, ISPS, Yale University and Joshua Clinton, Stanford University

Predicting the Bush/Gore Election from the Press: The Cost to George W. Bush of His November Surprise of an Old Arrest, David P. Fan, University of Minnesota

Beyond Television News: The Role and Effects of Nontraditional News Outlets in the 2000 Election Campaign, Patricia Moy and Verena Hess, School of Communications, University of Washington

Making Contact, Keeping Contact—Issues in Nonresponse **Verdun**

Chair: Patricia Commiskey, Center for Health Policy/Health Services Research, University of Maryland School of Maryland

The Vanishing Respondent in Telephone Surveys, Peter Tuckel, Hunter College, CUNY and Harry W. O'Neill, Roper Starch Worldwide

Tracking Children: Locating Challenges in a Longitudinal Survey of Students, Karen Tourangeau, Lauren Byrne and Elizabeth Rinker, Westat

Cost-Benefit Analysis of Improving Response Rates for a Hard-to-Reach Population, Julien Teitler, Columbia University School of Social Work, Nancy Reichman, Princeton University and Susan Sprachman, Mathematica Policy Research

Within Household Sample Selection: A Reassessment, John Goyder, University of Waterloo, Maryanna Basic, Department of Sociology, University of Guelph and M.E. Thompson, University of Waterloo

Discussant: Paul J. Lavrakas, Nielsen Media Research

Cost, Burden, Lesbian Yield, and Utility of Data from Three Population Based Samples **Mount Royal**

Chair and Organizer: Judith Bradford, Virginia Commonwealth University

Identification and Description of Lesbians Living in Households Reporting Same-Sex Partnerships in Public Use Microdata Series 5% Sample Data, James E. Ellis, Judith Bradford and Kirsten A. Barrett, Survey and Evaluation Research Laboratory, Virginia Commonwealth University

Comparing Women Of Differing Sexual Orientations Using Population-Based Sampling, Deborah J. Bowen, Fred Hutchinson Cancer Research Center, Judith Bradford and James E. Ellis, Survey and Evaluation Research Laboratory, Virginia Commonwealth University

Identification Of Lesbian And Bisexual Women With A Brief Telephone Interview In Random Digit Dialing Sampling, Ilan Meyer, Division of Sociomedical Sciences, Columbia University and Lindsay Rossano, Center for CAM Research in Aging and Women's Health, Columbia University

Discussant: Dianne Rucinski, University of Illinois at Chicago

10:15 a.m. – 11:45 a.m. CONCURRENT AAPOR and AAPOR/IFD&TC SESSIONS

Research Agenda for Moving Military Personnel Surveys to the Web: A Methodology Charette **Mount Royal**

Facilitator: Jim Caplan, Behavioral Science Research
Tim Elig, DOD Defense Manpower Data Center
Mary Norwood, United States Coast Guard
Morris Peterson, U.S. Army Research Institute for the Behavioral and Social Sciences
Murray G. Olmsted, Navy Personnel Research
Charles H. Hamilton, Air Force Personnel Center
Louis M. Datko, Air Force Personnel Center
Jerry Lautenschlager, U.S. Air Force Testing and Survey Policy

Question and Response Order Effects **LaSalle**

Chair: Jim Cashion, Mathematica, Inc.

The Effect of Question Order on Attitudes toward Confidentiality, Roger Tourangeau, Eleanor Singer, University of Michigan and Stanley Presser, University of Maryland

An Investigation of Aging and Response Effects: CAHPS Data as a Case Study, Randall Bender, Lauren Harris-Kojetin, Research Triangle Institute and Patricia Gallagher, Center for Survey Research, University of Massachusetts

Measuring Private and Public Health Coverage: Results from a Split-Ballot Experiment on Order Effects, Joanne Pascale, CSMR, U.S. Census Bureau

The Impact of Question Order on Two-Way vs. Four-Way Presidential Preference Questions, Sarah Dutton and Jinghua Zou, CBS News

Discussant: Jacob Ludwig III, The Gallup Organization

Is It Time for a Change in Election Polling Methodology? The Merits and Pitfalls of Weighting to Party ID **Hamstead**

Claudia Deane and Richard Morin, The Washington Post
Robert P. Daves, Star Tribune Minnesota Poll
Andy Kohut, The Pew Research Center
Frank Newport, Gallup
Gary Langer and Daniel M. Merkle, ABC News

Large-scale Experimentation to Reduce Nonresponse In an On-going Mixed-mode National Survey Project **Portage**

Organizer and Chair: Paul Lavrakas, Nielsen Media Research

Experiments using Priority Mail Envelopes to Increase Household Response Rates Norman Trussell, Nielsen Media Research

The Impact of Mail Mode Cooperation of Targeted Cover Letters to Households that were Refusals or Noncontacts in the Telephone Mode, Ken Steve and Paul Lavrakas, Nielsen Media Research

An Experimental Test of using First Class Stamps on Household Cooperation Rates in a Mixed Mode Survey, Mildred A. Bennett, Nielsen Media Research

An Experimental Test of the Effects of Item Wording and Formatting on Item Nonresponse to a Home Language Usage Item in Hispanic Markets Chuck Shuttles and Mildred A. Bennett, Nielsen Media Research

Discussant: Stephen E. Everett, The Everett Group

Measuring Risk In Populations: Recent Survey Approaches **Cote St. Lue**

Organizer and Chair: John Anderson, Centers for Disease Control

Estimating Illicit Drug Use For States Using The 1999 National Household Survey On Drug Abuse, Doug Wright, Division of Population Surveys, SAMHSA

Measuring HIV/STD Risk Behaviors: Two Telephone Survey Pretests Conducted in 2000, Danni Lentine, Research Triangle Institute, John E. Anderson, National Center for HIV, STD and TB Prevention, CDC, Sheila Johns, Research Triangle Institute and Ronald Fichtner, National Center for HIV, STD and TB Prevention, CDC

Measuring HIV-Related Knowledge and Stigma Using an Internet Survey, R. Fichtner, J. Anderson, D. Lentine, National Center for HIV, STD and TB Prevention, CDC, J. Hersey, K. McClamroch, V. Iannacchione, G. Laird and L. Thalji, Research Triangle Institute

Recanting of Substance Use Reports in a Longitudinal Prevention Study, Michael Fendrich, Department of Psychiatry, University of Illinois at Chicago

Discussant: Ron Wilson, National Center for Health Statistics, retired

Challenges to Recruiting, Pay Setting, Training and Managing for Census 2000 Field Operations **Verdun**

Chair and Organizer: Janet Cummings, U.S. Census Bureau

Recruiting and Staffing for Census 2000, Janet Cummings, U.S. Census Bureau

Setting Enumerator Pay for Census 2000, Louis Jacobson, Westat

The Results Of The Evaluation Study Of Nonresponse Follow-Up Enumerator Training, Geraldine Burt and Ruth Mangaroo, U.S. Census Bureau

Management Approaches Applied in the Conduct of Census 2000 Field Operations, Michael Weiler, U.S. Census Bureau

Discussant: Michael Weeks, Research Triangle Institute

1:00 p.m. - 5:00 p.m. **SHORT COURSE** **Outremont**

Designing Effective Survey Instruments for the Web
Mick Couper, The University of Michigan

à l'anneé prochaine

57th Annual Conference
May 16—19, 2002
The TradeWinds Resort
St. Pete Beach, Florida

CSRA
Center for Survey Research & Analysis
at the University of Connecticut

Excellence in Survey Research.

CSRA

Unit 1032, University of Connecticut
341 Mansfield Road
Storrs, Connecticut 06269-1032

Phone: 860-486-6666
Fax: 860-486-6655
Email: cebuconn@yahoo.com

Website: www.csra.uconn.edu

Graduate Program in Survey Research

at the University of Connecticut's Center for Survey Research and Analysis

The Master's of Survey Research (MSR) program at the University of Connecticut is an intensive, professional program. The program, which is designed to be completed in one academic year, concentrates on the development of practical skills applied to survey research work.

Our multi-disciplinary faculty teach students the fundamentals of survey design, questionnaire development, field management, data analysis, and report writing. In addition, our 6-credit practicum course provides students the opportunity to take a project through every phase of the survey research process, thereby giving the student experience necessary for the job market.

For more information, contact CSRA or visit our website.

ABSTRACTS

FRIDAY MAY 18, 2001 **8:30AM-10:00AM**

RACIAL ATTITUDES IN THE UNITED STATES AND EUROPE

Racial Attitudes and Profiling in New Jersey: A Contrast in Black and White, **Cliff Zukin, Eagleton Institute of Politics and Bloustein School of Planning and Public Policy, Rutgers University, and Rachel Askew-Dumbaugh, Georgia State University; raskew1111@aol.com**

This paper focuses on racial attitudes in New Jersey through the organizing question, "Are racial attitudes a barrier to urban-suburban cooperation?" We present data in three broad areas describing the attitudes white, African American and Hispanic New Jerseyans hold: 1)about questions of race; 2)about the role of government and across a variety of different policy areas; and 3)on the issue of urban redevelopment. The paper concludes with a discussion drawn from these data on the challenges ahead in fostering connections and cooperation across racial lines.

Pride and Prejudice: West Europeans on Race and Immigration, **Janice Bell and Dina Smeltz, Office of Research, U.S. Department of State; bell@pd.state.gov**

Although Europe is becoming a more integrated and globalized region than ever before, recent incidents have raised alarm that the intolerance of the twentieth century is far from disappearing. The rise of far right political parties and violent hate crimes are all disturbing trends. Both legal and illegal immigration is set to continue if not increase over the near term, potentially aggravating these tensions further. This paper presents key findings from a groundbreaking survey of west Europeans' attitudes toward race and immigration. Conducted in 2000 across six countries (Austria, Britain, France, Germany, Italy and Switzerland), we seek to measure the prevalence and depth of racist and anti-immigrant opinions, and the key fears and prejudices which underlie these feelings. We also examine the extent to which anti-immigrant feeling is linked to political behavior, most notably -- but not exclusively -- benefiting far right parties. Moreover, we find that anti-immigrant views are closely related to economic concerns and the misperception that immigrants take away jobs from the native population. Since this survey was conducted by a number of contracting firms in various languages, we also discuss the challenges we faced in ensuring comparability of our results across countries, and how we tested the results to ensure the integrity of our findings.

Sources of White Opposition to Residential Integration **, Leonie Huddy and Stanley Feldman, Department of Political Science, SUNY at Stony Brook; Leonie.Huddy@sunysb.edu**

Residential racial segregation persists unabated into the twenty-first century, as demonstrated by data from the 2000 census, raising questions about its origins. Findings from research on racial attitudes suggest that whites no longer harbor old-fashioned racist sentiments that fuel opposition to integrated neighborhoods (Kinder and Sears 1981; McConahay 1986). Indeed, researchers have sought the culprit for residential segregation in other sources such as real estate agents (Massey and Denton 1988). We revisit this issue to examine the impact of old-fashioned racist sentiments on opposition to residential integration in a telephone survey of just under 500 white New York state residents conducted in the fall of 2000. Contrary to conventional wisdom, we document the continued effects of old-fashioned racism on opposition to residential segregation. Whites who support old-fashioned racist beliefs and live in overwhelmingly white areas are opposed to voluntary government policies and the actions of charitable organizations designed to integrate white suburbs. Moreover, old-fashioned racist beliefs also decrease support for punitive action against real estate agents who steer middle class black families away from homes in white areas. Overall, our results demonstrate the role of old-fashioned racism in white resistance to residential integration especially in white suburban areas.

INTERNET DATA COLLECTION BY GOVERNMENT AGENCIES

Using the Internet for Data Collection - Just Because We Can - Should We?, **Joanne McNeish, Canada Post Corporation; joanne.mcneish@canadapost.ca**

Joanne McNeish will present findings from a variety of studies conducted for Canada Post(Canadian post office). These studies collected data from consumer and business respondents using a variety of data collection methods including postal mail and telephone (CATI), e-mail and web-based surveys. In addition, findings will be presented from a literature review on comparisons of response rate, speed and cost between different methods, and an exploration of the differences in people's experience with and reaction to voice and written communications versus computer-mediated communications.

The Effect of Motivational Messaging on Mode Choice and Response Rates in the Library Media Center Survey, **Elizabeth Nichols, Kent Marquis, Richard Hoffman III, Statistical Research Division, U.S. Census Bureau; elizabeth.m.nichols@census.gov**

This paper reports results from a split panel study testing the effect of motivational messaging on mode choice and overall response rates. Two response modes were offered to the 1999-2000 Library Media Center (LMC) Survey sample. LMC respondents could choose between reporting by paper or by the Web. A flyer and follow-up telephone calls were developed to highlight benefits of using the Web mode option and were administered to one panel. Both the motivational flyer and follow-up telephone calls increased the proportion of respondents who used the LMC Web form as compared to those who received no motivational messaging. However, there was no overall response rate difference between the two panels, and in fact, the panel which received the motivational flyer had a lower overall response rate than the other panel before the follow-up telephone calls began.

***Testing an Internet Response Option for the American Community Survey*, Deborah H. Griffin, Donald P. Fischer, Michael T. Morgan, U. S. Bureau of the Census; Deborah.Harner.Griffin@census.gov**

The American Community Survey is a monthly survey that collects socioeconomic and demographic data describing population and housing in the United States. The current design of the American Community Survey employs three modes of data collection. Questionnaires are mailed to sample addresses. Nonrespondents are followed up using both Computer Assisted Telephone and Personal Interview methods. It is hoped that through offering an Internet response option some of the respondents who are currently enumerated by mail will respond via the Internet. This could reduce total survey costs. An Internet response option also has the potential to improve the quality of self-response data. For this Internet Response Test, we selected a national sample of about 10,000 addresses. In the months of November and December of 2000 and January of 2001, these addresses received a mailing package similar to the standard mailing package used in the American Community Survey. These experimental packages included an invitation to respond via the Internet in lieu of mailing back the enclosed questionnaire. The primary objective of the Internet Response Test is to assess the impact of such an invitation on response rates. In addition the test will evaluate the comparative quality of Internet versus mail responses.

***A Feasibility Evaluation of a Web-Based Demographic Survey*, Elizabeth K. Griffin and Heather C. Holbert, Demographic Surveys Division, U.S. Census Bureau; Elizabeth.K.Griffin@census.gov**

In order to address the feasibility of collecting demographic survey data on the Web, the Census Bureau's Methods Panel (MP) initiated the MPWEB research project to explore Web reporting as a sole means of data collection for a demographic survey. The objective was to measure the response rate for members of eligible households (those with at least one college graduate) that indicated willingness to complete a survey on the Internet during a prior MP interview. The results will aid in determining what proportion of the population under the most optimistic scenario is willing to and actually does respond to Census Bureau surveys using the Internet. This paper will discuss MPWEB's survey operations, response rate, debriefing questionnaire results, lessons learned, and recommendations for future Web-based demographic surveys. We conducted MPWEB in December 2000. We asked a sample of 355 college graduates to complete a higher education survey and debriefing questionnaire online. The debriefing questionnaire collected respondents' opinions about the process, difficulties they encountered, willingness to participate in future surveys online, and preferred mode of data collection for Census Bureau surveys. We mailed a debriefing questionnaire to non-respondents to find out reasons for non-response and whether non-participation was related to technical difficulties.

***Internet versus Paper as a Data Collection Methodology from a High-Coverage Population*, Nancy Bates, U.S. Census Bureau; nancy.a.bates@census.gov**

This paper reports results of a split-panel Internet mode experiment administered among a high-coverage employee population. In the Fall of 2000, the U.S. Census Bureau implemented an employee organizational assessment survey. A mode experiment was embedded within the larger survey to study the mail response rates, data quality, and respondent characteristics of data collected via the Internet. At Census headquarters, a random sample of employees (n=1,645) received a paper questionnaire while another random sample (n=1,644) received a letter instructing them to respond using the Internet. To control for coverage error, both samples were restricted only to those employees with Internet access. The paper addresses the following research questions: 1) Is there a difference in response rates between the paper and internet panels? 2) Is there a difference in response time between panels? 3) Is there a difference in item nonresponse between panels? 4) Is there demographic under-representation of certain groups among Internet respondents? 5) Are there substantive attitude/opinion differences on the organizational assessment questions between paper and Internet respondents?

WHEN NONRESPONSE HAPPENS TO GOOD SURVEYS

***Predictors of Respondent Cooperation*, Stephen E. Everett, The Everett Group and Jane M. Sheppard, Council for Marketing and Opinion Research; steve@everettgroup.com**

This study explores possible predictors of respondent cooperation within a dataset comprising almost 400 separate market and opinion research studies. More than a dozen research companies contributed information on their studies to the database, which has been compiled and maintained by a research industry association. Dependent measures include response rate, refusal rate and cooperation rate. Potential predictors measured include interview length, method and time of year of data collection, study population and subject matter. Implications for the research industry stemming from these analyses will be discussed.

***Response Timing and Coverage of Non-Internet Households in an Internet-Enabled Panel*, J. Michael Dennis, Knowledge Networks; mdennis@knowledgenetworks.com**

From a respondent's perspective, an Internet-Enabled Panel based on RDD sampling would appear to have several advantages. This paper assesses whether two of these purported advantages translate into better survey data. The first advantage is that Panel Members choose when to complete surveys, in contrast to a CATI system dictating the timing in most telephone surveys. The second one is a function of coverage: non-internet households, as well as internet households, are recruited and equipped to have internet access. Some basic questions will be answered on the volume, demographic correlates, and substantive differences resulting from survey participation outside the industry's telephone calling window (usually 9am-9pm respondent local time) and from the participation of non-internet households. In addition, evidence will be presented on the impact of field period length on substantive study results. Finally, the question will be addressed of convergence, that is, whether non-Internet households are assimilated over the course of Panel Membership into responding like internet households (e.g., on attitudinal measures). The data for this study are from extensive profiling and internet-based surveys conducted on a broad range of commercial and public opinion topics at Knowledge Networks over the past year.

***A Multi-Year Analysis of Unit and Item Nonresponse in the Iowa Behavioral Risk Factor Surveillance Survey*, Mary Losch, Aaron Maitland & Gene Lutz University of Northern Iowa Center for Social and Behavioral Research; mary.losch@uni.edu**

Nonresponse, especially unit nonresponse, is becoming a significant threat to survey data collection efforts. Reports of falling response rates have increased in recent years. To examine these trends, this research provides an analysis of the cooperation rates for the Iowa Behavioral Risk Factor Surveillance Survey (BRFSS) for the past 5 years. An analysis of the relationship between interview length and coooperation rates and number of terminated interviews is also included. In addition, data from the 1999 and 2000 BRFSS data are analyzed in terms of the effect of interview length on item nonresponse. These results are discussed in the context of Krosnick's (1999) theory of satisficing and optimizing.

***Evaluating Nonresponse in a Web-Enabled Survey on Health and Aging*, Elizabeth F. Wiebe, Joe Eyerman and John D. Loft, Research Triangle Institute; efw@rti.org**

In a Web-enabled survey on health, aging, and issues critical to the 2000 election, tactics used to minimize the effects of nonresponse targeted two groups of nonrespondents: 1) members of the Web panel who did not respond to email requests to participate, and 2) nonrespondents to the initial RDD panel recruitment and/or installation of the WebTV device. Reminder e-mails were sent to selected panel members who did not initially respond to survey. Among those for whom the reminder messages were not successful, a subset were prompted with a telephone call reminding them to complete the survey using their WebTV device. Finally, a special sample of initial RDD refusals were selected and asked to complete the survey instrument by telephone. This paper will discuss the effectiveness of these efforts to reduce the effects of nonresponse. We will compare survey results among initial Web respondents, respondents to telephone prompting, telephone respondents who refused to be on the panel, and telephone respondents who did not connect the WebTV device. Preliminary findings suggest that respondents incorporated through nonresponse adjustment have more education, higher incomes, are younger, and are less likely to be white and less likely to be married than the Web panel members.

***Balancing Cost Control and Mean Squared Error in RDD Telephone Surveys: The National Immunization Survey*, K.P. Srinath, Michael P. Battaglia, Abt Associates, Philip J. Smith, CDC-NIP, Corrina Crawford, Jessica Cardoni, Rick Snyder, Abt Associates, and Robert A. Wright CDC-NCHS; K.P._Srinath@abtassoc.com**

A common challenge faced by survey researchers conducting random-digit-dialing (RDD) telephone surveys is to balance the competing objectives of minimizing data collection costs and minimizing the mean squared error (sampling error plus bias) of survey estimates. While previous research (Dennis et al., 1999) focused only on minimizing nonresponse bias, this paper addresses the minimization of both data collection costs and the mean squared error. The approach we describe models the relationship between RDD data collection costs and the mean squared error of the national estimates. In this paper, the marginal variable cost data (i.e., the number of telephone call attempts per case) are obtained from approximately 2 million sampled RDD telephone numbers that were fielded in Quarter 4,1999 to Quarter 3,2000 National Immunization Survey. The mean squared error of the national vaccination coverage estimates are modeled as a function of (i) increasing levels of call attempt ceilings and (ii)the degree of effort devoted toward nonresponse refusal conversion. This model facilitates the understanding of the quantitative relationship between survey cost and mean squared error so that survey managers can make informed decisions about how to allocate and expend survey interviewer resources.

COGNITIVE TESTING METHODS FOR ESTABLISHMENT SURVEYS

***An Alternative Response Process Model for Establishment Surveys*, Diane Willimack and Elizabeth Nichols, U.S. Census Bureau; Diane.K.Willimack@census.gov**

Based on findings from unstructured interviews with business data reporters at thirty large companies, Sudman et al. (2000) proposed the following hybrid response process model for establishment surveys: 1. Encoding / record formation. 2. Selection / identification of the respondent or respondents. 3. Assessment of priority. 4. Comprehension of the data request. 5. Retrieval of relevant information from existing company records. 6. Judgment of the adequacy of the response. 7. Communication of the response. 8. Release of the data. This model expands upon the basic four cognitive response steps – comprehension, retrieval, judgment and communication – to include steps that may not themselves specifically be cognitive. However, the additional steps frame the cognitive response process, set its context, and may potentially contribute to measurement error. This paper justifies the added steps through interpreting and/or re-interpreting published and unpublished literature revealing the business survey response process, in addition to the original Sudman et al. research. We will discuss strengths and weaknesses of the model, consider its application to businesses of different sizes and types, and suggest how cognitive and other questionnaire testing methodologies might be adapted to explore the additional steps in the model.

***Application of Cognitive Methods to an Establishment Survey: A Demonstration Using the Current Employment Statistics Survey*, Eileen M. O'Brien, U.S. Census Bureau, Sylvia Fisher and Karen L. Goldenberg, Bureau of Labor Statistics; eileen.m.o.brien@census.gov**

This paper describes the application of two complementary evaluation approaches to the Current Employment Statistics (CES) survey questionnaire, and uses the results to identify potential sources of measurement error. CES obtains monthly data on employment, hours, and payroll, which many respondents compile using the self-administered questionnaire. We first conducted an "Expert Appraisal" of the questionnaire using the system developed for establishment surveys by Forsyth et al. (1999). Based on the cognitive response model of comprehension, retrieval, judgment, and communication, the system also accounts for establishment characteristics affecting survey response (e.g., type of information requested and organizational structure). Appraisal results pointed to instruction content, navigation, question structure, and survey reference period as areas of concern. We then incorporated these results into a cognitive interview protocol and administered it to respondents unfamiliar with CES. Interviews focused on respondent problem-solving approaches, data sources, strategies for preparing responses, and establishment records, as they related to topics identified in the Appraisal. We discuss the relative contributions of the two approaches to the testing process, including the similarities and differences in emphasis of each. We also describe the implications of these approaches for reducing measurement error in establishment surveys.

***Adapting Cognitive Interviewing Methodologies to Compensate for Unique Characteristics of Establishments*, Kristin Stettler, Amy E. Anderson and Diane K. Willimack, U.S. Census Bureau; kristin.j.stettler@census.gov**

When attempting to conduct cognitive interviews with business respondents, we have often encountered the following problems: - Frequently business respondents want a copy of the form sent to them in advance. This limits our ability to capture their first reaction to the form. - In many cases, business respondents will not complete the form in the presence of a cognitive interviewer, often because it is difficult or inconvenient to access the relevant records. This limits our ability to conduct concurrent thinkalouds. - Business respondents may be willing to complete a form that's been mailed to them in advance if it's simple, but not if it's complex. This makes it difficult to use retrospective debriefings. Because of these obstacles, we have adapted traditional cognitive interviewing methodologies in the following ways: 1) asking probes in a hypothetical manner, e.g., "what would you do....?," and 2) developing vignettes that mimic business records for a hypothetical company and asking the respondent to complete the form in our presence using these data. This paper will describe our use of these methods on two surveys – one testing the layout of a form and the other testing questions and instructions for a highly technical concept. We will illustrate the success of these methods with establishment respondents and suggest some limitations to the inferences from the results.

***Pretesting the NIOSH Respirator Usage Survey: Cognitive and Field Testing of a New Establishment Survey*, Sylvia Fisher, Kelley Frampton and Ramona Tran, Bureau of Labor Statistics; Fisher_S@BLS.gov**

The "Survey of Respirator Use and Practices (SRUP)" is a new survey developed by the National Institute for Occupational Safety and Health to collect accurate information on respirator use in industry, and will be administered to 40,000 establishments in 2001. Respirators are used to minimize or eliminate potential health risks to employees stemming from occupational hazards found in many industrial environments. This paper describes the results of pretesting activities conducted to develop and refine the SRUP, including twelve (N=12) cognitive interviews and a field test of 120 establishments. Nine cognitive interviews were conducted with establishments that varied in size and amount of respirator usage, focusing on survey concepts, forms design issues, typical problem-solving approaches, the record-keeping process, and potential response problems. Field test activities included telephone follow-up with: 1) non-respondents; 2) respondents with demonstrable response problems; and 3) respondents with no significant response problems. Field test results were analyzed and subsequent changes were made to the SRUP, which was evaluated during three cognitive interviews. This presentation will describe pretest results and describe the iterative process used to make changes to the SRUP. Study results yield some observations that may be useful in working with other complex limited-domain establishment surveys.

TAKING A DEEPER LOOK AT THE 2000 ELECTORATE: ISSUES VOTERS AND GROUPS

***Beliefs, Values, and Policy Preferences: Issues Voters in the 2000 Election*, Mollyann Brodie, Henry J. Kaiser Family Foundation, Claudia Deane and Richard Morin, The Washington Post; mbrodie@kff.org**

Using data from four national random-sample surveys conducted during the 2000 election season by the Washington Post/Kaiser Family Foundation/Harvard University Survey Project, this paper utilizes clustering techniques to explore how issue voters divide up based upon their beliefs, values, and policy preferences. The paper explores similarities and differences in two dimensions: within each group of issue voters and across the groups. First, it examines whether people who identify a given issue--education, moral values, health care or the economy--as important share common beliefs, values and policy preferences or whether there are divisions within (e.g.) the "education voters" that can be used to cluster them into smaller, more homogeneous groups. The smaller groups are then examined to determine the key factors that distinguish one from another. Secondly, the paper looks across each of these four issue analyses to determine if there are common factors that underlie how the electorate divides up into subgroups, regardless of which particular issue is being discussed. The paper attempts to shed light on how issue-oriented voters think, in order to help us understand more about how the electorate divides up based upon long standing beliefs.

***Partisan Differences on the Future of Economic Policy*, Robert J. Blendon, Harvard's Kennedy School of Government, John M. Benson, Harvard School of Public Health, and Kathleen Weldon, Harvard School of Public Health rblendon@hsph.harvard.edu**

This paper uses the Washington Post/Kaiser/Harvard survey on economic issues to show that Republican and Democratic registered voters have very different views of what the future of economic policy should look like. At the time of the 2000 election, both Republican and Democratic voters felt good about the current state of the nation's economy, but they differed significantly on the future direction economic policy should take. We examine how Republican and Democratic voters differ on: (1) their priorities for using the federal budget surplus; (2) their underlying values as they may affect economic policy decision-making; and (3) their stands on particular economic issues, including tax cuts, government regulation of business, the size of government, government spending, the distribution of wealth and government's role in reducing economic inequality, trade policy, welfare, and privatization of education, Social Security, and health care.

***Voters' Priorities and Preferences in Education Policy*, Stephen Pelletier, Harvard School of Public Health spelleti@hsph.harvard.edu**

For years, Americans have consistently identified education as one of the most important issues facing the country, and education was a central issue in the 2000 presidential campaign. What message about education policy should our elected officials take from the 2000 election? What, from the perspective of Republican and Democratic voters, should be the education agenda for the next administration and Congress? This paper uses the Washington Post/Kaiser/Harvard survey on educational issues to examine these questions. More specifically, the paper will analyze the priorities and preferences of voters in a number of critical education policy areas, including vouchers, charter schools, academic standards, standardized testing of students and teachers, teacher salaries, class size, and federal spending on school construction and modernization.

***Health Care and the 2000 Electorate*, John M. Benson, Harvard School of Public Health, Mollyann Brodie, and Anne E. Steffenson, Henry J. Kaiser Family Foundation; jmbenson@hsph.harvard.edu**

Health care and Medicare were important issues in the 2000 presidential campaign, especially for Democratic voters. This paper uses the Washington Post/Kaiser/Harvard survey on health care/Medicare to examine the differences between "health care/ Medicare" voters and other registered voters, and between Republican and Democratic voters on such key policy issues as helping seniors pay for prescription drugs, making Medicare financially solvent for future generations, increasing the number of Americans with health insurance, government regulation of health care in various areas such as the price of prescription drugs, and a Patient Bill of Rights.

METHODOLOGICAL ISSUES IN THE 1999 REDESIGN OF THE NATIONAL HOUSEHOLD SURVEY ON DRUG ABUSE

Introduction Joseph C. Gfroerer, Substance Abuse and Mental Health Services Administration; jgfroere@samhsa.gov

In 1999, a major redesign was implemented in the National Household Survey on Drug Abuse, an ongoing Federal government survey that tracks substance use in the U.S. Both the sample design and the data collection method were changed. The sample was expanded from a strictly national design (n=18,000) to a state-based design (n=67,000). The mode of data collection was changed from paper and pencil to computer-assisted, with self-administration used for sensitive questions in both modes. This panel will address several methodological issues related to the impact of the redesign on nonresponse, data quality, and drug use prevalence estimates. To improve data quality, the mode of data collection was changed from paper and pencil (PAPI) to computer-assisted (CAI). Substance use and other sensitive questions were self-administered in both modes. Because of the importance of trend measurement, a supplemental sample (n=13,000) was fielded simultaneously in 1999 using the PAPI methods. The intent was to use estimates from the supplemental PAPI sample to "splice" the new CAI estimates from 1999 and future surveys with pre- 1999 estimates.

***Nonresponse in the 1999 NHSDA*, Joe Eyerman, Dawn Odom, Shiying Wu, Rachel A. Caspar, Research Triangle Institute and Dicy Butler, Substance Abuse and Mental Health Services Administration; eyerman@rti.org**

A notable decrease in the unit response rate for the NHSDA between 1998 and 1999 coincided with many design changes to the survey, including: a large increase in the sample size, a change from paper to computer screening mode, and a transition from self-administered paper interviews (PAPI) to self- administered computer interviews (CAI). This paper evaluates the relationship between the design changes in 1999 and the decline in the response rate through four questions. First, did management reactions to the design changes affect the response rate in 1999? Second, were the correlates of nonresponse the same in 1998 and 1999? Third, did the transition from a paper screening instrument in 1998 to a computerized screening instrument (Newton) in 1999 affect the response rate? Fourth, were the correlates of 1999 nonresponse the same in PAPI as in CAI? The research questions are evaluated with a series of univariate statistics and logistic regression models. The results provide interesting context for the explanation of the decline in the response rate.

***Respondent Resolution of Inconsistent or Unusual Responses in an ACASI Interview: Results from the 1999 National Household Survey on Drug Abuse*, Rachel A. Caspar and Michael A. Penne, Research Triangle Institute; caspar@rti.org**

One of the most significant potential benefits for converting the NHSDA to a computer-assisted format is the opportunity to resolve inconsistent or unusual responses during the interview rather than editing after the fact. However, maintaining the privacy benefits of the ACASI component requires that the respondent be able to handle such a resolution process without significant interviewer intervention. During the conversion process, we developed, tested, and refined a resolution methodology that respondents could complete accurately on their own. Results from a large field experiment in 1997 showed that the methodology improved data consistency without adversely affecting respondent cooperation or burden. The current paper will focus primarily on the data collected during the 1999 NHSDA, the first year in which regular data collection was conducted using computer-assisted interviewing and the resolution methodology was incorporated into the full NHSDA. Given the large sample size for the 1999 NHSDA (Approximately 66,000), more detailed analyses are possible than were previously available with the 1997 field experiment data. Specifically, we will report results by demographic subgroups including age, sex, race/ethnicity, and education; as well as, include results by type of resolution (either a true inconsistency or an unusual response) and by drug type.

***Mode Effects on Drug Use Measures: Comparison of 1999 CAI and PAPI Data*, James Chromy, Teresa Davis and Lisa Packer, Research Triangle Institute; jrc@rti.org**

A subsample of 2000 area segments in the 1999 50-state sample was designated for sample allocation and data collection following the basic protocol used for PAPI in 1998 and prior years. In these segments, a larger sample of dwelling units was selected with some being assigned to the PAPI protocol and some to the CAI protocol. The sample allocations within segment were based on supporting 50 state estimates for the CAI sample and for supporting national trend estimates for the PAPI sample, but the design also allows us to examine mode effects based on random assignment within segment. Our analysis focuses on the mode effect on the reporting of selected substance use measures including prevalence rates, dependency measures, and frequency of use. Preliminary analysis deals with mode effects before any editing or imputation. The primary analysis uses fully edited and imputed data. Both descriptive and model-based analyses are presented.

***Impact of Interviewer Experience on Respondent Reports of Drug Use*, Arthur Hughes, Substance Abuse and Mental Health Services Administration, James Chromy, Joe Eyerman, Katherine Giacoletti and Dawn Odom, Research Triangle Institute; jrc@rti.org**

In 1999, a subsample of the NHSDA sample was allocated similarly to prior surveys and employed paper and pencil interviewing (PAPI) with self-administered answer sheets for substance use questions. Because this survey was administered in conjunction with the new 50-state survey which used a larger sample and computer-assisted interviewing (CAI) techniques, it was necessary to hire a higher than usual proportion of inexperienced interviewers. New interviewing staff turnover was also high requiring additional training of newly hired interviewers and contributing to general inexperience in the interviewing staff for both surveys. Initial analysis of year-to-year changes based on comparable PAPI designs showed unanticipated and unusual increases in substance use. Further analysis showed that much of the increase could be associated with the levels of experience in the interviewing staff. Since the distribution of interviewers by experience was very different in 1998, an adjustment for the change in this distribution was made to the 1999 estimates. In general, the analyses showed that prior NHSDA experience tended to reduce the estimates of substance use, while no prior experience contributed to higher estimates. Initial analysis of the 1999 CAI data showed similar interviewer experience effects of a lower magnitude.

THE ROLE OF THE MEDIA IN PUBLIC KNOWLEDGE

***Widening the Gap: The Impact of Cable and Internet on Political Knowledge and Participation*, Markus Prior, Stanford University; mprior@stanford.edu**

Today's electorate enjoys more access to information than ever before. Cable television and, more recently, the Internet, provide a non-stop diet of political information. Yet citizens' levels of political knowledge have, at best, remained stagnant and may, possibly, have declined. Why has a marked increase in available information not led to a better-informed electorate? In this paper, I develop and test a model that offers an answer to this question. The paper shows that for some people the increase in political information actually coincides with a decline political knowledge. The model explains this seeming paradox by taking into account that a surge in entertainment content parallels the increase in political information. With greater availability of both information and entertainment, people's motivations for using media become key to understanding the implications of changes in the media environment. The model is tested using NES and Pew survey data. Results support the predicted interaction effect of media environment (cable/ internet access) and motivation (relative entertainment preference) on political knowledge and turnout. An increase in media choices, these results suggest, leads to a widening gap between those who acquire political knowledge and those who do not, between those who participate politically and those who do not.

***The Impact of Television on Public Attitudes and Knowledge about Substance Abuse*, Kenneth A. Rasinski, Michael Reynolds, NORC, The University of Chicago and Ann Ragin, Department of Psychiatry, The University of Chicago; rasinski@norcmail.uchicago.edu**

We present results from an evaluation of a televised documentary on substance abuse. Respondents were selected from the five largest major Designated Market Areas in the United States and interviewed by telephone shortly before the program was broadcast, and were reinterviewed shortly after the broadcast. To increase viewership, a random half-sample of respondents were told to watch the program. Both groups were reinterviewed on their attitudes and knowledge about substance abuse after the broadcast. The prompting procedure increased viewership four-fold. After controlling on background differences between viewers and nonviewers analyses indicated that viewers showed increased knowledge about the etiology of substance abuse, its treatment, and the current policies in effect. Viewers' attitudes also changed in a direction that was more sympathetic to the drug addicts plight.

***Getting the Numbers Straight: Source and Reporter Perceptions of Mathematical Inaccuracy in the News*, Scott R. Maier, School of Journalism and Communication, University of Oregon; smaier@oregon.uoregon.edu**

While journalists increasingly rely on statistics to cover demographic, political and scientific issues, the media's propensity to misuse and abuse numbers has received little study. To address this deficiency, a mail survey of 1,000 news sources cited in a metropolitan newspaper was conducted to assess rate of mathematical inaccuracy, to identify the kinds of numerical errors made, to gauge the perceived severity of the errors, and to explore how the mistakes occurred. A follow-up mail survey obtained reporter views of the mathematical errors identified by news sources. News sources found, on average, two stories with numerical errors per newspaper, documenting that numerical inaccuracies were common. Most factual errors involved elementary use of numbers; apparently lacking was the mindset to question numbers that on their face didn't make sense. News sources considered misrepresentation of numbers more egregious than factual errors, highlighting the need for journalists to skillfully interpret data. Eighty-one percent of source claims of numerical error were either unchallenged or substantiated by independent reviewers. Of disputed claims, judges most frequently sided with reporters. This finding underscores the importance of journalistic numeracy: News sources sometimes misunderstand or misinterpret their own numbers, making it imperative for reporters to be statistically competent.

***Making Inroads With the Internet: News Credibility in the New Millennium*, William P. Cassidy, School of Journalism and Communication, University of Oregon; wmcassidy@email.msn.com**

This study examines whether the news credibility ratings of those whose main news source is the Internet differ from those whose main news source is another medium. Prior research shows that those with high levels of income and education are the most critical of the media. However, most of these studies were conducted before the Internet's emergence. Studies of Internet audiences suggest the World Wide Web is dominated by users with those characteristics. Therefore, the main hypothesis of this study is that those whose main news source is the Internet will rate the credibility of that news lower than those who rely on another medium. Oregon adults (RDD, N=901, Nov. 2000) rated their primary news source on four credibility measures. A five-point scale assessed the degree of believability, fairness, accuracy and comprehensiveness of each primary news source. These four measures have consistently emerged from past studies examining how media credibility should be gauged. Contrary to the main hypothesis, results show that respondents whose main news source is the Internet rate that news higher in credibility than those who rely on other mediums. Correlations between the credibility of each medium and age, gender, income and educational levels are also made.

FRIDAY, MAY 18, 2001 10:15AM-11:45AM

DEVELOPMENT OF THE AMERICAN TIME USE SURVEY

***Coding Activities in the American Time Use Survey*, Diane E. Herz and Lisa K. Schwartz, Bureau of Labor Statistics; Herz_D@bls.gov**

The American Time Use Survey (ATUS) will interview respondents about activities done during the day prior to their interview. Activities are listed sequentially in a "time diary" and are later coded into mutually exclusive and exhaustive categories to create estimates of time use. Using conversational interviewing techniques, such as probing, interviewers encourage respondents to report their activities at similar levels of detail. Efficient coding requires categories that are intuitive, cover all aspects of daily life, and include rules for solving ambiguous cases. In addition, codes must be developed that enable the separation of paid and unpaid work as well as comparisons with other countries' time use data. In this session, we will describe the development of the ATUS coding system and provide preliminary results of coding tests and debriefing sessions with Census Bureau coders at the Census National Processing Center.

***Minding the Children: Measuring Time Spent Providing Passive Child Care*, Lisa K Schwartz and Scott Fricker, Bureau of Labor Statistics; schwartz_l@bls.gov**

During the first part of a time-use interview, respondents recount their previous day's activities. During the second part of the interview, respondents answer summary questions that elicit additional details that they may not have provided in the time diary. In a series of studies, the effectiveness of a summary question to measure time spent providing secondary childcare was tested. For the purposes of this study, secondary childcare is defined as indirect involvement with a child, such as times when a respondent may be engaged in one activity while remaining responsible for a child. In the first study, 22 parents of children under the age of 13 were randomly assigned to one of two conditions that varied the wording of the summary question. The results indicated that seemingly minor variations in wording resulted in large differences in estimates of time spent in secondary care. Differences in recall strategy use and conceptual interpretation are likely to underlie these findings. Based on the results of the first study, a revised question was tested with eighteen parents of children under the age of 13. The results of this study suggested that additional questions may help anchor respondents and facilitate recall of times spent providing childcare.

***Contact Strategies for Telephone Time-Use Surveys*, Jay Stewart, Bureau of Labor Statistics; Stewart_J@bls.gov**

The preferred way to collect data in telephone time-use surveys is to use a designated-day contact strategy (Kalton 1985). For example, if a respondent is called on Tuesday to report about Monday, subsequent contact attempts should be made on Tuesdays so that the reference day is always a Monday. However, research by Stewart (2000) shows that that weekdays are similar to each other, suggesting that it is reasonable to allow some day-of-week substitution. This substitution would increase response rates, but could potentially introduce bias if the contact strategy is not chosen with care. I use simulations to determine which contact strategies generate the least bias under alternative assumptions about the correlation of activities across days. I consider four contact strategies: (1) attempt to contact respondents only once, (2) attempt to contact respondents on the same day each week, (3) allow day-of-week substitution and attempt to contact respondents every day, and (4) allow day-of-week substitution and attempt to contact respondents every other day. I find that none of the contact strategies are unbiased under all assumptions about the correlation of activities across days. However, contact strategies (2) and (4) have the least bias under the most reasonable assumptions.

***Maximizing Respondent Contact in the American Time Use Survey*, Karen Piskurich, Dawn V. Nelson, U.S. Census Bureau and Diane Herz, Bureau of Labor Statistics; karen.a.piskurich@census.gov**

As the BLS and the US Census Bureau prepare to launch the new American Time Use Survey (ATUS), questions arise regarding expected response levels because of both restrictive survey characteristics (e.g., the survey requires response by a designated person on a designated day of the week) and potential respondent unwillingness to provide a list of their daily activities. Previous research sponsored by the BLS suggests that time use response rates are primarily driven by the ability to contact the designated person. Assuming contact remains the primary challenge to achieving high ATUS' response rates, we designed three independent field tests to explore how best to maximize contact. These methods include: incentives, advance notification mailing options, mode of data collection, field duration, and calling strategies. In addition, the field tests will include the administration of a time-use diary, in order to examine whether reporting daily activities leads to respondent breakoffs. This paper describes the field test design and operations and discusses preliminary results of the April-June test with an eye toward the 2003 survey launch.

PRE-ELECTION POLLS IN THE FALL 2000 CAMPAIGNS IN CANADA AND IN THE U.S.

***Pre-election Polls in the Fall 2000 campaigns in Canada and in the U.S.*, Claire Durand, Department of Sociology, University of Montreal; Claire.Durand@umontreal.ca**

The paper will present an analysis of the surveys published during the November 2000 electoral campaign in Canada. The new Canadian electoral law requires the media and the pollsters to provide specific information on the methodology used for the election polls. The paper will first present the methodological information that was provided by the media and the firms. It will then assess the accuracy of the polls' estimates of vote intentions. The first analyses show that, in Canada at large, the firms' estimates were rather consistent and accurate while for Quebec, many estimates were way outside the margin of error. Finally, the paper will address the possible relation between the polls' error of estimation and the methodology used, more specifically pertaining to response rates, cooperation rates and weighting.

***The Impact of Polls on the Vote in Canada*, André Blais, University of Montreal; andre.blais@umontreal.ca**

I will first present the methodology and the principal findings of a previous study of the impact of polls on voters' expectations about the outcome of the election, their preferences about the parties, and their vote choice in the 1988 Canadian election. The study is based on a combination of campaign pooled data, time series, and panel data analyses and shows that polls influenced voters' perceptions of the race and their vote choice but not their preferences. I will then present preliminary findings on the impact of polls in the 2000 Canadian election.

***Assessing the U.S. Pre-Election Polls of 2000*, Michael Traugott, University of Michigan; mtrau@umich.edu**

The 2000 election campaign saw more polls and more reporting of polls than ever before. Overall, the 2000 campaign was a good one for the majority of the national polling firms and news organizations that produced estimates of the outcome of the popular vote. Polling organizations did less well when predicting state-level outcomes with smaller samples. A new trend toward estimating electoral votes may be in the works, and more research will be needed there to improve the estimation process. But the pollsters generally did better than the aggregate data modelers this time compared to 1996. Nevertheless, there was a continued decline in public confidence in pollsters. Both the public and many journalists remain uninformed about polling methodology. Especially in a tight race, close but shifting margins in the polls maybe just as likely to suggest bad measurement rather than a competitive situation in which some segments of the public come late to judgment. Confusion about the meaning of the polls may lead to a lack of public support for the method or disbelief in the results. We have more work to do in educating the public and journalists before 2004 comes around.

***The Role Of The Polls In The U.S. Election*, Larry McGill, Freedom Forum; lmcgill@mediastudies.org**

PRETESTING AND QUESTIONNAIRE DEVELOPMENT

***Questionnaire Pretesting Methods: Do Different Techniques and Different Organizations Produce Similar Results?*, Jennifer Rothgeb, U.S. Census Bureau, Gordon Willis, Research Triangle Institute and Barbara Forsyth, Westat,Inc.; jennifer.m.rothgeb@census.gov**

During the past 15 years there has been a significant increase in the use of novel forms of questionnaire pretesting. Various evaluation techniques have been evaluated and the strengths and weaknesses identified. Limited research has been conducted about the effectiveness of cognitive interviews in ameliorating questionnaire problems. However, this research has not allowed for separating effects of pretesting method from effects of the organization applying these methods. The objective of our research was to determine how various methods, applied across three survey research organizations (The Census Bureau, Westat, Inc., and Research Triangle Institute), were found to predict problems. For this research, multiple researchers within each organization applied three pretesting methods (informal expert review, a formal cognitive appraisal system, and cognitive interviewing) to three questionnaires, according to a Latin Square-based experimental design. A classification scheme was developed to code problems identified through all methods. The problems detected by each pretesting method and organization were quantitatively compared. We will present results about the degree of agreement between organizations and between methods. We will make conclusions about the utility and appropriateness of each method, and the degree to which the results are common and systematic, as opposed to haphazard and organization-specific.

***Using Respondent Requests for Help to Develop Quality Data Collection Instruments: The 2000 Census of Agriculture Content Test*, Jaki Stanley McCarthy, National Agricultural Statistics Service, U.S. Department of Agriculture; jstanley@nass.usda.gov**

This paper describes one aspect of a multi phase test to evaluate and improve the quality of the data collected with a new form designed for the 2002 Census of Agriculture. This Census Content Test was conducted in three phases: 1) cognitive pretesting, 2) split panel pilot test with a 3 versions of a draft of the new report form, and 3) follow up interviews. A toll free telephone number respondents could call for assistance was printed on all of the report forms mailed out in the second phase of the Census Content Test. This number was staffed by NASS enumerators throughout the data collection period. Calls made by respondents to the help line were evaluated as part of the Census Content Test. The number and type of problems that respondents had completing the form was compared across the different versions of the forms and for different types of respondents. Problems indicated areas where forms or instructions might be improved. Several examples will be given. How this evaluation was used to support other types of evaluations in the content test will also be discussed

***Adapting Clinical Assessment Measures for Household Survey Administration*, Paul Beatty and Kristen Miller, National Center for Health Statistics; KSMiller@cdc.gov**

Survey researchers often borrow questions from other survey questionnaires. However, questions from alternative sources, such as clinical assessment instruments, may not be directly portable into surveys without considering how their administration differs from survey administration. By discussing the adaptation of the Strengths and Difficulties Questionnaire (a British children's mental health instrument) to the National Health Interview Survey (a U.S. household survey), this paper examines the unique challenges and necessary considerations involved in adapting clinical assessment questions for survey use. Primary differences between assessments and surveys to be discussed include response motivation, interview mode, and respondent characteristics. The paper will additionally explore the complications of modifying questions that have been psychometrically validated.

***Do Latinos & Anglos Think about Health in the Same Ways?*, Patricia M. Gallagher and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts, Boston; patricia.gallagher@umb.edu**

To assess if cultural and language differences affect how people conceptualize health care, data from three groups of respondents to a statewide survey of Medicaid enrollees are analyzed: Latinos responding in Spanish, Latinos responding in English, and White non-Hispanics responding in English. In this paper, we look at reports of experiences and how well they correlate with overall assessments of various aspects of health care. In addition, factor analysis is used to identify underlying dimensions that account for patterns of variation among answers to the survey items. The data was collected in Massachusetts (n=1559; 20% self-identified Hispanic origin) using Consumer Assessment of Health Plans (CAHPS®) instrumentation.

PRIVACY AND SURVEY PARTICIPATION: CROSS-CULTURAL VIEWS

***The Political Economy of Privacy Among Ethnic Minorities: The Power Factor*, Melinda Crowley, U.S. Census Bureau, melinda.crowley@census.gov**

This ethnographic research focuses on insights gained into the nature of social opinion on views about privacy as increasing pressure is placed on individuals to provide personal information and to participate in survey research initiatives. It is the premise of this paper that individuals who fear the loss of control over their personal information really fear an even more fundamental social concern - the growing power of large public and private institutional others in relation to the insignificant power of the individual to thwart the constant demands, mandates and uses of personal information. In thinking about privacy, this paper focuses on the power relations between ethnic minorities and institutional others which invariably affect the rationales that minority respondents have for deciding whether or not to share personal information, which until now, has been a neglected dimension of the discussion on privacy, confidentiality and survey nonresponse. The rationales that this paper will discuss as it relates to the political economy of privacy are threefold: the narrowing concept of privacy; expectations of privacy as it reflects dominant cultural norms among ethnic minorities; and the invasions or threats to protecting privacy.

***Privacy and Survey Response: Interviews with Urban Native Americans*, Betsy Strick, Private Consultant; bstrick@earthkam.ucsd.edu**

How do Native American respondents think about the issues of privacy and providing personal information for survey research? The study was carried out following the 2000 Census. Interviews were conducted with twenty Native American residents of Los Angeles and Oakland, California. Respondents are members of tribes located across the United States, and include people who responded to the Census and those who did not. Analysis of open-ended interviews exhibits patterns in the subjects identified as private, the risks attributed to giving out personal information, the preferred mode of response to surveys, the legitimacy accorded government information collection, the technologies connected with information gathering, and the sense of social inclusion and being heard. The paper suggests that history can have an enduring influence as part of culture and ethnic identity; a common history serves as an important cultural representation of Native American identity, and is associated with shared perceptions of risk in the collection of information by public institutions. Differences in attitudes toward information collection related to interviewees' age and educational background are presented.

***Culture and the Census: Asian Attitudes Towards Privacy*, Bhavani Arabandi , George Mason University; abhavi@hotmail.com**

This paper analyzes the results of research regarding definitions of and attitudes toward privacy among Asians residing in the United States. Given that it is sometimes difficult to get respondents to answer even the 'simplest' of questions in a country in which one of the fundamental protections is a right to privacy, many of the questions asked on surveys conducted by the Bureau of the Census are understood to violate that right. This issue may be made even more complicated, and respondents even harder to find, when surveys are conducted among residents of the United States who come from different cultural traditions and experience. And from the standpoint of government sponsored survey interests, it is important to know which surveys are more likely to generate non-respondents, particularly among certain populations.

***Cultural Concepts of Privacy among Hispanic Immigrants*, Alisú Schoua-Glusberg, Harvard University; Alisu@email.com**

A number of factors could give Latino cultures in the US their own particular set of concerns regarding requests for personal information. Mistrust of government in their countries of origin, immigration status in this country, housing discrimination, etc. may make Hispanics particularly reluctant to give out personal information to the government or to respond to private requests. At the same time, low socio-economic and education levels pervasive in the Latino community often lead to compliance with requests for information out of ignorance about individual rights or simply the beliefs that one must cooperate with authorities. This paper reports on the findings from a series of open-ended, in-depth interviews conducted with Hispanics in locations across the US, as part of the larger project: The Ethnography of Personal Information Management. The focus of the interviews is an exploration of the decision-making processes members of this population follow when asked to reveal personal information in government or private surveys, and in market research.

***Privacy Concerns Go Public*, Susan Trencher, George Mason University and Eleanor Gerber, U.S. Census Bureau; Strenche@gmu.edu**

Privacy concerns have always been part of the American social and political landscape. In recent years there has been a rising interest in privacy as a particular and sometimes incendiary issue as the reaction to the Long Form of the 2000 dicennial census attested. But although historically requests for information along with surveillance techniques employed by the government have raised the most vociferous objections, the "Big Brother" of Orwellian lore is being replaced by the "Big Bucks" motives of the private sector. In the 1990s, the latter has been identified by both privacy advocates and increasingly the American public as the most powerful threat to American privacy and confidentiality. This paper reviews historically rooted American concerns about privacy and the ways in which these have shifted, particularly in relation to technology. Some of the implications of these shifts for information gathering by both government and business are briefly addressed.

PUBLIC OPINION, SCIENCE, AND PSEUDO-SCIENCE

***How Gender and Education Influence Science and Pseudo-Science Beliefs: 1979-1999*, Susan Carol Losh, Florida State University; slosh@garnet.acns.fsu.edu**

In this presentation, I present results from analyses of data from ten National Science Foundation Surveys of Public Attitudes toward Science and Technology, assessing support for "normal science" and pseudo science areas such as astrology over twenty years. Of particular interest are the complexities in relationships among gender, education, and attitudes over this time period. Although women and men have increasingly convergent levels of education over time, they continue to elect different college major fields and enter different occupations. Partly as a result, men are more confident about science and generally more supportive of "normal science." Women more often support "traditional" pseudo science areas such as "Creationism" but results on more "new age" areas (e.g., space aliens) are more complex. The results are interpreted in terms of education as a cultural socializing agent and education as occupational preparation.

***How Religious Denomination, Biblical Literalism, and Science Knowledge Influence the Public's Acceptance of Human Evolution: Results from the 1993-1994 General Social Surveys*, Douglas Lee Eckberg, Winthrop University; eckbergd@winthrop.edu**

While it has long been known that traditional religiosity and years of education have contrasting relations to belief in evolution among the U.S. population, the reasons for this are not clear. Using data from the 1993-1994 General Social Surveys, this analysis compares and contrasts the effects of education, general science knowledge, vocabulary, and religious beliefs on evolution beliefs among Catholics, and liberal, moderate, and conservative Protestants. The effects of religiosity and education work as expected, but there is scant evidence that levels of knowledge affect belief in evolution. Rather, it seems likely that the effect of education is via a different route, most likely its cultural impact.

***New Age Pseudo-Science and Biblical Creationism: Two Sides of But One Coin or Entirely Unrelated Species?*, Raymond Eve, University of Texas at Arlington; ray.eve@gte.net**

Dr. Eve studies conflicting findings about how neopagan (such as Wicca, contemporary so-called "white" witchcraft) paranormal beliefs compare to so called strict Creationist beliefs ("strict" creationists being creationists who believe the world was created directly by God less than 10,000 years ago and in less than a literal week). Considerable past published research supports an a priori theoretically predicted negative or absent correlation between neopagan and creationist belief scales. However, at least one recent, well-conducted study found an almost "ecumenical" simultaneous endorsement all paranormal beliefs within a large of public university students. Dr. Eve will present attitude data gathered from specialized and general public samples to demonstrate one way in which the apparently contradictory findings cited just above may not actually be contradictory. Sample data include neo-pagans at a "Magical Arts Convention" and another sample of attendees at a "Creationism Fair" in Glen Rose, Texas -- as well as national survey data for a baseline. Along the way to the main conclusions of the paper, the belief systems regarding science, religion, and the relations between the two will be carefully explicated for the neopagan and the creationist samples and the differences and similarities between the two aggregates will be noted.

***Are Religious and Paranormal Thinking Anti-Science?*, Erich Goode, University of Maryland, College Park; Egoode2001@aol.com**

Critics argue that holding paranormal and pseudo-science, including religious fundamentalist, beliefs is antithetical to the cognitive system of reasoning demanded by science. Their position is positivistic: Education is the enemy of pseudo-science; the greater the education, the lower the likelihood that someone will embrace paranormalism in its myriad forms. Such critics also fault the media for fostering pseudo-scientic beliefs in the public. Using public opinion data and the results from a small survey at a state university, this paper takes issue with the positivistic thesis on the incompatibility of science and paranormal belief. Public opinion polls demonstrate a weak and inconsistent correlation between education and holding paranormal beliefs, and my survey indicates a similar correlation between scientific knowledge and paranormalism. I speculate that the holders of these seemingly incompatible beliefs compartmentalize them, differentially activing the relevant belief in the appropriate context.

***The Ideology of 'Scientific Creationism'*, Justin Watson, Lafayette College; watsonj@lafayette.edu**

This presentation examines "Creationism" in the context of socio-political and religious ideologies among modern American Evangelicals. It pays special attention to appeals that are made to the general public for "equal time" arguments. Advocacy of Creationism plays dual and conflicting roles. On the one hand, it supports a strategy of "Restoration," or reclaiming the Christian dominance of America that has been lost due to the ascendancy of secular ideologies such as "Evolution." On the other hand, "equal time" arguments for teaching Creationism in public schools supports a strategy of "Recognition," or demanding the recognition of the rights of the Evangelical victims of an intolerant and exclusive secularism. These two strategies stand in a clear conflict. Restoration involves a rejection of the pluralistic ethos of contemporary America. Recognition depends upon that ethos to legitimate its claims for equal time.

USING THE WEB -- COMPARISONS WITH OTHER MODES OF RESEARCH

***Comparing Random Digit Dial Surveys With Web Surveys: The Case Of Health Care Consumers In California*, Sandra Berry, Matthias Schonlau, RAND, Kinga Zapert, Harris Interactive, Lisa Payne Simon, California HealthCare Foundation, Katherine Sanstad, Institute for the Future, Sue Marcus, University of Pennsylvania, John Adams, Mark Spranca, Hong-Jun Kan, RAND and Rachel Turner, Harris Interactive; berry@rand.org**

Compared to random digit dial telephone surveys, web surveys have major advantages in terms of cost and speed. The major disadvantage of web surveys is that it is usually not possible to obtain a probability sample from the target population. We compare cost, time-to-complete, weighted responses, demographic composition and cost from a large-scale survey about health care that was conducted simultaneously and in parallel over the phone and on the web. The web version used propensity methodology, a statistical technique that with certain assumptions does not require a probability sample for drawing valid inferences - which makes it well suited for use with web surveys. The two samples are different with respect to key demographic variables. Population estimates for response items turn out to be similar in some cases, and very different in others. Differences are reduced when only comparing users who use the Internet daily or sub-populations that are well represented on the Internet.

***Mail, Email and Web Surveys: A Cost and Response Rate Comparison in a Study of Undergraduate Research Activity*, Virginia M. Lesser, Survey Research Center and Department of Statistics, Oregon State University, Corvallis, and Lydia Newton, Survey Research Center, Oregon State University, Corvallis; lesser@stat.orst.edu**

This study examines the cost effectiveness and response rates for three modes of self-administered surveys: mail, email, and Web. A survey requesting faculty to provide both qualitative and quantitative data regarding undergraduate research projects was conducted in the Winter Quarter, 1999 at Oregon State University. The population was divided into three groups distinguished by the type of questionnaire delivery: mail, email and Web. Subsets of the email and Web groups were then formed based on various modes of pre-letter notification. This resulted in a comparison of five study groups: (1) a paper group that received all notification by mail and a hard copies of the questionnaire; (2) a paper/email group that received a paper version of the pre-notification letter and email copies of all remaining letters and questionnaires; (3) an email/email group that received all correspondence including letters and questionnaire via email; (4) a paper/Web group that received all mail requests inviting them to participate and notifying them of the Web site location to complete the questionnaire; and (5) an email/Web group that received all email requests inviting them to participate and notifying them of the Web site location to complete the questionnaire. Return disposition, response rates, and cost estimates per survey group are presented here.

***Do Paper And Web Questionnaires Provide Same Results?*, Katja Lozar Manfreda, Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana and Zenel Batagelj, CATI Center; katja.lozar@uni-lj.si**

Although Web surveys are a relatively new data collection mode, used since the mid 90s, they are already a profitable part of the survey industry (http://websm.org). However, the proof of its validity is needed. By this we mean especially the convergent validity, that is the comparison of Web survey results with results of other already proved to be valid survey methods. Such validity shows whether different survey modes in our case, can be replaced by each other. An establishment survey of educational institutions within the project RIS (Research on Internet in Slovenia, http://www.ris.org) at the Faculty of Social Sciences, University of Ljubljana, enables comparison of a Web and a paper questionnaire. Participants were randomly assigned to two experimental groups. The first group received a mail questionnaire (two follow-ups), while the other group was invited to answer a questionnaire on the Web (a mail advance letter with two follow-ups). The advance letters and questionnaires were made similar as much as possible. Automated skips were implemented in the Web questionnaire while arrows and text were used for skips in the paper questionnaire. The substantive results, data quality and respondents' satisfaction from both questionnaires will be compared.

***Time-diary Measurement on the Internet: An National Experiment*, Norman Nie, SIQSS, Stanford University and John P. Robinson, Department of Sociology, University of Maryland, College Park; robinson@socy.umd.edu**

National time-diary data conducted since 1965 have provided unique insights into the daily behavioral activities of the American public. Previous methodological research has established the consistency of diary results using different modes, approaches ("yesterday" vs. "tomorrow"), geographic locations, seasons, etc. The purpose of the current experiment is to compare results of a year 2001 national traditional CATI study (at the University of Maryland)with those from an Internet-based diary developed at SIQSS and conducted with their panel at the same time. The SIQSS diary contains several new measurement features unavailable in existing CATI instrument, particularly regarding media usage and communication as "background" or multitasking activities. The analysis will examine time estimates from these new features, as well as estimates of existing statistics like time at work, sleeping, child care etc.

***Going Global: Issues In Applying Internet Research Internationally For An Elite Audience*, Sandra Bauman, Natalie Jobity, Jennifer Airey, Deanne Wilson, Hakan Atak, Wirthlin Worldwide and Michael Deis, PRiMeR Ltd.; sbauman@wirthlin.com**

The "conventional wisdom" is that Europe's Internet business (not including wireless) is about two years behind the U.S'. With adoption of a common currency, the Euro, and increased penetration of the technology, the Internet is becoming a more available method of research globally. The number of users in Europe is expected to triple by 2003, quickly reaching the penetration rate of the U.S. (Morgan Stanley Dean Witter estimates/European Commission/Washington Post). Just as in traditional research, there are a host of methodological and design issues that make conducting research internationally a challenge. In this time of global commerce, the presence of the Internet offers an unique and potentially viable research option – either stand alone or in conjunction with other methods. This paper will present the results from the first of two waves of an international Internet survey conducted in 12 countries/locals, spanning Asia, Latin America, Europe and the U.S. The primary purpose of this research is to experiment and test the efficacy of Internet methods of collecting global elite opinion data in a methodologically sound way. Included in our paper will be such issues/learnings/challenges/insights as international suppliers, language and technical issues and survey research challenges (recruiting, reminders and response rates).

CROSS-CULTURAL COMPARISONS OF NATIONAL VALUES AND IDEAS

***The Construction of National Identity-A 23-Nation Study*, Frank Louis Rusciano, Department of Political Science, Rider University; rusciano@rider.edu**

The construction of national identity derives, in part, from a negotiation between a nation's Selbstbild (or the nation's national consciousness, or the image its citizens have of their country) and a nation's Fremdbild (or the nation's perceived or actual international image in world opinion. This paper tests this theory using survey data on 23 nations, from the International Social Survey, in four steps. The first step generates measures of national consciousness and pride, and perceived international image and orientation; these measures are established. The second step generates indices that measure the ways in which respondents define their relationship to their country. These measures fall into two groups-measures of allegiance to the nation, considered as an ethnic or religious entity, and measures of allegiance to the state, considered as a set of institutions and laws. The relationships among these measures are also established, and correlated with Selbstbild, or national pride. The third step involves generating indices of tolerance of diversity and immigration. These measures are then correlated with the measures of perceived international reputation, or Fremdbild. The resulting model defines a complex relationship among factors of national-focused and international-focused perspectives, all of which combine in the negotiation of national identity.

***A Comparison of Methods for the Evaluation of Construct Equivalence in a Multigroup Setting*, Jerry Welkenhuysen-Gybels, Catholic University of Leuven, Belgium and Fons van de Vijver, University of Tilburg, The Netherlands; jerry.welkenhuysen@soc.kuleuven.ac.be**

An important concern in crosscultural studies is the issue of equivalence. This matter pertains to the fact whether it is valid to compare the results obtained from a survey in different cultural or language groups. In this paper we focus on construct equivalence. Various procedures have been developed to evaluate construct equivalence, such as exploratory factor analysis and covariance structure analysis. The aim of the analysis is the identification of a set of observed variables (items) that have the same meaning in all cultural groups involved. The present paper explores the question of how to identify these sets of unbiased and biased items in a multigroup setting. Three methods can be envisaged, The first employs a top-down approach. Start with all groups under study and in the search for a set of equivalent groups, drop the groups in which the construct is least similar to the others. It is also possible to apply a bottom-up approach : start with the two groups which are most similar and successively add the most similar group to this set. A third approach can be referred to as a heuristic approach. A matrix of agreement indices between cultural groups is set up and a dimension reduction technique is used to find equivalent groups.

***Value Structure Similarities Among Nations*, Allen Wilcox, Department of Political Science, University of Nevada; wilcox@unr.nevada.edu**

It is a commonplace that individuals interpret survey questions differently and, consequently, one of the primary goals of survey research is to try to minimize those differences. The same goal holds for differences above the individual level, for example, differences among national populations. This paper explores such differences through analysis of the responses to the national surveys included in the first three waves of the 1990 World Value Survey. Questions from those surveys are divided into subsets by topic and format, and each subset is factor analyzed for each country. The assumption guiding this approach is that, if question subsets are interpreted similarly across countries, the resulting factor structures should also be similar in the number of significant factors and the items loading highly on each factor. In addition, those similarities should remain constant over time. In research to date, it is clear that some question subsets are interpreted similarly and others are not. The paper will present those findings and offer a series of speculations, some based on additional analysis, that may account for both similarities and differences. Implications for survey construction in cross-national and cross-cultural research will conclude the paper.

***A Latent Class Model for Studying Preference Falsification*, Allan L. McCutcheon, UNL-Gallup Research Center; amccutcheon1@unl.edu**

In this paper, we examine a number of common survey indicators of support for the market reforms in Central and Eastern Europe. Using a latent class model on data from a series of representative surveys from the Czech Republic, we show that single-item indicators are subject to a substantial under-reporting of socially undesirable alternatives; on direct questioning, disproportionately few respondents appear willing to report favoring the former, socialist economic system. Using newly proposed methods for the study of trends in latent belief structures we show how the trajectory of public opinion influences the pattern of under-reporting of socially undesirable responses. Following our examination of example data, we discuss the implications of this methodology for the study of changing public support for the reforms in Central Europe and for the study of other areas of socially sensitive topics in which preference falsification may play a significant role.

FRIDAY, MAY 18, 2001 11:30AM-12:30PM

POSTER SESSION I

***Media Use in Japan*, Dan Ames, Beth Webb and Brad Bedford, Arbitron Inc.; dan.ames@arbitron.com**

This study provides a view of the current use of major media in Japan, including television, radio, newspapers and magazines. Through this national study of 1,697 persons, ages 12 to 69, we obtain a clear picture of amount of time the Japanese spend with those media and where they are exposed to the media, be it at home, at work or in the car. Using the person-level questionnaire data, we created over 100 analytic categories, which include age, gender, occupation, social demographics and specific types of consumer behavior. For each analytic category we examined three types of information: consumer profile, media habits and radio usage. The consumer profile provides demographic and socioeconomic information about the persons in the category. The media habits section provides media exposure information and media-related behavior. The radio usage section provides detailed information on the use of radio by people while commuting to work, while at work and while at home. Summary and highlights of the study will be presented.

***Political Information Seeking Using the Internet in Georgia*, James J. Bason, Survey Research Center, University of Georgia; jbason@arches.uga.edu**

As the popularity of the internet in the United States increases and greater numbers of citizens obtain internet access, the ability of citizens to obtain information about candidates, politics, and policies will also likely increase. In the 2000 election season, increasing numbers of candidates used web sites as a means of conveying information to voters. Both political parties, as well as interest groups of other non-governmental entities likewise use web sites as one additional medium to reach their constituencies. The current research will examine the degree to which Georgians used the internet during the 2000 election season for these purposes. Data from the 2000 Georgia poll, a statewide omnibus survey of Georgia residents, will be used to investigate these issues. Further, the data will be used to determine if certain demographic groups, or citizens that affiliate with a specific political party, are more or less likely to use the internet to obtain political information. Finally, the data will allow examination of the frequency of internet usage during different time periods during the election season to determine if usage increases as interest in the election increases.

***Arizona's Instrument to Measure Standards (AIMS): Are Our Kids Prepared?*, Arian Sunshine Coffman, Northern Arizona University; shine88@yahoo.com**

Standards-based education has become the newest trend in American education. Many states are jumping on the bandwagon by implementing high stakes exit exams to determine if state standards are being met. In 1997, Arizona's State Department of Education developed a set of standards to which all high school curriculum is to be aligned. The AIMS test was designed based upon these standards, with an intent to measure student competency in meeting the standards. AIMS has encountered much controversy from the general public. Some critics believe the test is too difficult and does not measure skills appropriate for the high school level. Eighty-four percent of sophomores who took the test in the Spring of 2000 did not pass. This paper explores various dimensions of public opinion as a standards-based education test is implemented in Arizona. Using data from a telephone survey in Arizona, this paper focuses on levels of support for the AIMS test and public concerns about AIMS implementation. This paper also examines the potential for AIMS to emerge as a major conflict in Arizona. Lessons learned in Arizona can be applied to other states as they consider implementing standards-based exit examinations.

***Children and Media Viewing: A National Demographic and Psychographic Segmentation Study*, Michael Cohen, Nellie Gregorian, Jay Joliffe, Applied Research & Consulting, Laura Wendt and Marsha Williams, Nickelodeon Research; mcohen@arcllc.com**

Subject: A 2000 respondent segmentation study of 6-14 year-old cable-television viewers, commissioned by Nickelodeon and conducted by Applied Research & Consulting LLC. Methodology: ARC conducted quantitative research comprised of a total of 1600 mall intercept interviews with children in the 1st - 8th grades who receive basic cable television in their homes. Objectives: To identify and understand school-age media users with a particular orientation to their perceptual/attitudinal, behavioral, and psychographic differences. Findings: The study resulted in the emergence of psychographic categories among child viewers and users of media (6-14 year-old children). While traditional research has focused on the demographic variables in describing segments of children, this study attempted to go beyond the demographic and behavioral variables and use psychographic descriptors in determining segments of school-age kids. Specifically, research identified strong correlation between various psychographic profiles of kids and their distinct media preferences. Additionally, research reinforced hypotheses regarding the importance of age compression (i.e., children making media choices normally associated with older viewers, etc.) in the media preferences of target-age viewers.

***Surveying the Health of a Diverse Population - the California Health Interview Survey (CHIS) Experience*, Wei Yen, UCLA Center for Health Policy Research; weiyen@ucla.edu**

The California Health Interview Survey (CHIS) is the largest telephone health survey in the country. Over 55,000 California adult interviews will be completed along with 5,000 adolescent interviews and approximately 12,000 interviews with parents of a sample of children under age 12. The survey is being conducted in six languages and the design incorporates oversampling rural counties, selected cities, several Asian subgroups, and American Indian and Alaska Natives across the state. The data collection started in November 2000 and is scheduled to complete by August 2001. California has the most ethnically diversified population in the nation, with no one race/ethnic group claiming a majority according to Census 2000. The objective of the CHIS sample is to be sufficiently robust to provide county-level estimates for the majority of counties (with most counties being small and rural) while at the same time have sufficient sample sizes for many of the state's major race/ethnic groups (most of which live in urban counties). This poster presentation will share the solution to this sampling challenge so as to assist others planning similar state surveys. CHIS is a collaborative effort of the UCLA Center for Health Policy Research, the California Department of Health Services, and the Public Health Institute.

***Net Gain: How New Jerseyans Are Using The Internet To Manage Their Lives*, Peyton Craighill, Rutgers University and Pew Research Center and Cliff Zukin, Eagleton Institute of Politics and Bloustein School of Planning and Public Policy, Rutgers University; peytonc@eden.rutgers.edu**

The Star-Ledger/Eagleton-Rutgers Poll has tracked Internet usage in New Jersey for the last several years. This paper examines people in New Jersey through two cross-sectional surveys and one panel study of Internet users from November of 1999 and again in January of 2001. The cross-sectional studies look at who these Internet users are and what expectations they have for its use. We specifically ask people what they do on the Internet: shop, pay bills, make travel plans, get news, access government services, or obtain education and job training. We also ask if people think they will use these Internet services over the next couple of years. Our panel tracks the same respondents over time to see how their actual and expected Internet usage changed and verifies if those expectations were borne out.

The Impact of Interpersonal Communication Environment on Perceived News Media Bias During Election 2000, **William P. Eveland, Jr., School of Journalism & Communication, Ohio State University and Dhavan V. Shah, School of Journalism & Mass Communication, University of Wisconsin-Madison; eveland.6@osu.edu**

A significant percentage of the public believes that the news media are biased, and the majority of these individuals believe that the direction of bias is against their own viewpoints. Explanations of this "hostile media phenomenon" suggest that, based on past experience and observation, partisans believe the bulk of factual information supports their own position. When presented with news that is effectively neutral, this appears to be inconsistent with what they believe to be the broader population of information on the topic. Thus, partisans will perceive bias because the content of the media is inconsistent with their perceptions of the broader information environment. Given this, we expected that those whose political conversations were highly consistent with their own views would be more likely to perceive news bias. This hypothesis was tested using data collected by national mail survey. Results show that the role of political discussion was highly contingent upon the characteristics of discussion partners, as expected. The overall amount of discussion was unrelated to perceptions of bias. By contrast, conversations with those holding views consistent with one's views was strongly positively related to believing news media are bias.

Divergences Between Recorded Crime Statistics, Public Perceptions Of Crime And Worries About Victimization, **Jonathan Jackson, Department of Social Psychology, London School of Economics; j.p.jackson@lse.ac.uk**

The relationship between official crime figures and the fear of victimisation has been of concern to politicians and researchers alike for some time now. Ferraro (1995) found that perceptions of the likelihood of victimisation mediate the relationship between recorded crime statistics and the fear of crime. This poster describes an attempt to extend this model. It seeks to develop our understanding of the links between crime statistics, public perceptions and worries about victimisation. Structural equation modelling was used to analyse data from a postal survey of a random sample of residents in two localities of contrasting socio-economic conditions in London (n=479). Distal variables were recorded crime figures, gender and age. The relations between these variables and worries about victimisation were hypothesised to be mediated by three layers. Respectively, these were: perceptions of the physical and social environment; beliefs about the incidence of crime and the groups most likely to be victimised; and the appraisal of threat. This last layer consisted of three components: perceptions of the likelihood and severity of consequences of victimisation; and perceived self-efficacy. The poster includes a discussion of some implications for the effect of the communication of crime statistics on public worries about victimisation.

What Users Do When They Use the World Wide Web: An Analysis of Online Activities, **Mee-Eun Kang, School of Communication, Sookmyung Women's University; mkang@sookmyung.ac.kr**

The purpose of this paper is to investigate the nature of online activities of World Wide Web users. Using data collected by Pew Center for the People and the Press, this study examines patterns of the Internet use and how they relate to various concepts such as attitudes toward technology, technological knowledge, or political participation online. The data by Pew Center have various measures that tap the patterns of the World Wide Web use. Regression analysis and path analysis are used to explore the relationships among attitudes (attitudes toward technology, privacy anxiety, frustration in using technology), Web use (patterns of the World Wide Web use, online activities), and participation (following public affairs, political participation online, political knowledge). The researcher expects that attitudes toward technology and privacy/technology anxiety should be associated with different levels of WWW use. Also, it is hypothesized that more frequent and active use of the WWW is associated with higher levels of interest and participation in public affairs.

Dirty Business Or Toils Of Democracy: Views On Election Polls In Post-Communist Bulgaria, **Christopher D. Karadjov, College of Journalism and Communications, University of Florida; karadjov@ufl.edu**

The paper reviews election polling techniques and compares accuracy of election forecasting to date in post-Communist Bulgaria. The study examines media framing in the pre- and post-electoral coverage of polls. It also analyzes attitudes toward opinion surveys among political leaders and media practitioners, and tests hypotheses of differential impact of published political polls (third-person effect). In-depth interviews with leading opinion researchers summarize the prevalent routines of their organizations. Pollsters' practices suggest some over-reliance on face-to-face interviews. Professionals affirm their adherence to the principle of impartiality in opinion polling, although no formal code of ethics is enacted. Framing of polling operations in Bulgarian media purports a wide-spread distrust of pollsters based on discrepancies between predictions and actual election returns. These discrepancies are often interpreted as a proof that polls are a tool of political manipulation and not a means of objective social/political research. A survey of politicians and journalists also indicates a prevailing belief that polling results are biased and inaccurate. Data support the hypotheses based on the third-person effect in this setting, suggesting that partisan affiliations are a strong predictor of attitudes toward particular polling practices.

***Cross-Cultural Comparisons of Preferences for Job Attributes: A Discriminant Analysis*, Bing Liu and Zhiling Liu, Gallup Research Center, University of Nebraska, Lincoln; bliuman@hotmail.com**

This paper examines preferences for job attributes across four countries: the USA, Germany, Japan, and China. Data were obtained from part of the World Values Surveys during 1995-1997. Respondents from each country were asked about their preferences for 11 job attributes: pay, pressure, job security, respect, work hours, initiative, holidays, achievement, responsibility, interest, and ability match. Discriminant analysis was conducted with three discriminant functions generated representing three dimensions of job attributes: free time, social respect, and self-accomplishment. The results indicated that similarities and differences in job attribute preferences exist among these four countries. Americans were more concerned about self-accomplishment. In contrast, Japanese tended to prefer free time and Chinese focused more on social respect while Germans were concerned little about the three dimensions. The results also suggested that utilitarian aspects such as monetary reward and job security contributed little in cross-national differentiation with regard to job attribute preferences.

***An Experimental Examination of Electoral Expectations*, Russell Mayer, Department of Political Science, Merrimack College; rmayer@merrimack.edu**

Building on a well established body of literature that argues that knowledge of who is ahead in an election affects vote choice, most commonly in the form of a bandwagon effect (deBock 1976; Lavrakas, Holley, and Miller 1991; Marsh 1984; Sussman 1985; Traugott 1992), I argue that not all media generated expectations have similar effects on candidate evaluations; the form and the substance of how electoral expectations are conveyed should effect the magnitude of observed bandwagons. In particular, I experimentally examine two media framing effects. First, I look at the differences between positively and negatively framed versions of the same expectations information, testing the prevailing wisdom that negative information is more powerful in shaping candidate evaluations than positive information. Second, I explore the differential effects of situational versus personal attributional frames, hypothesizing that the more salient person-based attributions will have a greater effect on candidate evaluations than situational attributions of expectations.

***Can't Buy Me Love: Jon Corzine's Campaign Spending in the 2000 New Jersey Senate Race*, Scott McLean, Quinnipiac University; scott.mclean@quinnipiac.edu**

In 2000, Former Goldman Sachs chair Jon Corzine of New Jersey spent more money to win a Senate seat than any other candidate in history. He won a convincing Democratic primary victory over a former governor and spent nine times more money than his Republican opponent - nearly all of it out of his own pocket. Yet as election day neared, Corzine's double-digit lead evaporated, despite outspending his opponents by vast sums. Why did Corzine's money seem to make all the difference early in the race, and hardly any difference in the homestretch? Did his spending actually harm his campaign? It is hypothesized that extravagantly high levels of campaign spending on early television advertising in New Jersey had the effect of gaining beneficial name recognition for Corzine but as the election drew near, other factors affected the views of voters. Media revelations of Corzine's wealth and spending activated Republican partisan identification while muting Corzine's support from those with lower socioeconomic status.

***Child Prostitution in the U.S.: A Survey of Juvenile Court Judges*, Pama Mitchell, The Atlanta Journal-Constitution and Jeff Shusterman, The Marketing Workshop, Inc.; pama.mitchell@uc.edu**

To learn about the growing problem of child prostitution, the authors conducted a mail survey of U.S. juvenile and family court judges, who often have first contact with these children. The study by the Atlanta Journal-Constitution was conducted by mail in Fall 2000 by The Marketing Workshop, Inc. Results suggest that while judges from urban, suburban and rural jurisdictions estimated that cases of underage prostitution had increased in five years, the growth in child prostitution in rural areas has been a phenomenal 73% since 1995. And the problem may be even more widespread: a majority of judges say their community's police are "not at all aggressive" in charging minor prostitutes with some kind of offense, indicating that many child prostitutes receive no intervention. A majority also said they lack resources to rehabilitate child prostitutes, especially in suburban and rural areas. The judges surveyed felt that the men who exploit child prostitutes are not charged, prosecuted and sentenced severely enough. Most believe that while these children should be viewed primarily as victims, the system too often treats them as offenders, or turns its back on them altogether—a pattern with serious public policy implications.

***Public Attitudes Towards Science and Technology: Recommendations for Future Public Opinion Research*, Matt Nisbet, Department of Communication, Cornell University; mcn23@cornell.edu**

Since 1979, the National Science Board's Science and Engineering Indicators survey has measured attitudes towards science and technology, knowledge of science, interest in and awareness of science, and relevant mass media use. The recent public availability of these random digit-dialing cross-sectional surveys of approximately 2000 respondents allows for an assessment of the construct validity, reliability, and causal relationships of these concepts and measures. This paper will provide a review of relevant literature related to the conceptualization and measurement of attitudes towards science, scientific literacy, interest and awareness, and mass media information sources. This theoretical review will be written for an intended audience of public opinion researchers, and will be directed towards the development of valid operationalizations and measures. In addition, based on the conceptualizations proposed and supported in past research, and data available from the 1997 and 1999 Science and Engineering Indicators surveys, past indicators will be tested for construct validity and dimensionality using confirmatory factor analysis, scales will be assessed for reliability, and causal relationships will be tested using several analytical techniques. The evaluation of past surveys and literature will allow for detailed recommendations to be made for improved measures for use in future public opinion research related to science and technology.

***The Use of Language in the Media and in Everyday Speech. Employing Field Experiments to Investigate Key Signals in Media Coverage*, Thomas Petersen, Institut fuer Demoskopie Allensbach, Allensbach, Germany; tpetersen@ifd-allensbach.de**

In representative surveys, respondents react differently to questions which are identical in content but differ in speech genre, i. e., one question is formulated in everyday speech and the other in speech like it is used in the media. It appears as if speech patters that are repeatedly used in the media contain individual terms that function as key signals that substantially determine the reaction of readers. People's reaction to these terms are trained reactions stemming from a process which can be called "social conditioning." An—in principal—neutral term is used time and again in the media in a definitely judgmental way. Frequent exposure to this term—which is now coupled to a judgment—trains readers in such a way that upon reading this term they automatically recall the particular judgment that goes along with it. Based on examples from controlled field experiments, i.e. split-ballot experiments, the poster presentation shows how the Institute for Demoskopie Allensbach progressively tests the effectiveness of individual words. This method identifies the effective elements within a text with the goal of compounding a catalog or hierarchy of effective key words to be added to codebooks of media content analyses.

***Evolving Public Opinion in the Elian Gonzalez Case: A Longitudinal Investigation*, Linda J. Skitka, University of Illinois at Chicago; Lskitka@uic.edu**

Five-year-old Elián González became the center of a widely publicized custody battle after he was rescued off the Florida coast on November 25, 1999. Although Elián's Cuban father petitioned the United States for Elián to be returned to his custody, Elián's Miami relatives fought vigorously against returning him to what they believed was a repressive regime. After months of fruitless negotiations, federal agents took Elián by force from the Miami relative's home, and returned him to his father. Elián and his family finally returned to Cuba on June 28, 2000. The degree of public interest and passion aroused by this case provided an opportunity for a natural experiment to test hypotheses about how people balance competing concerns about just outcomes and procedures. Reactions to the case were assessed pre-raid, immediately post-raid, and then post-resolution of the case using a internet-connected sample (Knowledge Networks). Competing structural equation models were used to explore different hypotheses about how people come to a judgment that justice has or has not been done. Results indicated that the match of outcomes to value-driven moral mandates-- not pre-raid perceptions of procedural fairness-- primarily determined people's sense of justice done in this case.

***Don't Know Responses In Japanese Surveys: Effects Of Question And Respondent Characteristics*, Nicolaos E. Synodinos, University of Hawaii & Yutaka Ujiie, Shin Joho Center; nick@hawaii.edu**

With a few exceptions, there is relatively little information in the literature from non-Western cultures that investigates the relationship of DK with question and respondent characteristics. This paper will report the results of analyses of questions from 11 Japanese omnibus surveys that have been conducted by Shin Joho Center (SJC) between 1990 and 1998. All the surveys were nationwide personal interviews and were conducted with the general adult Japanese population. The sample sizes of these surveys ranged from 1,011 to 1,507. This study will examine the incidence of DK responses as a function of (a) various question characteristics such as length of the question stem, question topic, type of question (e.g., attitude/opinion, behavior, knowledge), question format (single idea with 2 choices, numerical scale, etc.), use of showcard, presence/absence of neutral point where pertinent, and time frame (e.g., past, present), and (b) various respondent characteristics (i.e., age, gender, educational level, income, occupation). The findings will be related to research results from other countries and to three studies that investigated, at different time periods and different datasets, DK responses in Japanese surveys.

***Standards of Disclosure in Pre-Election Stories in Indian Print Media*, Yudhijit Bhattacharjee, The Ohio State University and K. Viswanath, National Cancer Institute; viswanav@mail.nih.gov**

Standards for disclosure about polls continues to be a topic of interest and concern among scholars and practitioners in public opinion research. As public opinion polling increases in popularity across the globe, questions arise as to (a) whether polling agencies have any standards of disclosure, and (b) if the standards in any way reflect standards adopted by AAPOR. This paper reports a study of disclosure of polling methodology by the Indian print media during the 1998-99 national elections. The data collected and coded for this paper were analyzed for comparison with the standards for minimum disclosure laid down by the American Association for Public Opinion Research (AAPOR). Each article in the sample was coded for the following standards of minimum disclosure (AAPOR0. We ended up with a total 15 pre-election poll stories in all three media. The data suggest that while almost every story reported the survey sponsor and the organization that conducted the survey, not one story reported the description of the sampling frame and only 40% of the stories mentioned the sample selection procedure. A smaller proportion reported the sampling error estimates.

***Individual-Level Predictors Of Public Outspokenness: A Cross-Cultural Test Of The Spiral Of Silence Theory*, Lars Willnat, George Washington University & Nanyang Technological University, Singapore, Waipeng Lee, Ben Detenber, Nanyang Technological University, Singapore, Sean Aday and Joe Graf, George Washington University; twillnat@ntu.edu.sg**

The spiral of silence theory has been criticized for inconsistent operationalization and measurement, and lack of generalizability to other cultures. This study addresses these shortcomings by adding psychological and cultural measures as new predictors for public outspokenness and by conducting identical tests in the United States and Singapore. Representative samples of respondents in both countries were interviewed by telephone and asked to indicate how likely they would be to publicly discuss two controversial issues: interracial marriage and equal rights for homosexuals. The proposed model includes new predictors culturally influenced self-concepts (i.e., independence and interdependence), fear of isolation, fear of authority, and communication apprehension. Traditional predictors of outspokenness -- perception of the opinion climate (current and future), media exposure, issue salience, and demographics -- were also included. Findings from the Singapore survey provide partial support for the spiral of silence hypothesis -- perception of future opinion climate interacts with issue importance to influence outspokenness. The findings also indicate that outspokenness is associated with self-concept of interdependence, fear of social isolation, communication apprehension, and issue importance. Media exposure, however, is not associated with outspokenness. Cross-cultural comparisons will be conducted after the completion of the US poll in early 2001.

***Using an Explanatory Mail Follow-up to Boost Response Rate in an RDD Survey*, Colleen K. Porter, Department of Health Services Administration, University of Florida, Cynthia Wilson Garvan, Division of Biostatistics, University of Florida, R. Paul Duncan, Department of Health Services Administration, University of Florida and W. Bruce Vogel, Department of Health Policy and Epidemiology, University of Florida; cporter@hp.ufl.edu**

From April to September 1999, we conducted 14,016 telephone interviews with Florida households for a statewide RDD survey about health insurance coverage. A few months into the field, it became apparent that response rates were less than hoped. A mail survey follow-up was not possible due to the complexity of the questionnaire. However, we sent a 1-page explanatory letter to households that had refused twice, as well as those that were still non-contact after 10 attempts (ring-no-answer or busy). Addresses were available only for listed phone numbers. About 10,060 letters were sent on University letterhead, each with a stamped envelope and blue ink signature. Telephone contact was attempted again within 2 days of expected receipt. The effort yielded 1,398 interviews, almost 10% of the total completed interviews. We examined demographic variables associated with those who had responded only after receiving the letter versus those who had agreed to participate earlier, and found significant differences in family income and race of respondent, while there were no significant differences in other characteristics including gender, item non-response, and presence of children. About 18% of the letters were returned, suggesting that they were probably non-working numbers.

***Rankings, Ratings, Rulers and Reference Points: Analyzing Reliability And Validity In A Customer Satisfaction Study For The Brazilian Health Care Industry*, Clifford Young, Orjan Olsen, Cristina Baptista de Moura, Nelson Acar and Mario Mattos Neto, Indicator Brazil clifford@indicator.com.br**

We test a two-step method for gathering customer satisfaction data where, at the first stage, we ask respondents to select the 3 most important attributes (of a service) and the 2 least important. Here we are attempting to establish reference points (most/least important; best/worst). At the second stage, we have respondents rate the attributes. We hypothesize that, by establishing reference points, respondents will use them at the rating stage to implicitly rank the items, resulting in improved discrimination among service attributes, the ratings of which are typically extremely skewed. To test our hypothesis, we use a 3600 respondent national sample of Brazilians concerning their satisfaction with health care which we conducted for the Ministry of Health. On this study, we included an 8 condition experimental design, where, in condition 1, we either ask the respondent to establish reference points or not; and, in condition 2, we have the respondent use one of four different scale types (unipolar/bipolar). Using this experiment, we will assess the reliability and validity of the measures as well as the performance of a multiple regression model.

***Perceptions of Media Bias in the 2000 Presidential Race*, Dietram A. Scheufele and Yemi K. Rose, Cornell University; das72@cornell.edu**

This study examines perceptions of media bias in the 2000 presidential campaign from two perspectives. First, we explore the question where perceptions of media bias come from. Are they a function of a respondent's ideological predispositions, or are they due to the way media cover the issue itself? Second, we explore to which degree perceptions of media bias may have an effect on levels of political participation, perceived efficacy, and turnout in the 2000 presidential election. Data for our study came from a telephone survey of residents of Tompkins County, NY in October and November 2000. Results show that perceptions of media bias -- irrespective of its direction -- were highest among respondents with strong ideological beliefs, respondents with high levels of national news use, and respondents who discussed national politics frequently with others. Perceptions of a liberal media bias were highest among older and more educated respondents, conservatives, respondents who discussed politics with others more frequently, and respondents who were more knowledgeable about politics. More importantly, however, perceptions of bias -- regardless of its direction -- had a significant negative impact on levels of institutional trust among the electorate and -- in turn -- on feelings of political efficacy and political participation.

MODE EFFECTS

***Response Rate and Measurement Differences in Mixed Mode Surveys Using Mail, Telephone, Interactive Voice Response and the Internet*, Don A. Dillman, Washington State University, Glen Phelps, Robert Tortora, Karen Swift, Julie Kohrell and Jodi Berck, The Gallup Organization; dillman@wsu.edu**

The potential for improving response rates by changing from one mode of data collection to another mode is examined in this paper, along with the consequences for measurement and nonresponse errors. Using an initial sample of 8,999 households, divided into four treatment groups, data collection consisted of two phases. Phase 1 data collection was conducted by telephone interview, mail, interactive voice response, and the Internet. Phase 2 consisted of nonrespondents to Phase 1, and was conducted by telephone for the groups initially surveyed by mail, IVR or the Internet, and by mail for the initial telephone group. In general, results from our study suggest that switching to a second mode is an effective means of improving response. We also find that for the satisfaction-dissatisfaction questions asked in these surveys, respondents to the aural modes (telephone and IVR) are significantly more likely than are respondents to the visual modes (mail and web) to give extreme responses on the positive ends of the scales. This difference cannot be accounted for by a tendency towards recency effects on the telephone. In general, switching to a second mode of data collection was not an effective means of reducing nonresponse error on demographic variables.

***An Experiment Comparing Computer-Assisted and Paper Modes of Data Collection for the Census 2000 Short Form* , Sid J. Schneider, David Cantor, Westat, Lawrence Malakhoff, Bureau of Census, Carlos Arieira, Paul Segal, Luu Nguyen, Westat and Jennifer Guarino, Bureau of Census; SchneiS1@Westat.com**

In this presentation we report the results of an experiment that tested the public's willingness to provide Census 2000 short form data using computer-mediated data collection methods instead of the standard paper forms. Respondents were assigned to one of three computer-mediated response mode conditions: (1) a call-in Computer-Assisted Telephone Interview (CATI), (2) an Interactive Voice Response survey using speech recognition, available by telephone, or (3) an Internet-based survey. Respondents received a letter giving them the option of either using the assigned computer-mediated response mode or mailing back the paper Census short form. Half the respondents were offered a calling card if they used the alternative computer-mediated mode, while half were not offered this incentive. The experiment thus had a 3 x 2 fully factorial experimental design. Each of the 6 groups consisted of about 2,625 randomly selected respondents. In addition, the experiment included a control group, to permit comparisons with the standard mail-only Census procedure. In this presentation we discuss the response rates that were observed when computer-mediated response modes were available as an alternative to the mail-in paper form. We also discuss the impact of a calling card incentive on response rates.

***Evaluating Mode Effects on a Survey of Behavioral Health Care Users*, Vickie L. Stringfellow, Floyd J. Fowler, Jr. and Brian R. Clarridge Center for Survey Research, University of Massachusetts Boston; vickie.stringfellow@umb.edu**

One underlying concern for telephone surveys is that social desirability will influence responses. We have the opportunity to test the effects of telephone versus self-administration for similar items in two instruments, one pertaining to medical health care and the other to the more sensitive topic of behavioral health care. The Consumer Assessment of Health Plans Survey (CAHPS) instrument was created to gather plan members' reports and ratings of medical health care. Five hundred commercial plan members in Washington state were selected to complete the CAHPS instrument via telephone and 500 were mailed a self-administered instrument. The Experience of Care and Health Outcomes (ECHO) instrument was designed to obtain the same information about behavioral health care. Data were collected using the ECHO instrument in Massachusetts, where 1000 commercial plan members were selected to complete a telephone interview and 1500 members were mailed a self-administered questionnaire. Using data collected from both studies, we are able to compare the effects of mode on the parallel CAHPS and ECHO items and answer several research questions: Does mode of administration have an effect on answers? If so, do these effects indicate that telephone respondents to the behavioral health survey may be motivated by social desirability?

***Implementation and Results of the Internet Response Mode for Census 2000*, Erin Whitworth, U.S. Census Bureau; Erin.M.Whitworth@census.gov**

The United States 2000 Census of Population and Housing offered respondents the first-ever opportunity to respond via the Internet. The Census Bureau needed to make the process simple, have a minimal risk of operational problems and security breaches, and be as widely accessible as possible. Respondents could answer the census using the Internet between March 3, 2000, and April 18, 2000. Only those households associated with a "short form" could respond via the Internet. Respondents were required to supply their 22-digit Census ID to use the electronic form. Those submitting an incorrect ID were denied access to the form. Preliminary results show that nearly 90,000 attempts were made to obtain a form, with approximately 65,000 forms sent to processing for inclusion in the census counts. This paper will present operational results of the project. The paper will discuss how many people used this response mode, and what the demographics of these people were. It will also address issues of data quality, and will address some of the problems encountered in the design and implementation of the survey.

NONRESPONSE AND EFFECTS

***Assessing Data Quality From Reluctant Respondents on an Establishment Survey*, Mareena McKinley Wright, David Cantor, Westat, Tracey Hagerty, Mathematica and Kerry Y. Levin, Westat; WrightM1@westat.com**

This paper examines data quality provided by reluctant respondents to an establishment survey. Establishment surveys commonly encounter respondents who repeatedly put off the interviewer by avoiding phone calls or breaking appointments, requiring many callbacks before completing an interview, getting a final refusal, or simply reaching the end of the field period. Reasons for reluctance may include lack of authority to either refuse or cooperate, lack of time, or merely lack of interest. Given initial reluctance to complete the survey, eventual cooperation may entail a low level of motivation, providing poor quality data. For example, establishment surveys often ask respondents to consult records when providing data. A reluctant respondent may shortcut this process by either approximating the data or not providing the data at all. Similarly, if an information request requires consultation with another person in the company, respondents may simply provide their best guess (or no data at all). This paper investigates these possibilities by analyzing a recent establishment telephone survey of a cross section of U.S. establishments. The analysis addresses two research questions: 1) What establishment and respondent characteristics are associated with reluctance? 2) How does respondent reluctance affect data quality?

***The Effect of Respondent Refusals on Election Polling*, Monika McDermott, Eagleton Instititue of Politics, Rutgers University; monikamcd@netzero.com**

Falling survey response rates have become cause for concern in the public opinion industry. Despite this concern, however, little evidence exists on whether or not declining response rates affect the quality of public opinion polling. This paper addresses the issue by looking at a specific question: Do respondent refusals affect the reliability of political polls? This paper addresses this question by analyzing converted refusals from CBS News surveys conducted during the 1996 and 2000 presidential election cycles to test whether respondents who initially refuse to participate in surveys differ significantly from those who are initially cooperative. Perhaps nowhere is this more important than in horse-race polling, when the numbers reported from major polling organizations help to make or break candidates' fortunes and voters' attitudes. If reluctant respondents differ substantially from cooperative respondents (which early analysis indicates is so), falling response rates may compromise the quality of the numbers reported from these surveys, and impact the nature of the race.

***Panel Bias from Attrition and Conditioning: A Case Study of the Knowledge Networks Panel*, Joshua D. Clinton, Stanford University; jclinton@stanford.edu**

With the recent rise of Internet based public opinion studies, panel studies have been utilized with much more frequency. Although the benefits of panel methods are well known (e.g., Sharot 1991), using a panel risks bias in two ways. First, since panels rely on re-interviewing panelists, systematic panel attrition can produce a panel that is unrepresentative of the target population. Second, interviewing and re-interviewing panelists may change the opinions/behaviors of the panelists -- creating unrepresentative panelists. To investigate the prevalence and impact of these possible biases, I investigate a panel that is particularly suspect to these sources of bias -- the panel of Knowledge Networks. Knowledge Networks' panelists are not only given an interactive TV appliance and Internet access, but they are also surveyed weekly. In this paper I both examine the extent (and effect) of panel attrition in Knowledge Networks's panel over a 7 month period, as well as report the results of an experiment designed to isolate the possible opinion/behavior changes introduced by panel participation. I find little evidence of either type of bias in the Knowledge Networks panel.

***Assessing Nonresponse Bias: Resistors and Late Respondents*, James E. Fletcher, Survey Research Center, California State University, Chico and Diane E. Schmidt, Department of Political Science, California State University, Chico; jfletcher@csuchico.edu**

In light of the recent controversy with low response rates in the presidential polls, nonresponse bias can lead researchers to inaccurate conclusions. This suggests that researchers need to know more about the characteristics of nonrespondents. Converted initial refusals and completed partial interviews (termed "resistors"), as well as late respondents (those requiring five or more attempts to contact), are assumed to be similar to nonrespondents. To demonstrate the importance of assessing nonresponse, this paper compares early respondents, resistors, and late respondents on the basis of (1) age, (2) ethnicity, (3) education, and (4) income for four large-scale RDD (random digit dial) telephone surveys conducted in California during the late 1990s. Preliminary analyses show significantly lower initial participation rates and higher percentages of resistors among older respondents in three of the four studies. Analyses of key findings from each of the four studies (1) with and (2) without resistors and late respondents will be completed to quantify differences in survey outcomes, thus measuring potential nonresponse bias with lower response rates for each study. This should demonstrate the importance of maintaining high response rates to yield more representative results from telephone surveys.

TRENDS AND INFLUENCES IN PUBLIC OPINION

***The Generation Gap from the 1970s to the 1990s*, Tom Smith, NORC; smitht@norcmail.uchicago.edu**

The Generation Gap was a much-discussed topic in both academic journals and the mass media in the late 1960s and early 1970s. Then discussion of the generation gap disappeared. But what happened to the generation gap itself? This paper examines age group differences in 153 attitudes and behaviors from the early 1970s to the late 1990s. It considers the changing size of the generation gap and how its magnitude varied in 20 topical areas from abortion to work. Analysis is based on the General Social Surveys.

***Converging Classes: Trends in Classes Attitudes and Behaviors 1972-1998*, Robert Wagmiller, National Center for Children in Poverty and Joseph L. Mailman, School of Public Health, Columbia University; rw355@columbia.edu**

Recently, several authors have contended that social classes in advanced industrial nations are dying (Clark and Lipset 1998; Pakulski 1996; Pakulski and Waters 1996). Central to these arguments is the assumption that a weakening of traditional class hierarchies has attenuated the distinctiveness of class cultures, eliminating – or, at the very least, seriously diminishing – the strength of class-specific attitudes and behaviors. In this paper I use data from the 1972-1998 General Social Surveys to examine the thesis that class-specific attitudes and behaviors in the United States have declined. The central questions addressed in this paper are: (1) To what extent have the class-based attitudes and behaviors converged? (2) Is this convergence largely the result of a period effect that has affected all members of society equally? Or, is it primarily the result of cohort replacement, in which older cohorts with distinct, class-specific attitudes have been replaced by younger cohorts with less class-differentiated attitudes? Trend analysis and cohort analysis techniques are employed to determine the degree to which the class-specific attitudes and behaviors have declined in the last quarter century in the U.S. and to decompose the effects of historical period and cohort replacement on this decline (Firebaugh 1997).

***Reference Groups and Pluralistic Ignorance*, Sara Dunlap, Department of Political Science, The Ohio State University, Carroll Glynn, Department of Journalism and Communication, The Ohio State University and James Shanahan, Department of Communication, Cornell University; dunlap.90@osu.edu**

In this paper we investigate the role of reference groups on perception of public opinion, particularly with reference to pluralistic ignorance. We build on previous work that shows that reference groups are significant factors in understanding these kinds of perceptual processes. Additionally, we draw from the social psychological literature, where theories such as social identity theory lead us to expect that reference groups impact the formation of biased perceptions of public opinion. To our knowledge, however, few studies show whether these group attachments condition misperceptions of public opinion. In this study, we examine whether members of a reference group are more or less likely than non-group members to correctly estimate the overall opinion on group-salient issues. Research questions are: Do individuals who are members of a reference group perceive the distribution of opinion for group-salient issues more or less accurately than non-group members? Do members of the reference group accurately perceive the climate of opinion among other group members? Do individuals outside of the reference group accurately estimate the majority opinion within the reference group? The reference groups we investigate are women, the elderly, and parents. Our findings show reference members of a reference group and non-members alike tend overestimate the group support for issues that affect that group. Membership in the group does not increase or decrease accuracy of those perceptions.

***Party Polarization and Public Opinion: The Dynamic Relationship between Congressional Polarization and Public Attitudes*, Stephen T. Mockabee, Ohio State University; mockabee.1@osu.edu**

The prevailing opinion among journalists and political scientists is that the two parties in the U.S. Congress have polarized along ideological lines. Yet, few scholars have attempted empirical causal analyses that explore the nature of the relationship between attitudinal and behavioral trends in the electorate and the polarized behavior of members of Congress. Does the level of polarization in Congress simply reflect shifts in the electorate, or does an increasingly polarized environment on Capitol Hill induce a similar change among the masses? Or is there a reciprocal relationship? In this paper I test these possible relationships between elite- and mass-level opinion. I employ a Vector Autoregression (VAR) model to analyze the dynamic relationship between party conflict in Congress and polarization in the electorate using both survey data and congressional roll-call voting records. Granger causality tests are conducted to address the "chicken or egg" question of causality regarding polarization in Congress and in the electorate. This investigation raises important normative questions about the nature of democratic representation in America. Preliminary results suggest that two ideologically distinct, "responsible" parties can contribute to mass polarization, rather than merely reflecting divisions that exist at the mass level.

***The Digital Divide: How Internet Use May Influence the Government-Citizen Relationship*, Raffaele Fasiolo, Valerie Pottie-Bunge and Nathaniel Stone, Canada Information Office; nathanielstone@cio-bic.gc.ca**

The paper will address the question of (1) how Internet use is related to priorities and opinions of the public on the major issues and other measures of public opinion, (2) what factors might explain these differences and,(3) to hypothesize what these differences might mean for the future relationship between Government and Citizens. The paper examines: - the profiles of heavy users of the Internet, light/moderate users and non-users; - major differences between heavy Internet users, light/moderate users and non-users regarding public policy issues and; - the relative of socio-demographic characteristics (age, income and education) that might explain these differences. Finally, this paper also looks at the possible implications of: (1) rapid adoption of the Internet to a point where Internet penetration reaches 90% of the population versus (2) continued resistance to Internet adoption among certain segments of society (maintaining the so-called "digital divide"). This analysis is based on a survey conducted by the Canada Information Office three times a year, with a sample of 4,700 adults across Canada.

ISSUES IN COGNITIVE INTERVIEWING

***Interpreting Verbal Reports in Cognitive Interviews*, Frederick Conrad, Bureau of Labor Statistics and Johnny Blair, University of Maryland; conrad_f@bls.gov**

The use of think aloud techniques to pretest questionnaires (cognitive interviews) is widespread. Most cognitive interviewers supplement respondents' think alouds by probing for additional information. However, little is known about when interviewers probe and how their probes affect the quality of respondents' verbal reports. Researchers' ability to detect problems with survey questions is, ultimately, constrained by the quality of these reports. We explored the way probing affects problem detection by comparing two groups of cognitive interviews: in one, experienced interviewers followed their ordinary practice (traditional method) and, in the other, interviewers were trained to probe when respondents' verbal reports included overt evidence of possible problems but otherwise to refrain from intervening (conditional probe method). Independent judges listened to the taped interviews and identified (coded) potential problems. While the traditional method led to the detection of more possible problems, the conditional probe method led to more reliably coded problems. We explored the interactions between interviewers and respondents and attribute the difference in intercoder agreement to more explicit problem reports with the conditional probe method. Despite the difference between methods, agreement was surprisingly low for both techniques suggesting there is substantial subjectivity in interpreting verbal reports of response problems.

***Standardized Cognitive Testing: Will Quantitative Results Provide Qualitative Answers?*, Carol Cosenza, Center for Survey Research, University of Massachusetts; carol.cosenza@umb.edu**

Cognitive testing is used to learn about how respondents handle the cognitive tasks posed by survey questions. Traditional cognitive interviews provide qualitative results that researchers must interpret. Is it possible to ask questions about questions in a more structured way? Can researchers obtain structured answers by using pre-scripted follow-up questions? If so, the answers themselves would provide the "results" of the cognitive interview. We will report on an exploratory study comparing the evaluative information learned from these "standardized" cognitive interviews to that of traditional cognitive interviews. Traditionally-trained cognitive interviewers will use an interview schedule that provides the goals of the test questions and examples of cognitive probes. This gives interviewers some leeway in how and when to ask the cognitive questions. An interviewer debriefing will be used to gather the results of the interviews. Additionally, a standardized interview schedule will be completed by production interviewers. The instrument will include test questions and pre-scripted follow-up cognitive questions that must be read verbatim. The data from these interviews will be coded and analyzed quantitatively. Our goal will be to see if the results of the standardized and more traditional formats lead to the same conclusions about how the cognitive tasks are performed.

***Maximizing the Quality of Cognitive Interviewing Data: An Exploration of Three Distinct Methodologies and Their Informational Objectives*, Sarah Daugherty, Lauren Harris-Kojetin, Elizabeth Jael, Claudia Squire and Kelly Sand, Research Triangle Institute; sdaugherty@rti.org**

The intent of cognitive interviewing in questionnaire development is to examine the question-answering process for sources of response error by assessing how people interpret and comprehend questions, recall information and events, and make judgements about how to respond. Little research has been done to compare whether the methodological approaches used in cognitive interviewing produce different study findings. This paper will explore the substantive informational differences in cognitive interviewing methodology by comparing three distinct techniques. Two rounds of cognitive testing examined how to improve the set of core survey questions for the Consumer Assessment of Health Plans (CAHPS®) version 2.0 questionnaire. In total, 23 cognitive interviews were conducted, half used the concurrent probing technique, one quarter used the think aloud technique, and one quarter used the observation with debriefing technique. The strengths and weaknesses of the three cognitive interviewing techniques will be discussed in relation to the achievement of specific informational objectives including question and response comprehension, definition exploration, and assessment of response retrieval strategies. The findings of this paper will provide evidence for whether the distinct cognitive interviewing approaches lead to different questionnaire improvement results.

***Mexican Immigrants and the Use of Cognitive Assessment Techniques in Questionnaire Development*, Robert Agans, Department of Biostatistics, Survey Research Unit, The University of North Carolina, William Kalsbeek, Ashley Bowers, Natalia Deeb-Sossa and Stacy Barger, The University of North Carolina, Chapel Hill; agans@unc.edu**

Although the use of cognitive methods in the development of survey instruments is widely used by government organizations as well as major academic and private survey organizations, little work has been done adapting these methods to immigrant populations. According to Hines (1993), there are many barriers to overcome in designing survey questions for immigrant populations: (i) problems with conceptual and linguistic equivalence; (ii) cultural sensitivity issues; and (iii) unfamiliarity with the use of survey measurement tools as well as nescience with the survey interview process. The aim of this paper is to explore and overcome the above barriers as they pertain to interviewing recent Mexican immigrants. Specifically, it addresses how cognitive assessment techniques can be used to create reliable and valid measures among this special and growing population.

***Cognitive Chinese? Vietnamese?*, Brian R. Clarridge and Jennifer L. Moorhead, Center for Survey Research, UMass-Boston; brian.clarridge@umb.edu**

The challenges and difficulties associated with creating questionnaires and executing United States based surveys in languages other than English have been known for a long time. The success of the effort varies with the quality of the translation, usually from a prior English version, as well as the ability of the survey organization to hire and train appropriate bilingual staff. Recently, the emergence of cognitive methods for question evaluation has raised the bar somewhat higher with respect to producing good quality non-English survey instruments. This paper reports on our current effort to employ cognitive interviewing techniques to clarify and improve Chinese and Vietnamese versions of a self- administered questionnaire about health care service delivery. Starting with no Asian language interviewing capacity at all, we outline the steps we took to create and cognitively test questionnaires in Vietnamese and in the Mandarin and Cantonese dialects of Chinese. Our paper focuses on how the application of some more-or-less standard cognitive procedures led to changes in both the non-English and the English versions of these questionnaires. A qualitative assessment of the value added through the cognitive effort will be offered together with explicit examples of the changes made to questionnaire content, question language, closed ended answer options, and skip instructions.

THE MEXICAN ELECTION OF 2000

***Retrospective Voting in the Mexican Presidential Election of 2000*, Ulises Beltran, BGC, S.C. Centro de Investigación y Docencia Economicos (Cide)**

In the July 2000 Mexican election, voters' evaluation of the incumbent party's (PRI) past performance was a determinant to its current presidential candidate. Various factors weight the impact of this retrospective evaluation. An important factor was the influence of media exposure on the certainty of the candidate's proposals and his likely performance in office. Vote choice in this election is explored within this model using two national surveys.

***Candidates, Campaigns and Public Opinion Research in 2000 Mexican Presidential Elections*, Rafael Gimenez, Arcop, S. A.**

Political advertisement was heavily used in the 2000 Mexican election. Francisco Labastida started the race with an advantage that ranges from 3 to 19 points over Vicente Fox. Fox pulled ahead and finally won the election by a margin of 7 points. Comparisons are established to find the relationship between attention to the TV campaigns with knowledge of the candidates, their image and its impact on electoral preferences.

***The Effects Of Negative Campaigns On Voting Behavior*, Alejandro Moreno, Instituto Tecnológico Autónomo de México (ITAM) and Reforma and Arcop, S. A.**

This paper analyzes the effects of negative campaigns on Mexican voters' behavior during the 2000 presidential election. Based on a four-wave Mexican voter 2000-panel study, models of candidate image, candidate preferences, and turnout were developed. The findings indicate that negativity did influence opinions about the candidates and the vote choice, even when controlling for other variables significant to electoral behavioral.

***The Changing Mexican Voter*, Jorge Buendia, Ministry of the Interior and Centro de Investigación y Docencia Economicos (Cide)**

This paper seeks to analyze the main changes in voting behavior in Mexico from 1991 to 2000. At the aggregate level, alternation of power did occur. Were these changes accompanied by individual level changes in Mexican voters' electoral calculus? The paper is based on four national post-electoral surveys, which cover the last four federal elections, (two presidential and two mid-term elections).

SURVEY RESEARCH IN URBAN SETTINGS

***Survey Research in Urban Settings: An Overview of Methodological Issues*, Isabel Farrar, Timothy Johnson and Sara Baum, UIC Survey Research Laboratory; isabelf@srl.uic.edu**

Very little has been documented regarding the unique problems associated with the conduct of survey research in urban areas, despite the fact that urbanicity is currently recognized as the strongest correlate of survey nonresponse (Groves and Cooper, 1998). Survey nonresponse, in turn, is considered the single most important indicator of survey quality. Recent inquiries by the Survey Research Laboratory (SRL) confirm the linkage between urbanicity and survey participation. In a follow-up study of persons declining to participate in our 1998/1999 Omnibus Poll, we found that nonrespondents were significantly more likely to live in urban areas (Parson, Johnson, and DeGrush, 1999). Urban settings also present unique challenges to survey sampling; screening; interviewing issues such as crime, community distrust, indigenous interviewing, and cultural considerations; and measurement error. The purpose of this presentation is to discuss our experiences conducting survey research in urban areas - especially Chicago, and to summarize the results of our recent extensive review of the literature. We will outline the challenges in detail and discuss how to work around them. We hope that this paper will serve as a valuable resource for those conducting survey research in urban settings.

***Methodological Issues in Surveying the Homeless*, Ingrid Graf and Timothy Johnson, Survey Research Laboratory, University of Illinois at Chicago; ingridg@srl.uic.edu**

The Needs Assessment of Chicago Area Homelessness is designed to explore the gaps between service needs and service provision to those who are homeless or at risk of homelessness. The Survey Research Laboratory will conduct 1800 face to face interviews with clients of 100 randomly selected social service organizations located across the Chicago metropolitan area. Interviews will be conducted at a variety of different settings, including meal programs, overnight shelters, medical clinics and mental health facilities. This paper will describe the challenges inherent in balancing the complex and heterogeneous nature of the urban social service provision network with standardized survey research methods. Sampling design, instrument development, obtaining site cooperation, and questionnaire administration will be discussed.

***Conducting Telephone Surveys in Urban Neighborhoods*, Linda K. Owens Survey Research Lab University of Illinois at Chicago; lkowens@staff.uiuc.edu**

Random digit dial (RDD) surveys are difficult to conduct in small geographic areas. Telephone exchanges do not correspond to census tract boundaries, and attempts to use telephone exchanges as proxies for neighborhood boundaries typically lead to samples with very low eligibility rates. This results in increased screening efforts and high field costs. Two alternatives to RDD surveys are surveys using only listed sample and surveys employing a dual-frame design. The disadvantage of listed samples is that households with unlisted numbers are excluded from the study. Unlisted households typically differ from listed households on a number of demographic characteristics, so relying on only listed samples results in biased survey data. In a dual-frame design, the sample is drawn from a listed only frame as well as an RDD frame. The use of both frames reduces the bias associated with using only listed sample, while decreasing the costs associated with strictly RDD designs. This paper presents the results of two dual-frame surveys conducted in neighborhoods in Chicago, IL. It describes the sample designs, cost reductions, and pitfalls encountered in each survey. It also offers guidelines for other researchers who want to conduct RDD surveys in small urban areas.

DO FACE-TO-FACE, RDD, INTERNET, AND MAIL SURVEYS PRODUCE THE SAME RESULTS? NATIONAL COMPARISONS

***Experimental Comparisons of the Quality of Data Obtained from Face-to-Face and Telephone Surveys*, Melanie C. Green, University of Pennsylvania and Jon A. Krosnick, Ohio State University; mcgreen@cattell.psych.upenn.edu**

In recent decades, survey research throughout the world has shifted from emphasizing in-person interviewing of block-listed samples to random digit dialing samples interviewed by telephone. In this paper, we propose three hypotheses about how this shift may bring with it declines in data quality, involving survey satisficing, enhanced social desirability response bias, and compromised sample representativeness among the most socially vulnerable segments of populations. We report tests of these hypotheses using data from three national mode experiments, including a reanalysis of data from the landmark study by Groves and Kahn and two experiments conducted by the National Election Studies. The findings clearly favor face to face interviewing and shed light both on the nature of the survey response process, on the costs and benefits associated with particular survey modes, and on the nature of social interaction generally.

***An Experimental Comparison of the Quality of Data Obtained in Telephone and Self-Administered Mailed Surveys with a Listed Sample*, Michael Silver, Ohio State University; Silver.26@osu.edu**

Recent research has indicated that self-administered questionnaires have advantages over interviewer administered surveys when it comes to measuring sensitive phenomena: respondents appear more willing to admit having done or thought embarrassing things when no interviewer is present. However, very little evidence has yet compared the accuracy of data provided in self-administered vs. interviewer-administered questionnaires. In this study, we randomly assigned respondents in a listed sample of professionals to be interviewed by telephone or to answer self-administered, mailed questionnaires. High response rates were obtained in both modes, and the questionnaires included experimental manipulations that allowed for assessment of response accuracy. The results sharply favor interviewer-administered questionnaires over self-administered questionnaires.

***The Representativeness of National Samples: Comparisons of an RDD Telephone Survey with Matched Internet Surveys by Harris Interactive and Knowledge Networks*, LinChiat Chang, Ohio State University; Chang.284@osu.edu**

***The Accuracy of Self-Reports: Comparisons of an RDD Telephone with Internet Surveys by Harris Interactive and Knowledge Networks*, LinChiat Chang and Jon A. Krosnick, Ohio State University; Chang.284@osu.edu**

These two papers report data from a new mode comparison study that focused on the 2000 American Presidential Election. Data were collected from national panels of respondents both before the campaign began and again after election day by the Ohio State University Center for Survey Research, Knowledge Networks, and Harris Interactive using the same questionnaire. Therefore, this study afforded the first opportunity to compare the quality of data collected by telephone vs. the Internet. The questionnaire included experimental manipulations and item structures permitting assessment of item reliability, systematic measurement error, and validity, as well as sample representativeness. The results provide startling contrasts between the methodologies and make clear recommendations about more and less desirable methods for future survey data collection in the "new world".

FRIDAY, MAY 18, 2001 3:45PM-5:15PM

FORENSICS RESEARCH: SPECIAL CONSIDERATIONS

***Courting Opinions: Surveys for Litigation*, E. Deborah Jay, Field Research Corporation; edj@field.com**

This presentation provides an overview of the use of surveys in court and special considerations and emerging issues in the conduct of legal surveys. Topics that will be addressed include criteria for the admissibility of survey evidence, substantive and procedural considerations in conducting legal surveys, discovery issues (including document production and protection of respondent confidentiality), testifying at deposition and trial, working with attorneys, and what researchers should know before accepting this type of engagement. A court-qualified expert in survey methodology, Dr. Jay has conducted and evaluated surveys for legal cases involving a variety of issues (e.g., trademark infringement, deceptive advertising, product liability, discrimination, business practice, natural resources valuation, and change of venue), and currently is a survey expert in the Napster case.

***Surveys Measuring False and Deceptive Advertising: an Overview*, Thomas DuPont, D2 Research**

There are various venues in which an advertiser who thinks a competitor's advertising is misleading may seek redress, ranging from industry self-regulation venues to litigation in the U.S. Federal courts. Common to all of these venues is a near-requirement that the complainant must demonstrate, generally through a survey, that the advertising communicates false messages to its intended viewers. The proper methods for conduct of such surveys will be discussed, with the focus on tests of TV commercials. Topics to be covered include choice of interview mode, sampling issues, types of questions that are used, use of controls and quality assurance measures. The surveys used in some actual cases will be discussed, including the well-publicized 1999 lawsuit in which Pizza Hut challenged Papa John's "Better ingredients, Better Pizza" advertising claim.

***Measuring Consumer Perception in Trade Mark Disputes*, Ivan Ross, Ross Research**

The design, execution, conduct of data analysis, and preparation of results of surveys which 1) assess the extent to which consumers may be confused between two trade marks, 2) the degree to which a trade mark is possessed of "secondary meaning", 3) the degree to which one trade mark may "dilute" another, and 4) the degree to which a trade mark is perceived to be "generic" versus a "brand name", may appear to be straightforward and simple but in fact are very complex, generally requiring more rigor and thought than in the conduct of commercial research surveys. Dr. Ross will discuss some of the standard ways in which these topics are approached, and will show examples of questionnaires used to measure each of the above trade mark issues. He will identify the key differences between trade mark and commercial research surveys and identify what most federal courts (in the U.S.) appear to be most concerned with in evaluating the probative value of a survey in trade mark disputes.

***The Use of Survey Evidence in Foreign Proceedings: Proceed with Caution*, Brahm Segal, Ritvik Holdings**
This presentation provides a case study illustrating the use of survey evidence in trademark and unfair competition proceedings in a civil law jurisdiction (France). The speaker will examine a series of product configuration and packaging studies and their treatment by the finders of fact in a major case that was litigated between 1992 and 2000. Strategies for the conduct and critique of studies intended for use in foreign litigation will be discussed against a backdrop of some of the essential differences and similarities between the trial of such cases in civil law jurisdictions and in North America.

***Killer Klients: Using Surveys to Evaluate whether Pretrial Publicity is Prejudicial to Criminal Defendants*, Paul Talmey, Talmey-Drake Research & Strategy, Inc.**
Everyone deserves a fair trial, and a necessary condition of fairness is a jury not predisposed to convict based on news coverage of the crime. Defense attorneys in high profile cases often want to test the potential jury pool's prediliction toward conviction in order to move the trial to a venue where their client less known and less reviled. This presentation reviews the "how-to-do's" and the "what not-to-do's" of criminal change of venue surveys.

MOTIVATING RESPONSE TO THE U.S. CENSUS 2000: A PRELIMINARY ASSESSMENT

***Using Advertising to Encourage Response*, Jennifer P. Marks and Kendall B. Oliphant, U.S. Bureau of the Census; jennifer.p.marks@census.gov**
For the first time, the Census Bureau used paid advertising to persuade residents of the United States to answer the census. A team of advertising agencies created a multi-cultural, multi-language advertising campaign to raise the mail response rate and to pave the way for enumerators visiting nonresponding households. Advertisements in 17 languages were targeted to 25 audiences. Over $100 million was invested in purchasing media time and space. The 2000 media campaign, based on a Likelihood Spectrumä developed by Young & Rubicam, Inc., was designed to reach 99 percent of adults on average over 50 times. In contrast, during Census 1990, the public service advertising campaign placed $65 million in pro bono advertisements. A media audit found that the campaign's impact was uneven, with 60 percent of the U.S. population receiving 91 percent of the census advertising impact while 40 percent received only 9 percent. This paper describes the Census 2000 marketing strategy and contrasts the 2000 paid advertising campaign with the 1990 pro bono campaign. Extensive research and testing of the ads helped ensure their effectiveness. Further, the media used for 2000 was planned strategically to reach all audiences enough times to educate and motivate the public to respond.

***Innovative Methods in Reaching the American People Through the U.S. Census 2000 Partnership Program*, Brenda August and Timothy Olson, U.S. Census Bureau; brenda.j.august@census.gov**
The United States Census 2000 produced a historic shift in response rates, reversing a two- decade decline. The underlying message focused on the benefit to local communities of having a complete count in terms of equitable funding and fair representation. Nearly 650 professional outreach workers throughout the nation engaged community organizations, local and tribal governments, business associations, religious institutions, schools and colleges, and other grass-roots organizations. Over 140,000 organizations participated in mobilizing their constituents. Millions of dollars in pro-bono contributions were made by these organizations. Many methods were used to motivate the public. Promotional volunteer committees were established in every major city, county, and state. Grass-root local and national organizations were persuaded to promote the census among their constituency. Fortune 500 businesses promoted Census 2000 through customers and employees. An aggressive media campaign was spearheaded regionally and at the national level. Schools and faith-based organizations participated in programs targeted to their constituency. National specialized initiatives were developed to reach special populations. Complete Count Committees, made up of local stakeholders, became the organizational bedrock of this outreach program. Committees were charged with developing a specific plan to energize their community to respond and be counted.

***The Effect of Exposure to Positive and Negative Publicity on Attitudes Toward the 2000 Census*, Eleanor Singer, John Van Hoewyk, University of Michigan, Randall J Neugebauer, U.S. Bureau of the Census and Darby Miller Steiger, The Gallup Organization; esinger@isr.umich.edu**
The U.S. Census Bureau spent several million dollars in advance of and during, the 2000 census in an effort to increase the response rate above that achieved in 1990. However, at virtually the same time as the census forms were mailed to U.S. households, objections to some of the questions on the long form, on the grounds that they constituted an invasion of privacy, were aired in the press. Comments included recommendations that people not return the census form, or leave blank the offending questions. The controversy received prominent coverage in the mass media during the first week or two after the census forms were mailed. During this time the Gallup Organization was in the field with a survey commissioned by the University of Michigan on behalf of the Census Bureau as one of a series of measurements of attitudes toward privacy and confidentiality issues. In this paper, we report the effect of self-reported exposure to positive and negative publicity about the census, specifically in connection with privacy and confidentiality issues, on a variety of opinions and attitudes related to willingness to provide information to the Census Bureau and willingness to have other agencies share personal data with the Bureau.

***Preliminary Results of Evaluating the Census 2000 Integrated Marketing Strategy*, Emilda Rivers and Elizabeth Ann Martin (U.S. Census Bureau; emilda.rivers@census.gov**

A goal of using the first time ever marketing strategy that included a $167 million investment in paid advertising was to increase participation in Census 2000 and thus increase mail response rates. To evaluate the effectiveness of the integrated marketing strategy, the U.S. Census Bureau hired an independent contractor who implemented a before, during, and after research design that corresponded to the ad campaign implemented by the team of advertising agencies. This design allowed the Census Bureau to establish a baseline measure of awareness and pre- and post-census measures of awareness and allowed exploration of the relationship of awareness, knowledge, and attitudes. This paper examines the preliminary results from the evaluation, and reports trends in key attitude and awareness indicators over the period of the census. We also draw on results from a series of fast reactive surveys conducted using Web TV by a private firm, Intersurvey, to provide immediate feedback on the public's awareness and attitudes during the census.

MODE STUDIES ON SENSITIVE TOPICS

***The Validity and Reliability of Interviewing Children with ACASI*, Crystal MacAllum, Westat; crystal-macallum@westat.com**

Audio Computer-Assisted Self-Interviewing (ACASI) has been gaining in popularity in recent years. The advantages of CASI over interviewer-administered questionnaires include greater privacy, which has been linked to more complete and accurate reporting of sensitive behaviors, ease of administration, and more control over standardization. The audio component of ACASI provides the opportunity to interview those with low levels of literacy. The ACASI may also be a more interesting or appealing form of interview administration for certain populations, such as children. While the ACASI has distinct advantages and seems conducive to conducting interviews with children, the absence of an interviewer providing direct oversight to the interview process and assessing the respondents' comprehension may lead to data with questionable validity and reliability. This paper examines differences in the validity and reliability of responses to an ACASI for children ages 9 to 17. Baseline and followup data from interviews with a sample of 680 Illinois children and their caregivers interviewed in 1998 and 2000 examine the congruity between child and caregiver answers to similar questions in the instruments and across time. Children's reactions to using the ACASI are discussed along with implications for the design and fielding of ACASIs for children.

***Comparison of Computer-Assisted Telephone Survey Methodologies: CATI vs. TACASI*, Amy L. Nyman, Anthony M. Roman, University of Massachusetts, Boston and Charles F. Turner, City University of New York and Research Triangle Institute; amy.nyman@umb.edu**

Objective – To compare the impact of two Computer-Assisted Survey Methodologies, CATI (Computer-Assisted Telephone Interviewing) and TACASI (Telephone Audio-Computer-Assisted Self-Interviewing) on response rates and interviewing effort. Design - The study was conducted by The Center for Survey Research at the University of Massachusetts, Boston and the Research Triangle Institute. Data came from a National RDD sample resulting in 2183 screened, eligible households. Following a CATI screening, one eligible adult was randomly selected to complete an interview concerning behaviors and attitudes relevant to AIDS and sexual health. A total of 1452 adults completed the interview. The sample were randomly pre-assigned to either the CATI or TACASI mode, with 799 interviews completed by CATI and 653 interviews completed by TACASI. TACASI respondents who had broken off during the interview were recontacted and asked questions about the break-off. An attempt to boost response rates for the TACASI sample involved offering payment to TACASI refusals in exchange for their completion of the interview. Results - Household survey response rates were found to be substantially higher for CATI (71.5%) than for TACASI (61.3%). The TACASI mode was additionally found to utilize more interviewing effort than the CATI mode (13.38 vs. 9.42 calls per completed interview).

***The Use of ACASI Systems in a High-Risk Clinic Population*, Gordon Willis National Cancer Institute, Applied Research Program and Susan Rogers Research Triangle Institute; willisg@mail.nih.gov**

Results from several population-based surveys suggest that ACASI (Audio Computer-Assisted Self Interviewing) administration increases reporting of sensitive behaviors, relative to interviewer administration (IAQ). The current study evaluated the use of ACASI in a sub-population at especially high risk for HIV (patients at an STD clinic), by examining patient perceptions that influence reporting of sensitive behaviors, and assessing the utility of a novel Touch-Screen ACASI system. Initially, based on 73 intensive interviews, we determined that the use of procedures such as ACASI may have utility within this population. We then conducted an experiment to determine patient preference for Touch-Screen ACASI, standard ACASI (in which answer are typed into the system) or IAQ. 108 patients were administered a questionnaire on sex and drug-use behaviors, and a debriefing questionnaire was then administered, asking respondents to communicate a mode preference. Overall, the Touch-Screen ACASI procedure was strongly preferred (with 51%, 25%, and 23% favoring each, respectively); preference for Touch-Screen was greater for females than males, and for subjects having lower incomes. Overall, Touch-Screen ACASI may represent a promising approach for collecting sensitive information among high-risk individuals, although the generalizability of these results to general populations surveys needs to be assessed.

Answering Sexual Behavior Questions with Touch-Tone Telephones: An Experiment Using SLAITS Sample, Stephen J. Blumberg, National Center for Health Statistics, CDC; swb5@cdc.gov

A randomized experimental design was used to determine if respondents to an RDD telephone survey would be more likely to report sensitive sexual behaviors when using touch-tone data entry rather than when answering verbally. The sample included 405 New Jersey residents aged 18-49, and was conducted using telephone numbers selected for, but not used by, the CDC's State and Local Area Integrated Telephone Survey (SLAITS). Response rates were low (64% cooperation rate, 34.5% CASRO rate). Answering questions using touch-tone telephones had little, if any, effect on the reporting of commonly accepted sexual behaviors, such as multiple partners in the past 10 years or never using condoms. However, respondents answering with touch-tone telephones were significantly more likely ($p < .10$) to report being worried about contracting AIDS (OR = 5.15), using a condom at last sex (OR = 4.40), and having oral sex during last sex with main partner (OR = 4.07) and with non-main partner (OR = 8.11). Moreover, all respondents who reported same-sex sexual activity in the past 12 months were answering with touch-tone telephones ($p < .01$). Touch-tone data entry may lead to increased reporting of behaviors and attitudes that can be considered the most embarrassing (or sensitive) to report in an interview.

DELIBERATION, CONFLICT AND PUBLIC OPINION

***Online Group Discussion and its Influence: The Electronic Dialogue Project in Campaign 2000*, Vincent Price and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania; vprice@asc.upenn.edu**

The Electronic Dialogue Project, designed to test the expectation that group deliberation produces deeper public engagement with political issues, assembled representative groups of citizens to participate in online political deliberations during the 2000 presidential campaign. Sixty groups, drawn from a random sample of Americans, engaged in a series of monthly, real-time electronic discussions about issues facing the country and the unfolding presidential campaign. Extensive baseline surveys in January and February 2000 assessed participants' opinions, communication behaviors, knowledge of public affairs, and a variety of other relevant background variables. Subsequent monthly group deliberations - a total of eight in all - each included pre- and post-discussion surveys. The full text of all group discussions was recorded. Analyses to date reveal several important findings. First, we have developed a reliable and valid survey-based measure of "argument repertoire," which is significantly associated with participation in discussions and the use of arguments in conversation. Second, we have observed significant opinion change on several issues (e.g., publicly funded tuition vouchers) that is attributable to reasoned arguments during on-line deliberation. Third, on-line deliberation is associated with increased political engagement.

***The Utility of Deliberation: What Citizens Bring In and Take Out of the Process*, David Dutwin, Annenberg School for Communication, University of Pennsylvania; ddutwin@asc.upenn.edu**

In 1999, the Annenberg School for Communication in conjunction with the Philadelphia Inquirer conducted a series of deliberative forums prior to the city's upcoming mayoral election. In addition to conducting panels surveys, the project also generated verbatim transcripts of the participants' discussions. This paper is part of a larger project designed to test a number of assumptions and hypotheses generated in previous scholarly writings on deliberation, combining textual analysis, content analysis, and survey analysis in order to explore the kinds of knowledge and argumentation present in deliberation, the degree to which deliberation reflects rationality, equality, and civility, and to further refine analyses on the types of effects produced by deliberation. This paper specifically reports findings on the predictors of participation and provides evidence of a deliberative participation gap between ordinary citizens and civic identifiers. Textual analysis suggests that deliberation is used by civic minded individuals to enact a civic identity, to define public responsibility and accountability, and to share civic values with other like-minded individuals. Implications for such findings are mixed: While the deliberations exhibited rational and mutual reason-giving, listening, and equality, such findings also call into question the ability of deliberative organizers to prevent the recruitment of individuals with more or less homogenous perspectives on a number of political dimensions.

***Information and Political Attitudes: A Comparison of Two Approaches to Estimating the Opinions of a Better Informed Public*, Patrick Sturgis, Department of Social Psychology, London School of Economics and Political Science; p.j.sturgis@lse.ac.uk**

This paper compares estimates of 'better informed' public opinion derived from the regression based approach of Bartels (1996) and Delli-Carpini and Keeter (1996) with those from the Deliberative Polling method developed by Fishkin (1995; 1997) across a range of prominent policy domains. Using a short index of political knowledge and theoretically related demographic covariates, logistic regression models are fitted to attitude items from the first wave of a deliberative poll on political issues conducted in the UK in 1997. Once these baseline models have been estimated, case-level predicted probabilities are obtained on the basis of respondents' actual scores on the demographic variables but imputing the top score on the knowledge variable for all respondents. Taking the mean of these predicted probabilities provides an estimate of what aggregate public opinion would look like if everyone were as well informed as those who scored highest on the knowledge scale (Althaus, 1998). These estimates are then compared with the observed change on the items at wave two of the poll - after the 'information intervention' of the deliberative weekend. In addition to substantive implications concerning the relation between political knowledge and issue positions, conclusions are drawn about the validity and reliability of each method.

***Conflicting Opinions: Public Reactions to Political Conflict*, Diana Mutz, The Ohio State University; mutz.1@osu.edu**

During the last ten years, one prominent explanation that has been offered for negative attitudes toward politics and politicians is that citizens simply dislike conflict (e.g. Durr et al., Hibbing and Theiss-Morse 19xx). For example, the more Congress debates political issues in the public arena (as is its mandate), the less popular it becomes in the eyes of the American public. The public often sees the open and sometimes passionate voicing of oppositional views as petty, unnecessary and unproductive. On the other hand, democratic theory suggests that the airing of oppositional views in the public arena is necessary to the perceived legitimacy of a contested, oppositional political system. Thus there are conflicting views on how exposure to conflicts of political opinion affect American public opinion. Drawing on two experimental designs with adult subjects (one between-subject design and one within-subject design), we examine several of the potentially positive and potentially negative consequences of exposure to political conflict. Using videotapes of politicians debating issues that were made expressly for this purpose, we manipulate several aspects of how political conflict is presented in order to differentiate the effects of conflict per se, and the way political conflict is often presented to the public on television.

METHODS FOR REDUCING RESPONSE AND NONRESPONSE ERROR

***The Weekly Work Grid:A Measure Of The Complexity Of Hours At Work*, John P. Robinson, Yuko Kurashina, University of Maryland, College Park and Alain Chenu CREST, INSEE(Census Bureau of France), France; robinson@socy.umd.edu**

Questions have arisen about the accuracy of work hour data collected in various countries asking national samples how many hours they work -- either last week, per week, or in a typical week. American CPS respondents answer these questions in 3-10 seconds and generate consistent disparities with more complete time-diary figures, a gap that has been increasing since 1965. A workgrid approach was tested in a 1999 national French national diary study (n=15,000) to make the respondent survey task more manageable and less open to "satisficing" errors, by:
1. Focusing the reporting task on a per day basis; 2. Forcing reports for each specific workday; 3. Emphasizing respondents only record *actual* work hours; 4. Leaving room to report lunch and other breaks; 5. Using a simpler graphic reporting format. Results with the workgrid indicate the tremendous variety of workdays and workweeks *within and across* respondents, with regular 9-5 jobs being almost non-existent. At the same time, married employed couples show remarkably similar work patterns given this diversity -- and relatively small differences the more their work hours are not synchronous.

***Clarifying Question Meaning In A Web-Based Survey*, Laura H. Lind, Michael F. Schober, New School for Social Research and Frederick Conrad, Bureau for Labor Statistics; schober@newschool.edu**

Respondents have been shown to interpret concepts in ordinary questions about facts and behaviors much more uniformly when presented with definitions; without definitions, interpretations can vary substantially. But it is impractical to include lengthy definitions in questions themselves, and respondents don't always recognize when they need clarification. Here we explore whether including parts of definitions in questions sensitizes respondents to the need for clarification. Respondents answered 10 questions from ongoing government surveys in a web-browser-based computer-administered self-interview, in which they could click on highlighted text to get survey definitions. They answered on the basis of fictional scenarios so that we could determine response accuracy. Some respondents answered the questions as originally worded, some answered reworded questions that incorporated a part of the definition relevant to a potential ambiguity in their scenario, and others answered questions reworded to include irrelevant parts of the definitions. Results show that reworded questions only improved response accuracy when they included exactly the parts of definitions relevant to respondents' ambiguous circumstances. Irrelevant components of definitions increased survey duration without improving response accuracy or increasing respondent clarification-seeking. Because it's hard to anticipate such ambiguities, more sophisticated systems that allow clarification dialogue are likely to be preferable.

***Reducing Income Nonresponse in a Topic-Based Interview*, Jeffrey C. Moore U.S. Census Bureau and Laura S. Loomis U.S. Census Bureau (formerly); jeffrey.c.moore@census.gov**

Previous research has demonstrated the benefits of a "topic-based" interview structure for demographic surveys employing a household respondent. As distinct from traditional person-based interviewing, which completes all questions about person 1 before asking questions about person 2 (and similarly for other household members), the topic-based approach is organized by topic: "Has John ever been divorced?" "How about Mary?" "And Tom ...?" etc. Moore and Moyer (1998) report that this structure increases interview efficiency, is preferred by both interviewers and respondents, reduces unit nonresponse, and in general reduces item nonresponse – with income items the notable exception. Loomis (1999) has identified the elevated tendency of topic-based interview respondents to produce blanket refusals for all income questions for all household members as the mechanism for the increase in income item nonresponse. This paper describes an experimental attempt to reduce item nonresponse to income questions in a topic-based interview, using a very brief statement immediately preceding the income questions to defuse respondents' sensitivity concerns by (a) acknowledging those concerns, and (b) emphasizing the non-personal, statistical (i.e., nonthreatening) uses of the data. Use of this statement completely eliminated the income item nonresponse disadvatage for the topic-based interview treatment – and in some cases even reversed the effect.

***Determining Nativity Through Household-level and Person-level Question Designs*, Kevin Wang, Randy Capps, The Urban Institute and David Cantor, Westat; kwang@ui.urban.org**

We use data from the 1997 and 1999 National Survey of America's Families (NSAF) to shed light on the merits of household and person level approaches to question design. The 1997 NSAF used a household level approach for determining country of origin in which a single question was asked to screen for households with persons born outside the United States. The 1999 NSAF used a person level approach in which we asked for the country of origin for each household member. The person level approach used in 1999 identified significantly more persons born outside the United States than the household level approach used in 1997 than can be accounted for by demographic changes. In the analysis, we compare data on the foreign born in the NSAF with corresponding data from the Current Population Survey for both rounds. In addition, the 1999 NSAF sample consists of a partial overlap with sample units from the 1997 NSAF. We use information on persons matched between rounds to analyze the characteristics of those who responded differently to country of origin items between rounds.

***Differentiating Dedicated from Alienated Respondents: An Empirical Test of Interactionist Concepts*, Vikas Gumbhir and Patricia A. Gwartney, Oregon Survey Research Laboratory; gumbhir@oregon.uoregon.edu**

Survey interviews are both collections of cognitive tasks completed by respondents and social interactions in which interviewers and respondents interpret and respond to the meanings presented by the other (Sudman and Bradburn, 1996, Thinking About Answers). Much recent research on the survey process focuses on surveys' cognitive elements, greatly improving our understanding of surveys as cognitive tasks. Researchers' understanding of surveys as social interactions, however, has not progressed at a complementary rate. This paper establishes a theoretical foundation for a symbolic interactionist examination of the survey process. We examine how respondents perform their central role in the survey process, that is, answering questions as completely and accurately as possible. We develop two constructs derived from an interactionist perspective, "task dedication" and "task alienation," and operationalize them indirectly, with counts of item nonresponse, words in open-ended questions, and "other-specify" replies. We compare these indicators to respondents' directly measured beliefs about surveys' importance and impact. The results show statistically significant differences between task dedicated and task alienated respondents. Conclusions highlight differences between cognitive and symbolic interactionist theoretical approaches. Data are from several split-ballot experiments in the Oregon Annual Social Indicators Survey, November-December 2000 (RDD, n=901) and that survey's call history data.

ISSUES IN SAMPLING AND COVERAGE

***Evaluating the Use of Residential Mailing Addresses in a Metropolitan Household Survey*, Vincent G. Iannacchione, Jennifer M. Staab and David T. Redden, Research Triangle Institute; vince@rti.org**

We developed a sampling frame for a probability-based household survey by purchasing an exhaustive list of over 818,000 residential mailing addresses in Dallas County, Texas. The addresses were obtained from the Delivery Sequence File (DSF) offered by the US Postal Service (USPS) through a nonexclusive license agreement with private companies. The DSF is a computerized file that contains all delivery point addresses serviced by the USPS, with the exception of general delivery. We used the geographic coordinates of the addresses to construct digital maps of the immediate vicinity around each selected address to help the field interviewers locate the selected address. To evaluate the coverage of the mailing addresses, we selected a subsample of 2,500 addresses and used the Half-Open Interval (HOI) procedure (Kish 1965) to search for missed housing units in the interval between the selected address and the next address in delivery sequence order. A total of 46 missed addresses were found with the HOI procedure. Also, we found that the vast majority of persons who maintain a residential P.O. Box also have mail delivered to their street address. The 90 percent occupancy rate is consistent with other metropolitan household surveys that use traditional on-site enumeration methods.

***List-Assisted Sampling Methods: The Effect of Telephone System Changes on Design*, Clyde Tucker, Bureau of Labor Statistics, James M. Lepkowski, University of Michigan and Linda Piekarski, Survey Sampling, Inc.; tucker_c@bls.gov**

List-assisted RDD designs became popular in the late 1980s and early 1990s. Work done by BLS and the University of Michigan resulted in the development of the underlying theory for these designs as well as the evaluation of various alternative sampling plans to optimize the method. This work was documented in an article by Robert Casady and James Lepkowski in the June 1993 issue of Survey Methodology. Recent research to re-evaluate these designs in light of the significant changes in the telephone system over the last decade will be presented. The paper will provide a background on the development of list-assisted designs, and recent changes in the U.S. telephone system will be reviewed. Using 1999 data from Survey Sampling, Inc., an analysis of the current state of the telephone system will be presented. This presentation will focus on a stratification scheme used to optimize the allocation of sample in the list-assisted designs. Results from the earlier work will be compared to findings from the 1999 data. Several types of designs will be considered, and design parameters will be provided. Some discussion of the future of these designs will follow.

***Effects of Telephone Technologies and Call Screening Devices on Sampling, Weighting and Cooperation in a Random Digit Dialing (RDD) Survey*, Shelley Brock Roth, Jill Montaquila and John Michael Brick, Westat, Inc.; shelleybrock@westat.com**

The National Household Education Survey (NHES) is a periodic household survey sponsored by the National Center for Education Statistics (NCES). Using random digit dialing (RDD) sampling methods, NHES has been conducted in 1991, 1993, 1995, 1996, 1999, and 2001. NHES provides data on populations of special interest to NCES and education researchers, for both children and adults. A special study of adults was conducted in conjunction with the NHES:1999 to collect information on telephone technologies that could affect survey response rates or weighting procedures. The technologies assessed included use of cellular telephones, modems for personal computers, fax machines, answering machines, voice mail, and caller identification (caller ID). Two general issues were examined: 1. The prevalence of nonstandard telephone technologies in the household, such as cellular telephones and telephone lines for modems or fax machines; and 2. The effect of the use of call screening devices, such as answering services and caller ID, on the ability to obtain cooperation in telephone surveys. The first issue has implications for sampling and weighting, because the number of household telephone numbers reported by respondents is used to determine the household's probability of selection in the RDD sample and for the development of sampling weights.

***Coverage, Nonresponse, and Cost Tradeoffs Using a One-Question Screener for Age Eligibility in Household Surveys*, James M. Lepkowski, University of Michigan and Joint Program in Survey Methodology, Karen E. Davis, National Center for Health Statistics, Krishna Winfrey, University of Michigan, Roger Tourangeau and Robert M. Groves, University of Michigan and Joint Program in Survey Methodology; bgroves@survey.umd.edu**

Scientific household surveys in the United States are increasingly targeting rare population groups. Such designs require considerable screening efforts to determine whether a sample household is eligible for the survey. However, screening interviews can increase survey costs, incur greater coverage errors, and lower response rates. A randomized experiment in the pretest of the National Survey of Family Growth, sponsored by the National Center for Health Statistics, tests the feasibility of using a short screening instrument to locate females 15-44 and males 15-49 years old. The experiment had two treatment groups: a)a full household roster seeking age, sex, race/ethnicity, and relationship to informant; b) a one question screener identifying whether the household had only persons who were 55 years old and older. A follow-up contact was made to the short screener treatment group, seeking a full household roster, in order to measure coverage problems on the short screener. Careful records on interviewer effort were kept in order to estimate response rate and cost differences in the two treatment groups The paper presents preliminary data on response rates, eligibility errors in the short screener, and some costs of the two screening procedures.

CONDUCTING SURVEYS WITH PORTABLE TECHNOLOGY

***Computer Audio Recorded Interviewing (CARI): Results of Additional Feasibility Efforts*, Paul Biemer, Jeremy Morton, Deborah Herget and Kelly Sand, Research Triangle Institute; jmorton@rti.org**

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. RTI and the Bureau of the Census collaborated on a research project aimed at determining the feasibility of using CARI for quality control and quality improvement purposes in CAPI surveys. In this paper, we describe the technical aspects of CARI and briefly review the results of initial feasibility efforts conducted last year which include: a) the respondent cooperation rate to CARI, b) interviewer reactions, c) audio quality, and d) the cost of CARI compared with other interview verification methods. We also discuss in greater detail our latest efforts which include: a) a respondent debriefing questionnaire used to assess respondent reactions to CARI, b) performance monitoring procedures developed by RTI to evaluate field performance and provide feedback to interviewers (aimed at improving data quality as well as the retention of interviewers), and c) the feasibility of using CARI with telephone recording devices for field interviewers who conduct surveys over the telephone.

***Survey Data Collection On The Palm Of Your Hand?*, Jaana Myllyluoma, Patricia Lesho, Carol Schmitt and Jacinta Purcell, Battelle Centers for Public Health Research and Evaluation; mylly@battelle.org**

In theory, field data collection is an ideal venue for the use of Personal Digital Assistants (PDA's) in the place of paper or laptop computers. Drawing from our experience with two pilot studies using the Palm Pilot as the data collection tool, the authors present a reality check that demonstrates the benefits and drawbacks of this technology. Parameters examined include user limitations such as ergonomics, survey environment, interviewer characteristics, and respondent reactions; and, technical limitations such as instrument complexities, hardware limitations, linkages/peripherals, and data transmission. We tested the use of the Palm Pilots in place of paper to record the outcome of tobacco compliance checks and brief store observations, where one-third of the observations were conducted using paper and two-thirds with PDA's. We also tested the use of Palm Pilots in place of laptops for a screening of elderly patients at doctors' offices. Beginning with the instrument development process and ending with final data, our lessons learned provide a practical check list for other survey researchers to use in deciding whether or not to use PDA's for their data collection.

***Harnessing Innovative Electronic Technology for On-site, Point-of-Service Research*, Keith Neuman, Decima Research, Inc. and Julie Belanger, In-Touch Survey Systems Inc.; kneuman@decima.ca**

This paper outlines a solution to the challenge of capturing customer feedback on-site from a large number of locations that makes use of electronic technology for data collection, tabulation and reporting. This approach represents a departure from traditional on-site market research in using a self-administered (rather than interview) mode for gathering the required customer feedback. While this approach has proven successful from a commercial standpoint, and is consistent with what may be a general trend in survey research toward self-administered methods, it raises important methodological questions involving sampling and the quality of the data collected. The paper will address some of the strategies used in this approach to minimize sampling and nonresponse error, including controls built into the technology itself. It will also review evidence from data collected over the past several years to evaluate this methodology in terms of data validity and reliability, as well as its suitability for different types of on-site applications.

SATURDAY, MAY 19, 2001 8:30AM-10:00AM

PUBLIC OPINION AND PUBLIC POLICY

***Voices In A Democracy: Understanding Perceptions Of The Role Of Public Opinion In The Policymaking Process*, Mollyann Brodie, Henry J. Kaiser Foundation, Lisa Ferraro Parmelee, The Roper Center and April Brackett, Henry J. Kaiser Foundation; mbrodie@kff.org**

In early 2001, the Henry J. Kaiser Family Foundation, in collaboration with Public Perspective magazine, conducted a national adult survey to discern public perception regarding the role of public opinion in the policy making process. This discussion explores the perceived influence of Americans on the decision making of elected and government officials, as shown by these data. It examines the potential disconnect between a general public that wants elected officials to base decision making on public sentiment and its desire for them to do so without relying primarily on polling data. Further, this paper probes the potential conflict concerning how the public expects officials to learn what they want, if not by relying on scientific measure to collect I information. If polling should not be utilized to ascertain majority opinion, what other vehicle would respondents recommend for communicating their views? This discussion provides valuable information for understanding perceptions about public opinion surveys and assessments of the appropriate influence public opinion should exert in the policy making process.

***Government Public Opinion Research and Canada's Goods and Services Tax*, Christopher Page, Memorial University of Newfoundland; 3cdp6@qlink.queensu.ca**

This paper explores the role of public opinion research in the policy process, focussing on the Canadian government's introduction of the Goods and Services Tax in 1987-90. This case serves as an usually clear example of a government acting at odds with public opinion. Yet government officials still commissioned and referred to polls and focus groups on the tax. This paper describes and analyses the roles the research played. Rather than guiding the government's decision to introduce the sales tax, opinion research assumed two main roles. First, it provided a backdrop to decisions about the details of the tax, including its rate, visibility, and whether it would apply to groceries. While officials were committed to the principle of a sales tax, they were prepared to adjust details to make the tax more palatable. Second, more importantly, the research influenced how the government communicated the tax to the public. This was most evident in the justification and strategy of the advertising campaign. The paper examines several decisions made in the development and communications of the tax, considers the contributions of opinion research and other factors to those processes, and offers explanations for the limited impact of the research.

***Borderline Interest or Identity? Canadian and American Attitudes toward NAFTA*, David Rankin, Department of Political Science, State University of New York at Fredonia; rankin@fredonia.edu**

There has been surprisingly little comparative research on Canadian and American attitudes toward the North American Free Trade Agreement. The bulk of research on attitudes toward regional trade liberalization has been conducted on Western European mass publics. In this paper I propose that conception of national identity is a more significant predictor of Canadian and American attitudes toward NAFTA than are economic self-interest and supranational attachment. I argue that national identity is a widely accessible symbolic predisposition for Canadian and American citizens providing a critical cognitive shortcut on the seemingly complex issue of regional trade liberalization. Factor analysis is utilized to identify three similar dimensions of national identity (membership, sovereignty, and attachment) for both Canadians and Americans. I posit that more integrative placement in the conception of national identity will be positively related to support for the NAFTA. In a multivariate analysis I also use ordered-probit methods to examine the relative influences of race/ethnicity, region, border proximity, partisan identification, cross-border mobility, and demographics including education, income, gender, and age. I rely on comparative survey data on Canada and the United States from the 1995-96 International Social Survey Program.

***Physicians and the Public: An International Comparison of Views on Health System Change and Quality of Care*, Catherine M. DesRoches and Robert J. Blendon, Harvard School of Public Health, Kennedy School of Government; cdesroch@hsph.harvard.edu**

This paper provides a comparative perspective on health care quality and system change using two international surveys conducted in Canada and the United States. The Commonwealth Fund 1998 International Health Policy Survey was conducted with 1,000 respondents in United States, Canada, the United Kingdom, New Zealand, and Australia. The Commonwealth Fund 2000 International Health Policy was conducted with approximately 400 generalists and 100 specialists in these five countries. In both countries, the public expressed greater levels of dissatisfaction than physicians with the health care system. Canadians were less likely to support complete rebuilding of their system and physicians expressed serious concerns about shortages of specialists and facilities. U.S physicians worried about problems paying for care Physicians in both countries report concerns with their ability to provide quality healthcare. Similar issues were reported by the general public. Canadians expressed dissatisfaction with funding levels and shortages. Americans were primarily concerned with financial access. Popular perceptions of the impact of change on the quality of health care are likely to be important to policymakers and politicians. They need to be aware that physicians and the public are not blind to changes in health care have serious concerns about their impact on healthcare quality.

THE CONTRIBUTIONS OF SEYMOUR SUDMAN TO SURVEY RESEARCH

***Contributions to Sampling*, Roger Tourangeau, Survey Research Center, University of Michigan and Joint Program in Survey Methodology; rtourangeau@survey.umd.edu**

Among Seymour Sudman's diverse achievements were his contributions to applied sampling. He wrote a book on the subject as well as integrative reviews of the field for the Handbook of Survey Research and later volumes. His major work in this area involved efficient methods for sampling rare populations. Typically, finding members of a rare subgroup (such as minority group members or members of specific age groups) involves screening a large initial sample. Sudman examined several variations on this standard framework. He was an early adopter of network sampling, in which respondents answer screening questions not only about members of their own households but about those in linked households as well. Sudman also developed generalizations of the Waksberg-Mitofsky method for telephone sampling. In that method, a bank of 100 consecutive telephone numbers is retained for further sampling only if the initial number selected turns out to be a working residential number. Sudman examined the gains from applying this procedure to locating members of rare populations, where the clusters were segments in an area probability sample rather than banks of telephone numbers. Like his work in other areas, Sudman's work in applied sampling blended rare creativity with utter practicality.

***Contributions to Understanding Cognitive Processes and Questionnaire Design*, Norman M. Bradburn, National Science Foundation; bradburn@norcmail.uchicago.edu**

This paper will review the development of Seymour's contribution to the understanding of response errors in surveys arising from the questionnaire. It will trace the evolution of thinking from looking at the source of errors in the question wordings themselves to an understanding of the interaction between the cognitive processes that respondents go through in answering questions and the context created by the questionnaire wording and design.

***Contributions to Establishment Surveys*, Diane K. Willimack, U.S. Census Bureau; Diane.K.Willimack@census.gov**

At the time of his death last year, Seymour Sudman had just begun to formally apply his tremendous expertise and breadth of survey research experience to response problems in surveys of establishments and organizations. While his recent work on establishment surveys supported economic surveys and censuses at the U.S. Census Bureau, he had "dabbled" in the area of organizational surveys several times during his illustrious career. Seymour said that his interest in organizational surveys stemmed from a career-long interest in proxy response - he seemed to consider surveying establishments to be the epitome of proxy reporting. This interest, along with his years of experience working with businesses as a professor of marketing and his expertise in questionnaire design and cognitive processes, provided an alternative perspective for tackling response problems in establishment surveys. As a result, he re-defined the realm of cognitive research relative to organizational surveys and he challenged the status quo in establishment survey operations. This paper will summarize these influences and perspectives, and describe his contribution to the development of frameworks for understanding survey participation decisions and the survey response process in establishment surveys.

***Additional Contributions to Survey Research and the Profession*, Timothy Johnson, University of Illinois at Chicago; tjohnson@SRL.UIC.EDU**

Seymour's professional work was that of a Renaissance Man. In addition to his noteworthy achievements discussed by earlier presentations at this session, he also made numerous other contributions to our understanding of survey research. Among these were his work on mode effects, health survey methodologies, proxy reporting, the collection of sensitive information, and survey research ethics. In addition, Seymour clearly had a passion for the history of our discipline, as evidenced by the number of papers and monographs he prepared that provided historical overviews of various developments in survey methodology. During this presentation, his "other" contributions to the profession will be highlighted.

CAMPAIGN 2000

***Economics and Bill Clinton in the 2000 American Presidential Election*, Jeffrey W. Koch, Department of Political Science, State University of New York; koch@geneseo.edu**

During the summer of 2000 several notable political scientists predicted Al Gore would win the presidency. The basis for the prediction of a Democratic victory was that the party holding the White House derives electoral benefit from peace and prosperity, an assumption supported by a considerable body research. In spite of an unprecedented period of economic growth and relative tranquility in the international realm, Al Gore barely squeaked out a win in the popular vote and lost the electoral vote. In this paper I evaluate whether voters' assessments of national economic conditions and appraisals of the personal characteristics of the candidates played their usual role. The analysis relies on data from the 2000 American National Election Study (ANES) as well as data from the 1988 ANES, the last time a vice-president sought to directly succeed the president under whom he served. Did citizens' economic considerations play a smaller role in vote choice in the 2000 presidential election than in previous presidential elections, thereby providing a benefit to George Bush? Additionally, did Al Gore fail to reap electoral benefit from peace and prosperity as a result of Americans' views of President Bill Clinton's personal qualities?

***Campaigns Matter: Why the Economic Models Predicting a 4- to 20-Percentage Point Victory for Gore Were Wrong*, David W. Moore, The Gallup Organization; david_moore@gallup.com**

This paper uses polling data to suggest why several mathematical models that predicted that Gore would beat Bush in the 2000 election did not work, and suggests that the race was so close because the Gore campaign gave up its greatest advantage: the booming economy. It shows that voters rated the economy quite positively, gave Clinton substantial credit for the positive state of the economy, but nevertheless consistently perceived Gore and Bush as about equal in their ability to deal with the issue. The paper also includes polling data on how people evaluated the economy in 1992 and President Bush's handling of the issue that year compared with the way voters rated the 1992 economy and President Bush's performance retrospectively in polls conducted in 1999-2000. Finally, this paper examines the dilemma faced by Gore -- whether to associate his campaign closely with President Clinton and the accomplishments of the Clinton administration (especially the economy), or to distance himself from Clinton to avoid too close an association with a man whose moral problems could possibly have hurt the campaign.

***Dynamics of the 2000 Presidential Campaign: Evidence from the Annenberg Survey*, Michael G. Hagen, Richard Johnston and Kathleen Hall Jamieson, Annenberg School for Communication, University of Pennsylvania; mhagen@asc.upenn.edu**

The 2000 Presidential campaign brings standard voting models in question even as it breathes life into other models that seemed discredited or had been ignored. Most importantly, the campaign itself seemed to matter, if only because the result was so close. For the first time ever, a survey designed specifically to capture "real time" electoral processes and conducted on a scale large enough to identify sudden change was in the field throughout the campaign. This was the Annenberg 2000 Election Survey. Parallel to the survey, the Annenberg group captured candidate appearances, network coverage, and campaign advertising, all in forms that can be wedded to the survey. This paper deploys data from all these sources to sketch an account of the campaign. We focus on two broad, related questions. First, why was the election so close, when all the fundamental features of 2000 seemed to favor Al Gore decisively? And second, was the campaign as such critical to the outcome, or was it just a conduit for more fundamental forces? We consider the possibility that both things are true, that alternative outcomes were imaginable but that the ultimate one was not merely the product of ephemera.

***A Bayesian Model for Combining State and National Presidential Trial Heat Polls*, Charles H. Franklin, University of Wisconsin, Madison; franklin@polisci.wisc.edu**

A vast number of national trial heat polls are conducted in the months preceeding a presidential election. But as was dramatically demonstrated in 2000, candidates must win states to win the presidency, not just win popular votes. The density of state level polling is much less than that for the nation as a whole. This makes efforts to track candidate support at the state level, and to estimate campaign effects in the states, very difficult. This paper develops a Bayesian hierarchical model of trial heat polls which uses state and national polling data, plus measures of campaign effort in each state, to estimate candidate support between observed state polls. It also estimates the increasing uncertainty of each state race as the time since the last poll increases. At a technical level, the Bayesian approach provides not only estimates of support but also easily understood estimates of the uncertainty of those estimates. At an applied level, this method can allow campaigns to target polling in states that are most likely to be changing while being alerted to potential shifts in states that are not as frequently polled. The model is developed on data from 1988, 1992 and 1996 and validated (using out-of-sample forecasting) with data from 2000.

ISSUES IN TRANSLATING SURVEYS: METHODS AND APPROACHES

***The Linguistic Demography of the United States: Insights from the 1990 Census*, Gillian Stevens, Department of Sociology, University of Illinois; gstevens@uiuc.edu**

Full coverage of the targeted population and the gathering of valid data require consideration of the language competencies of the potential respondents in a variety of non-English languages. The first problem is the number of -- and which -- minority languages should be anticipated. The second problem concerns the characteristics of persons within the minority language populations, in particular, their levels of fluency in English, that make the process of reaching and obtaining valid information more difficult. In this paper, I use 1990 U.S. census data to describe the broad parameters of these two sets of problems in the national U.S. population. First, however, I describe the features and limitations of the available census data on language characteristics, focusing on issues of operationalization, instrument and item non-response, and coding of the responses. I then use the 1990 census data to describe the degree of linguistic diversity by nativity and age -- parameters often used in the sampling frames of major studies. I then discuss levels of proficiency and linguistic isolation among the major language groups. Finally, I describe the associations between levels of English proficiency among minority language groups and levels of education and poverty.

***Ad-lib verbal translations and interviewer variance*, Lorena Carrasco, U.S. Census Bureau; Lorena_Carrasco@census.gov**

Do bilingual interviewers collect empirically different data from Spanish-speaking respondents when administering an English survey questionnaire? The exploratory research presented herein attempts to determine whether ad-lib verbal translations could result in measurement error in the form of interviewer variance. The analysis focuses on questions with common words and syntax, questions with technical terms, and questions with American concepts. It compares the variance for each type of question controlling for whether the question was asked in Spanish using the English questionnaire or Spanish using the Spanish questionnaire. Since replication is essential when attempting to correlate interviewer variance with data quality, the ultimate objective of this research is to compile longitudinal data across several panels through the year 2003. The data discussed in this paper represent the first of these panels and will provide a baseline for the remaining three. Although the nature of this research will not definitively answer the question of why ad-hoc translations effect data quality, the results should provide reliable empirical evidence to researchers who are considering whether translating survey questionnaires is in their best interest. This research also addresses alternatives to questionnaire translation, such as interviewer training and interviewing aids.

***Taking Acculturation into Account for Translation*, David Eden, Mathematica Policy Research; DEden@mathematica-mpr.com**

It is apparent to survey researchers that large numbers of economically disadvantaged immigrants from Mexico, Central and South America, and the Caribbean have made it necessary to translate many survey instruments used in nation-wide studies of social, educational, and health programs into Spanish.To collect accurate and comparable data for a study, Spanish-speaking respondents must understand the questions in the same way as sample members do in English. Survey instruments must also be translated to be devoid of "regionalisms" so that questions will be understood equally by someone from a village in Oaxaca, a town in the Dominican Republic, and a "barriada" or shantytown in Lima. But it is essential that the Spanish version of the question reflect the English-language version of the question. Editing or simplifying questions, whether it is done by the translator or by a data collector who is a "heritage speaker" of Spanish introduces bias, and possibly corrupts the data collected. These issues will be discussed and examples from questionnaires used in studies of early childhood development, health care and other programs will be used to demonstrate some of the problems.

***Use of the Internet as a Translation Aid for Survey Instruments*, Alisú Schoua-Glusberg, Harvard University; Alisu@email.com**

Nonetheless, the Internet can be used as an effective translation aid for several types of problems associated with survey instruments. Because the World Wide Web contains an incredibly voluminous collection of examples of current language use in an easily and instantly searchable format, it can be used by translators with many types of translation problems including: 1. selecting between the most common of two expressions; 2. establishing regional or country-specific use of terms; 3. determining which terms get translated and which are preferable to be retained in the original language; and, 4. identifying the context in which terms are used. Examples of Internet solutions to these and other translation problems include: 1. the use of simple counts of number of web pages with specific expressions, which can yield solid information on which of two expressions is more commonly used; and 2. the exploration of regional or country-specific language with fast searches of digital newspapers from the area in question. Additional examples and recommendations will be provided on how to make best use of the Internet/WWW to resolve typical translations problems associated with the survey translation process.

***Translating the American Time-Use Survey into Spanish: Issues Associated with Translating a Flexible Interview Survey*, Sylvia Fisher, Bureau of Labor Statistics; fisher_s@bls.gov**

This study examines cognitive and linguistic issues associated with translating the American Time-Use Survey (ATUS) into Spanish. ATUS is a semi-structured telephone survey interview for household respondents. Translation activities focused on identifying optimal wording to facilitate respondents' ability to respond accurately to ATUS questions. A secondary goal was the development of a culturally sensitive translation to ensure cultural traditions and typical language idioms were addressed in a respectful and culturally-competent manner in the Spanish-language ATUS. Qualitative research methods were applied to assess the quality of the translation including cognitive interviews and focus groups. Specific issues that were tested included: 1. Should formal or informal forms of address be used during the survey interview? Would it be acceptable to switch from formal to informal form as the interview progresses, to accommodate the changing nature of the relationship between interviewer and respondent? 2. understanding and operationalization by Spanish speakers of important terms used in ATUS; 3. identification of optimal wording for culture-laden terms - literal versus free translation; and 4. cross-cultural equivalence of translated terminology. Fifteen (N=15) cognitive interviews and two focus groups were conducted to assess these issues. The results were used to develop a final Spanish-language version of the ATUS.

DOES IT PAY TO PAY? INCENTIVES AND PARTICIPATION

***Is It 'What's Up Front' That Counts? An Experiment In First-Wave Incentives In A Panel Study*, Thomas Guterbock, Center for Survey Research, University of Virginia and Alison Meloy, Sorensen Institute for Political Leadership, University of Virginia; tmg1p@virginia.edu**

While advance incentives might be advantageous for telephone survey response, the efficacy of incentives remains unclear for general population RDD telephone surveys, where contacts in advance of the interview request are impractical. We conducted an experiment to learn if monetary incentives offered in the first wave of a panel study have an effect on survey non-response in subsequent waves of the study. We incorporated this experiment into the Sorensen Institute Survey on Campaign Conduct, a four-wave telephone panel study on Virginia elections (Fall 2000). At the beginning of the Wave I interview, a $5 incentive treatment was randomly assigned to half of the 814 respondents. At the close of the first interview, all respondents were told that compensation would be made for future survey participation (three waves over three months). We find no significant difference between the treatment and non-treatment groups in terms of: (1) willingness to be re-contacted (2) actual completion rates in subsequent waves; and (3) composition of final samples with respect to socioeconomic composition. The sizable incentive expenditure produced no measurable improvement in rates or quality of response. These null results imply that first-wave incentives have a neutral effect in minimizing survey non-response in panel studies or in reducing attrition among respondents at low socioeconomic levels. This interpretation may aid future decision-making regarding incentive cost, potential benefits, and negative effects.

***The Role of Topic Interest in Survey Participation Decisions*, Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, Stanley Presser and Sarah Dipko, University of Maryland and Joint Program in Survey Methodology; bgroves@survey.umd.edu**

Recent findings about missing links between nonresponse rates and nonresponse error have spurred researchers to identify conditions under which nonresponse is nonignorable. This paper examines three hypotheses: (a) that sample persons interested in the survey topic will participate at higher levels than those for whom it is less interesting; (b) that the connection between topic interest and cooperation will be reduced when respondents are offered monetary incentives for participating; and (c) that these effects will produce nonignorable nonresponse conditions. In a 5x5 factorial experimental design, we manipulated topic by experimentally varying five survey introductions - political participation, education and schools, parenting and childcare, Medicare and health, and issues facing the nation (the last as a "control group"). Subjects were selected randomly from five lists, a priori thought to vary on interest in the 5 topics: individual contributors to presidential candidates, persons 65+, schoolteachers, households with newborn children, and a random-digit-dial frame (the last serving as a control). Random half-samples were mailed a prepaid $5 incentive. All respondents were asked the same questions, albeit in different orders. The presentation presents effects of the match of frame with topic and incentives on cooperation rates and survey estimates.

***Are Physicians Immune To Incentives And Other Survey Features Thought To Increase Response?*, Danna Moore, Social Economic Sciences Research Center, Washington State University; moored@wsu.edu**

An experimental study of physicians was conducted altering postage and mail packaging in conjunction with the use of a monetary incentive at stages of follow-up during a mail survey protocol. Timing of incentive is tested. The interaction between mail packaging in combination with a monetary incentive is tested with a comparison of first class postage/plain packaging versus priority mail postage and packaging. A unique test in this study is the effect of one treatment using a double monetary incentive in combination with 2 day priority mail packaging. The results show that the use of 2-day priority mail postal service and packaging with a monetary incentive at both first and second questionnaire mailing contacts is a superior survey treatment for obtaining higher response when compared to a first class postage and plain packaging treatment (80% versus 42%). A final telephone follow-up contact to non-respondent physician offices for a telephone interview resulted in no interviews by phone and the FAX return of only a small number of questionnaires. This statewide survey of the population of physicians under the auspices of one Health Maintenance Organization demo:.strates how the variables of postage, packaging, and incentive timing contribute to maximizing overall response.

***Use of Targeted Incentives to Reduce Nonresponse in Longitudinal Surveys*, Michael W. Link, Research Triangle Institute, Andrew G. Malizio, National Center for Education Statistics and Thomas R. Curtin, Research Triangle Institute; Link@rti.org**

This study examines three fundamental questions: (1) can targeted incentives be used as an effective tool for reducing nonresponse among different types of nonrespondents in a national telephone survey?; (2) does offering an incentive in the base year of a longitudinal study set expectations for an additional incentive in the follow-up study; and, (3) is it more cost-effective to provide payments to previous incentive recipients up-front in the follow-up or wait and use the incentives in a more targeted manner? An experimental design was employed, using data from a nation-wide, random sample survey of college students. Nonrespondents in the base-year study were classified into three groups: initial refusals, hard-to-reach cases, hard-to-locate cases, with half in each group receiving an incentive; controls did not receive an incentive. For the one year follow-up, those receiving an incentive in the base year were randomly assigned to either a follow-up incentive group or a control group. These experiments indicate that the use of targeted incentives can be effective in reducing some types of nonresponse. Offering incentives in a base year study can lead to continued expectations in a follow-up cohort; however, there are cost trade-offs which might off-set consideration of this option.

ISSUES IN WEB SURVEYS

***Experiments On Visual Effects in Web Surveys*, Kristin Kenyon, Knowledge Networks, Inc., Mick P. Couper and Roger Tourangeau, University of Michigan; kkenyon@knowledgenetworks.com**

Visual effects possible in Web surveys include color, font features, screen layout, and use of graphical symbols. But the Web also permits the use of richer visual images such as pictures, drawings, animation, video, and so on. Despite the opportunities these new visual elements offer for survey design, very little research has focused on their effect on the answers to the survey questions. For example, one feature of pictures is that they typically convey more concrete messages, whereas more abstract concepts can be conveyed using verbal information. We are conducting a series of experiments to explore these effects on answers in Web surveys. A total of four experiments (n=500 each) are being done using the Knowledge Networks panel of respondents. Each experiments examines a different feature of visual presentation, ranging from the effect of color and layout on response distributions, to exploring the effect of supplemental images (pictures and drawings) on the answers that people provide. We will present the results from these experiments. This research is aimed at understanding the interplay of visual and verbal information in survey responding as well as leading to specific recommendations for the design of Web survey questionnaires.

***Eye-Movement Analysis: A New Tool for Evaluating the Design of Visually Administered Instruments (Paper and Web)*, Cleo D. Redline, Bureau of the Census and Christopher P. Lankford, University of Virginia; cleo.dawn.redline@census.gov**

A data collection instrument that a respondent self completes through the visual channel, such as on paper or over the Web, is visually administered. Traditional methods of evaluating visually administered instruments, such as cognitive interviewing, usability testing, and experiments, cannot directly identify information respondents perceive, or in what order they observe the information. Consequently, eye-tracking equipment developed at the University of Virginia for use with computer monitors was adapted to track the eye movements of respondents answering three paper questionnaires, which differed in the visual designs of their branching instructions. Twenty-five respondents answered one of the three questionnaires. The study revealed that it was not whether respondents perceived a branching instruction that determined if they executed it correctly, but when they perceived it. If respondents did not observe the instruction immediately prior to or after marking their answer, they misexecuted the instruction. This is a very insightful finding and an encouraging lead, one that could not be drawn from any other method. Thus, eye-movement analysis does appear to be a promising new tool for evaluating visually administered questionnaires. However, it currently has drawbacks as well, which we discuss in depth and make recommendations for improving.

***Humanizing Self-Administered Surveys: Experiments on Social Presence on the Web and IVR*, Darby Miller Steiger, The Gallup Organization, Roger Tourangeau and Mick P. Couper, University of Michigan Survey Research Center; darby_miller_steiger@gallup.com**

The impact of computerization of self-administered surveys on reducing reporting errors is not fully understood. A growing body of evidence suggests that features of self-administered interfaces can evoke reactions similar to interviewer-administered surveys, including social desirability effects. We describe the results of three experiments to examine the effects of "presence of an interviewer" on reporting sensitive information in a self-administered environment. First, we conducted two web experiments (n=202 and n=3,047) examining features of the interface thought to create a virtual social presence. The hypothesis was that the more the interface creates a sense of social presence, the more respondents will act as if they are interacting with another human being, increasing social desirability bias. Results of these experiments find limited support for the hypothesis. Although answers to the sensitive items were unaffected by the experimental variables, the sex of the electronic questioner did affect answers to questions about gender attitudes. Second, we conducted a conceptual replication of the web findings using an automated interactive voice response (IVR) telephone survey (n=1,022), where we varied the voice of the interviewer and whether the interview was personalized. Results of the IVR experiment and overall conclusions from the three studies will be presented.

***The Impact of Adding e-Interviewers To Web-Based Research*, Karl Feld, humanvoice, inc.; kfeld@humanvoice.com**

This paper highlights the results of a recent study conducted jointly by Brigham Young University (BYU) and humanvoice, inc. testing the data effects of adding an e-Interviewer to web-based, quantitative research. Using widely available technologies, a split sample survey was conducted of BYU alumni which asked attitudinal questions about various BYU publications. A survey programmed identically in CATI, self-administered Internet and e-Interviewer assisted Internet modes was designed to test the effects each mode would have on data quality. The e-Interviewer version yielded significantly fewer mid-terminations, especially in those respondent groups previously proven to be most likely to terminate Internet surveys and self-administered surveys. It also yielded longer open ends, screened out more ineligible respondents or "cheaters" than the self-administered Internet version of the study and improved sample frame coverage by almost 100%. All these effects were observed despite the fact that the e-Interviewer version averaged 15 minutes longer than the self-administered Internet version. Different mode effects were observed for different types of questions. In some cases, CATI proved to be better than any other mode for producing data quality.

SURVEY RESEARCH ETHICS

***Assessing Survey Research, A Principled Approach*, Benoit Gauthier, Circum Network inc.; gauthier@circum.com**

Traditionally, the assessment of survey research has been an art more than a science. Every researcher uses their own criteria and put more or less emphasis on various aspects of the research. While this may have critical implications in many settings, where the review may have impact and be itself under review, such as in a legal setting, this lack of structure becomes a weakness. This paper will present a structure and principled approach to the assessment of survey research. It does not duplicate codes of ethics or rules of good practices such as the one offered by AAPOR. It offers the analyst a strong, defensible framework which ensures that a review is thorough and balanced. The same approach can be used as a checklist for one's own research work.

***Maintaining Confidentiality In The Public Use Dataset*, Cynthia Helba, Kimya Lee, Christine L. Gaines, Westat, Timothy Elig and Laverne Wright, Defense Manpower Data Center; helbac@westat.com**

When individual-level survey data collected from well-defined populations (e.g., a university student population, the U.S. Armed Forces) are made available as public-use datasets, an important consideration for the data collection agency is respondent confidentiality. The Defense Manpower Data Center (DMDC), an agency within the Department of Defense, regularly releases public-use datasets from its omnibus and special topic surveys of military personnel. These surveys cover materials ranging from self-reported demographic characteristics to self-reports on sensitive topics such as experience of sexual harassment. Given that the population for these surveys is known, it might be possible to cross-tabulate demographic characteristics reported in the data and identify a population member. In response to this, DMDC and their analytical contractor, Westat, developed a strategy to distinguish potential datapoints by which individuals could be identified and to remedy this risk to confidentiality. This paper provides an overview of methods used by other data collection agencies to ensure respondent confidentiality in public-use datasets. It then describes the "confidentiality analysis" strategy adopted by DMDC and Westat. Finally, it discusses issues to be resolved to improve this data collection agency's ability to maintain respondent confidentiality despite the increasingly sophisticated techniques available to uncover respondent identity within a dataset.

***Ethics Codes and Survey Researchers*, John M. Kennedy, Center for Survey Research, Indiana University; kennedyj@indiana.edu**

In the past ten years, professional ethics codes affecting research activities have taken on a more important role in conducting surveys. Many professional societies have recently updated their ethics codes. Federal agencies are asking professional societies and academic and non-academic institutions to become more active in developing ethical guidelines and monitoring the research integrity of their members. Institutional Review Board decisions are taking on an increasing importance in research design. Survey researchers tend to belong to multiple professional organizations. As such, they are affected by federal definitions of research ethics and also by multiple ethics codes. In this paper, I compare codes of ethics on four issues – informed consent, privacy, confidentiality of data, and research integrity. The codes are compared against current federal guidelines on human subjects protections (45CFR46) and research integrity (the recent OSTP definition of research misconduct). An analysis of the codes does not indicate any major inconsistencies but the emphasis and details differ across codes.

***Technical Rationality -- A New Form of Unethical Behavior*, Robert Mason, Survey Research Center, Oregon State University; masonr@stat.orst.edu**

This paper introduces and describes the impact of technical rationality, a newly formulated, and, to some, frightening new form of unethical behavior. It is defined as masking the public harm of technical experts who act without being aware that, in fact, they may be doing anything wrong. They often work professionally in their organizations doing what others around them agree they should be doing. Yet, upon close examination, usually after the fact, most reasonable people would conclude that they have caused or are causing much public harm. An example is the marketing research for the American tobacco industry that has enhanced juvenile smoking. Other examples abound today in which this form of unethical behavior has become more elusive and opaque. I intend to summarize the contexts in which survey methodology and public opinion research are vulnerable to this ethical problem, suggest why procedures typically established to foster ethical behavior are not likely to be successful, and recommend procedures that may be more effective.

ISSUES IN THE FORMATTING OF RESPONSE SCALES

***Item-Nonresponse, Measurement Error, and the 10-Point Response Scale*, Matthew W. Courser, The Ohio State University and Paul J. Lavrakas, Nielsen Media Research; courser.1@osu.edu**

This paper reports the results of two studies that were designed to test whether the response scales used in survey questions can have a significant influence on item non-response in surveys. As part of series of pre-election political items included on two independent RDD surveys, each respondent was asked to provide a favorability rating for four candidates. Each respondent was randomly assigned to one of three conditions that varied the scale that was used by the respondent to make her/his ratings. Respondents received either a 1-10 scale, a 0-10 scale, or a 0-10 scale with 5 anchored with "Neither Favorable nor Unfavorable". A striking pattern of differential item-nonresponse was observed across the thee conditions, with the 1-10 scale having the most nonresponse and the 0-5-10 scale having the least. A second study conducted in March, 2001 and replicated the study described above in a non-political RDD survey of Ohio residents. Multivariate analyses of these data investigate the demographic profile of those people most likely to be lost with the 1-10 scale, but gained with the 0-5-10 scale. We use these analyses as a starting point for a broader discussion of the relationship between response scales and measurement error in survey data.

***How Providing Versus Not Providing A Midpoint In Response Scales Affects Validity And Reliability Of Measurement*, Dagmar Krebs, Institute of Sociology, University of Giessen, Germany; dagmar.krebs@sowi.uni-giessen.de**

Providing response scales with or without midpoint is an ongoing discussion in survey research. Response scales providing a neutral midpoint are often criticized with the argument that the neutral point attracts those respondents who do not want to take the effort of making a clear decision in the positive or negative direction of the scale. Therefore it is often recommended to provide response scales with even numbers of response categories that enforce a directed answer from respondents. While it is true that response scales with even numbers of answering categories result in directed answers, it is not true, that these scales yield more valid and reliable data. In contrast, by specifying a measurement model it can be demonstrated that random measurement error is stronger in scales with even numbers of response categories than in scales providing a midpoint. The midpoint is an important category helping respondents to locate themselves on the scale with respect to the middle. Since they do not have such an orientation point in scales without midpoint respondents seem to choose the two middle categories randomly with approximately equal frequency.

***The Influence of Frequency Scales on Response Behavior: A Theoretical Model and its Empirical Examination*, Volker Stocke, University of Mannheim; vstocke@rumms.uni-mannheim.de**

It is often observed that the way frequency response scales are categorized influences the response behavior, which is explained through the insufficient availability of the target information in the respondents' memory. In addition, we also assume the elaboration of the information processing mode to be important in this respect. In the present paper, both factors are integrated into a formalized two-stage model of response behavior, whereas the influence of the response scales is expected to be mediated by a three-way interaction between the information availability (response latencies), the respondents motivation (attitudes toward surveys) and their cognitive resources (age and education). This prediction is tested in a random probability sample of one-hundred-forty-three respondents, whereas the frequency of television consumption is used as the dependent variable. In agreement with our predictions, the strength of the response-effect decreases as the response speed increases. Furthermore, the determinants of the cognitive elaboration are found to be relevant mainly under the condition of a high availability of the target information: Only subjects with low motivation and low cognitive resources are influenced. In contrast, respondents with a low degree of information accessibility are subject to very strong response effects, independent of the determinants of their cognitive elaboration.

***A Cross-National Comparison of Middle Alternatives, Acquiescence, and the Quality of Questionnaire Data*, Colm O'Muircheartaigh, NORC and Jon A. Krosnick, Ohio State University; caomuirc@midway.uchicago.edu**

Some scholars have suggested that offering a middle alternative on a rating scale is necessary to measure opinions accurately, whereas other scholars have suggested that middle alternatives offer "easy outs" to respondents who want to avoid taking sides on an issue. In an earlier paper, we evaluated these competing hypotheses using data from an experiment conducted in the 1992 Euro-Barometer Survey. Via structural equation modeling of responses to agree/disagree items measuring attitudes toward science and technology, we found evidence that offering a middle alternative reduces the amount of random measurement error in the responses to survey questions, thereby increasing reliability, while not affecting the validity of attitude measurements. We also found evidence of acquiescence response bias in answers to agree/disagree questions; while unrelated to the presence of a middle alternative, this bias was stronger among older, less educated, and female respondents. This initial analysis was carried out on the combined data for the countries of the European Union; no weighting was used in combining the samples across the 12 countries. In this paper we compare the results for different countries and identify a cultural/social typology on the basis of the patterns of the responses.

ASSESSING THE ACCURACY OF PRE-ELECTION POLLS

***What Leads to Voting Overreports? Contrasts of Overreporters to Voters and Admitted Nonvoters*, Robert F. Belli, Michael W. Traugott and Matthew N. Beckmann, University of Michigan; bbelli@umich.edu**

A series of seven years of survey reports and record check data from the American National Election Studies was combined to examine variables that are predictive of vote overreporting. Social predictors include respondent age, level of education, race, and sex. Measures of political attitudes include degree of political efficacy, caring about the outcome, interest, strength of party identification, and expressed knowledge of political individuals or groups. Contextual variables include week since the election in which the interview took place, whether the survey was conducted during a presidential or non-presidential election, and the election year. Regression and discriminant analyses indicate that voters, overreporters, and admitted nonvoters represent basic populations that differ in their characteristics. Overreporters are in between voters and admitted nonvoters in their mean age, mean level of education, and in mean strength of political attitudes. With the exception of age, overreporters are significantly closer to voters than nonvoters in the means of these measures. Overreporters are predominately nonwhite, and overreporting occurs more frequently the further the interview takes place from election day. Promoting socially desirable responding, both intentional deception and motivated misremembering appear to be the cognitive mechanisms that are responsible for overreporting.

***The Story from the States: Accuracy of State Pre-Election Polls*, Andrew E. Smith, Dennis Junius, University of New Hampshire Survey Center, Eric Rademacher and Daniel Majeski, University of Cincinnati, Institute for Policy Research; andrew.smith@unh.edu**

The number of pre-election polls conducted nationally has been steadily increasing during the last two decades. At least a dozen organizations released election prediction in the final days before the November 7 election. There has been a similar increase in the number of pre-election polls conducted within individual states. The 2000 election in Florida has dramatically illustrated the constitutional reality that there are actually 51 elections for President, and perhaps the most important venue for the study of pre-election polls is the individual state. The proliferation of polls, both nation-wide and within states, has led to considerable confusion on the part of journalists and the public because often, different polls have indicated very different pictures of the races in question. Too often, there is an assumption that all polls are equivalent, despite significant methodological differences between research organizations. In the spirit of previous work by Mitofsky (1998; 1993), in this paper we examine the accuracy of final pre-election polls conducted within states in the 2000 general election. Specifically, we will examine the overall accuracy of predictions made in state pre-election polls, differences between commercial and academic polling organizations, and the impact of methodological differences in polls such as sample size and the length of field period.

***The Accuracy of Harris Interactive's Pre-Election Polls of 2000*, George Terhanian, Humphrey Taylor, Jonathan Siegel, John Bremer and Renee Smith, Harris Interactive; georget@harrisinteractive.com**

Prior to Election 2000, several prominent pollsters dismissed Harris Interactive's planned effort to forecast outcomes of the 2000 elections through Internet research as a frivolous foray, rather than a sincere effort to break new ground. Of particular concern to these pollsters was Harris Interactive's contention that it could produce accurate forecasts for all voters on the basis of information collected only from Internet users. The actual evidence from Election 2000 suggests that these dismissals were shortsighted. The aim of this paper is to review the election results, and in doing so, explain how Harris Interactive corrects for the effects of nonrandom selection on Internet survey results. The implications of the approach on probability-based telephone surveys are also considered.

***An Empirical Portrait of the Yale New Media Workshop and MSNBC Internet Decision 2000 Survey*, John Lapinski, Yale University; john.lapinski@yale.edu**

The central aim of the paper is to improve the quality of surveys conducted on the web, and in doing so, explore the differences between online and offline survey responses. Web surveys have proliferated across the Internet over the last few years, and it appears likely that they are here to stay. Our simple goal is to make them more reliable, and easier to take, and to offer suggestions on how to use non-random data sources to conduct reliable, web-based research (experimental methods). The paper provides insight into (1)online sampling techniques, (2)different types of weighting schemes to adjust self-selected online surveys, (3) general design and implementation tips for conducting online surveys. The analysis is based on an empirical project led by Professor John Lapinski of Yale University. The project involved conducting twin (identical questionnaires) web and telephone surveys between October 18 and 22. The substance of the surveys revolved around the 2000 presidential elections and included questions about the presidential race, media consumption and a battery of demographic questions. The web survey, hosted on MSNBC's website and served to 10,000 randomly selected MSNBC users via a pop-up box, generated slightly more than 49,600 completed responses. The parallel phone survey was a nationwide RDD phone survey with a sample size of 925 respondents.

THE SURVEY TRANSLATION EXPERIENCE: CASE STUDIES

***Designing the Language Dimension of the New Immigrant Survey*, Guillermina Jasso, Department of Sociology, New York University, Douglas S. Massey, Mark R. Rosenzweig, University of Pennsylvania and James P. Smith, RAND Corporation; gj1@nyu.edu**

A key feature of the New Immigrant Survey (NIS) -- the first large-scale longitudinal study of representative samples of new legal immigrants to the United States -- is that respondents will be interviewed in the language of their choice. Implementing this feature, while at the same time maximizing response rate and safeguarding data quality, poses formidable challenges of both a substantive and a practical nature. This paper discusses those challenges and the procedures designed to meet them. The first set of challenges involves predicting the native and preferred language(s) of sampled immigrants; prediction equations will be based on characteristics in the immigrant record (including age, sex, occupation, visa class) and estimated using information from the NIS Pilot. The second set of challenges involves translation of the instruments and preparation of bilingual interviewers. Because the sampled immigrants' language choice may be affected by interviewer characteristics and behavior, as may the decision to participate in the survey (and subsequent data quality), the NIS includes experiments designed to test for the effects of the interviewer's nativity (U.S. versus respondent's) and of the language of the introductory script (English versus respondent's). In these experiments, respondents will be randomly assigned to the experimental treatments – respondents whose native language is English to the two interviewer-nativity conditions, and other respondents to the four interviewer-nativity/introductory-language conditions.

***Spanish Translation Issues Related to the Development of Computer-Assisted Interviewing Instruments: National Household Survey on Drug Abuse*, Marjorie Hinsdale, Research Triangle Institute; mhs@rti.org**

The best practices for implementing a Spanish version of a questionnaire can vary widely depending on the survey population. For national surveys in the U.S., a multi-cultural approach for implementing Spanish translations of computer-assisted interviewing instruments is recommended, to maximize respondents' comprehension. The most significant issues in developing computer-assisted interviewing translations include: knowing when to translate and when keep the English; knowing when non-standard Spanish is necessary for effective communication; understanding the effect of respondents' education or literacy; accounting for cultural issues and dialect within Spanish; understanding cultural differences in reporting dates and age; knowing when to translate interviewer instructions; accommodating structural differences between English and Spanish with regard to questionnaire "fills;" allowing for gender differences of words in Spanish; understanding the impact of using formal or informal verb tenses in Spanish; and allowing sufficient time for Spanish instrument development and review after finalizing the English questionnaire. This presentation will address strengths and limitations of possible solutions to these issues, providing examples of each of these topics.

***Evaluation for the Jobs-Plus Community Revitalization Initiative for Public Housing Families*, Karen Tucker, Battelle Centers for Public Health Research and Evaluation; tucker@battelle.org**

Battelle CPHRE, under contract to MDRC, conducted the Jobs-Plus Evaluation survey to collect baseline data from public housing residents about community life, children, education and training, employment, health and well-being. Initially, the client and contractor worried about the need to use language that was understandable by all study subjects. Additionally some of the developments selected included large populations of fairly recent immigrants, some from non-Western cultures. After instrument development, the Spanish translation and the Vietnamese, Khmer and Hmong translations were commissioned to two independent firms. The Spanish translation was done with the modified committee approach followed by a focus group of Spanish-speaking public housing residents to check on terms or questions identified as problematic in the committee. The Vietnamese, Khmer, and Hmong translations used the standard translation/back-translation method. The pretest showed the Spanish version was satisfactory, but the Vietnamese, Khmer, and Hmong versions required further refinements.

***Twenty-two Countries, Twenty-three Languages: the World Mental Health Survey 2000*, Beth-Ellen Pennell, University of Michigan; bpennell@isr.umich.edu**

This presentation provides an overview of the language translation protocols, procedures, and considerable challenges faced in the implementation of a general population epidemiologic mental health survey to be conducted in twenty-two countries and in twenty-three languages. The World Mental Health Survey 2000 (WMH2000) is an initiative of the World Health Organization (WHO). The survey will eventually collect 150,000 120-minute interviews to obtain cross-national information about the prevalence and correlates of mental, substance, and behavioral disorders, and to identify modifiable barriers to obtaining treatment. Three instruments were developed for the study -- two computerized (CAPI) versions using Blaise software and one paper and pencil version for countries unable to use CAPI. These instruments are expanded versions of the WHO Composite International Diagnostic Interview (CIDI). Instrument development extended over one year with concurrent content development, programming, and translation, an approach that required extensive version control protocols. The presentation will discuss a translation method that uses forward translation, an expert panel, back translation of key items, international harmonization, cognitive interviewing techniques and pretesting. Data validation protocols will also be discussed. A brief discussion of software tools that facilitated collaboration and document and file sharing across countries and collaborators will also be included.

ROUNDTABLE - THREATS TO PUBLIC OPINION RESEARCH

A variety of threats confront survey professionals, including regulatory efforts and declining public cooperation. This roundtable will examine these issues and the response of several professional organizations to them. Involved in the discussion will be representatives of AAPOR, CASRO (the Council of American Survey Research Organizations) and COSSA (the Consortium of Social Science Associations). Richard Day will chair the discussion. Other panelists include Diane Bowers, Scott Keeter, Mark Schulman, and Howard Silver.

ISSUES IN WEB SURVEY DESIGN

***Web Survey Design: Comparing A Multi-Screen To A Single Screen Survey*, Richard L. Clark and Zsolt Nyiri, University of Connecticut; richard.l.clark@uconn.edu**

There are two common approaches to the design of web-based surveys. One approach, which we call the single screen approach, has all questions appear on a single web page, and respondents must scroll down the page to complete the survey. This design more closely resembles traditional self-administered surveys. A second approach is to have only a single question on a screen and have the respondent click on a button to see the next question on a new screen. This approach lends itself more easily to randomize questions, to rotate batteries of questions, and to employ skip patterns that are invisible to the respondent. Additionally, this approach allows the respondent to concentrate on a single question at a time, avoiding the distraction of preceding and following questions. Our hypothesis is that we are likely to receive a lower incidence of item non-response and a greater incidence of fully elaborated responses to open-ended questions in the multi-screen survey than in the single screen survey. We have conducted web-based surveys to test the impact of survey design on item non-response and on response quality (the willingness to elaborate on open-ended questions). Respondents were randomly assigned to one of the two designs, and we tested the differences in design effects.

***Screen Design in a Web Survey*, Marek Fuchs, Dresden University of Technology, Germany; marek.fuchs@mailbox.tu-dresden.de**

Usability testing has become almost a standard technique in the process of questionnaire preparation for computer assisted surveys. Especially in CAPI and CATI it is assumed that screen design may have a pronounced effect on the interview flow as well as on data quality. In recent years, a movement towards the usability evaluation of self-administrated questionnaires took place. This paper contributes to this later line of research. When developing a web surveys, one might follow two approaches: (1) One large form with all questions on one page. This approach forces the respondent to scroll--respondents do not like this--and it might produce large context effects. (2) One question on the screen at a time. This approach requires a lot for processing between host and client and consumes a lot of time. As a result this approach might produce more annoyance and break-offs. In a field experiment different screen design versions of the same questionnaire were randomly assigned to the respondents. Based on this experiment the papers reports a systematic evaluation of the two screen designs in terms of duration and data quality.

***An Experiment in Web Survey Design*, Jane Burris, Jie Chen, Ingrid Graf, Timothy Johnson and Linda Owens, Survey Research Laboratory, University of Illinois at Chicago; ingridg@srl.uic.edu**

Do web based questionnaires using a static "scroll down" design result in lower response rates and more break offs than those that use dynamic interactive forms? Members of a university list serve were recruited by e-mail to participate in in a survey about building safety. Potential respondents have been randomly assigned to one of two conditions: a static web survey form, and a dynamic, interactive form. This poster will describe the two design conditions and present the results of this experiment in web survey design on response rates, and respondents' perceived ease of completion.

***How Much Is The Same: The Impact Of Web Interviewing On Budgetary Choices*, Monica L. Wolford, COPA, University of Maryland and Michael Bocian, Knowledge Networks; mwolford@hers.com**

While many questions ask about desired levels of federal spending, only a handful, have examined people's preferences in detail. A recent survey by the Center on Policy Attitudes and Knowledge Networks let respondents examine 13 major components of the federal discretionary budget and reallocate the budget according to respondents' own priorities. With a unique Internet-based mode of administration, this survey enabled respondents to see the items simultaneously, to revisit items, to contemplate the items without the time pressure created by the presence of a telephone interviewer, and to see the effect of their changes in real time. Generally, these innovations resulted in an exercise that more closely simulates a budgeting process than a similar survey conducted through telephone interviews. However, this change in mode resulted in one unexpected difference from a similar exercise administered previously by telephone. Respondents made more small changes in the amounts they allocated. This paper will discuss the study and examine the potential causes of this change. Data for this study come from a 2000 survey of 721 adults designed by COPA and conducted using the web-enabled *Knowledge Networks™* Panel and a 1996 telephone survey of 600 respondents designed by the Program on International Policy Attitudes.

ATTITUDES ABOUT SCIENCE -- BIOTECH AND THE ENVIRONMENT

***Attitudes Toward Biotechnology: Public Understanding And Religious Values*, Gerald M. Kosicki, Center for Survey Research and School of Journalism and Communication, Ohio State University and Stephen T. Mockabee, Center for Survey Research and Department of Political Science, Ohio State University; kosicki.1@osu.edu**

This paper investigates the determinants of public opinion about biotechnology. Our data are drawn from the Buckeye State Poll, an RDD survey of 800 Ohio adults conducted by the Center for Survey Research at Ohio State University in November and December 2000. A series of items on science and technology measured respondents' general attitudes toward technology, their level of information about and interest in biotechnology, and the sources of this information. We also gathered data on respondents' opinions regarding the morality of specific genetic engineering practices. In addition, the survey included an extensive sequence on religious affiliation, beliefs, and practices, as well as a set of items that measure moral traditionalism. Using these data, we employ regression analysis to assess the predictors of biotechnology attitudes. The independent variables include religious affiliation, religiosity, moral traditionalism, media use, attitudes toward science and technology in general, and demographic items. We test the hypothesis that opposition to biotechnology is rooted in a more general moral traditionalism and anti-technology orientation. We expect that any effects of religion will be indirect, operating through this moral traditionalism dimension. We also hypothesize a substantial effect for education and media exposure, but a relatively small effect for political variables.

***Attitudes about Biotechnology and Genetically Modified Organisms*, James Shanahan, Dietram Scheufele and Eunjung Lee, Department of Communication, Cornell University; jes30@cornell.edu**

This study tracks public perceptions on the issue of biotechnology and genetically modified organisms (GMOs) in the US by examining a range of public opinion surveys conducted over the course of the past two decades. It provides an overview of public opinion on this topic over time in three areas. First, how aware is the general public about issues related to GMOs? Second, what are the levels of support for these types of technology? And, third, how do these levels of awareness and support translate into concrete consumer behaviors? Our trend analyses are based on more than survey data sets collected from 1983 to 2001. In particular, we identify significant trends in public awareness, assessment of benefits vs. risks, supportiveness, willingness to purchase GM products, and opinions about labeling and regulations regarding biotechnology and GMOs. By providing valuable insights into the dynamics of public opinion in the area of biotech and GMOs, this study serves as a resource for government, industry and science communities alike.

***Risk Perceptions of Global Warming*, Anthony Leiserowitz, Environmental Science, Studies and Policy, University of Oregon; ecotone@darkwing.uoregon.edu**

Does the American public perceive global climate change as a real threat? What specifically do they fear about it? Will these risk perceptions translate into strong support for mitigation? The answers to these questions will strongly influence the political context of decision makers working to find scientifically appropriate and publicly acceptable solutions to this global problem. In this paper, I discuss current research on these questions and report preliminary results from an inductive analysis of affective images provided by respondents to the stimulus "global warming." In particular, I highlight the important role of affective imagery in the formation of public risk perceptions. I compare and contrast two groups' perceptions of global warming: environmental activists and the public. I anticipate that climate change activists will have more accurate, detailed and negative affective images than the general public. But I focus inductively on these images' content and what categorical patterns emerge in the data rather test specific hypotheses. The two data come from two sources: 1) a sample of convenience from participants at the 2000 World Climate Conference at the Hague, Netherlands; and, 2) the 2000 Oregon Annual Social Indicators Survey.

***Confidence in Expert Claims about Environmental Risks*, Eric R. A. N. Smith and Juliet Carlisle, Political Science Department, University of California, Santa Barbara; smith@sscf.ucsb.edu**

One feature of many policy disputes is that experts make competing scientific claims to the public. With global warming, for example, one set of experts claims that the earth is warming and that human activity is partly responsible; another set of experts denies both claims. How do people decide which scientific claims to believe? We draw on three theoretical approaches to analyze the results of an experiment embedded in a public opinion survey of Californians. The theories are Douglas and Wildavsky's cultural theory, Inglehart's postmaterialism theory, and Zaller's "Receive-Accept-Sample" model of attitude formation and the associated expertise-interaction hypothesis. We use variables from these theories to explain how much confidence survey respondents have in an experimentally manipulated "report" by university scientists that offshore oil drilling is either safer or riskier than previously thought. We find that whether the results of the scientific report match people's ideological predispositions strongly influences whether they have confidence in the report. This holds with self-identified ideology, egalitarianism, individualism, and postmaterialism. Moreover, as people becoming more politically knowledgeable, the relationship between their attitudes toward oil drilling and their confidence in the scientific report strengthens.

***People and the Parks: The American Public Examines the National Park System*, Frederic I. Solop and Kristi K. Hagen, Department of Political Science, Northern Arizona University; Fred.Solop@nau.edu**

This year, the National Park Service commissioned the Social Research Laboratory at Northern Arizona University to conduct their first Comprehensive Study of the American Public. This study included 3500 respondents located throughout the United States. While the National Park Service has a long history of surveying visitors to individual parks, this was the first time NPS ever conducted a national survey of visitors and nonvisitors. The main purposes of the study were to develop a demographic profile of visitor and nonvisitor populations and to elicit public input on important National Park Service management decisions. This paper reports on key findings from this important study. Topics reviewed in this paper include demographic differences between visitors and nonvisitors, barriers to more frequent visitation of the parks, and attitudes toward fee demonstration programs in place throughout the nation. In a broader sense, this paper discusses the important contributions that public opinion researchers make to management decision-making processes and to national science policy in the United States.

THE IMPACT OF INCENTIVES ON RESPONSE AND DATA QUALITY

***An Analysis Of The Effectiveness Of A Variety Of Up-Front And Backend Incentives On A Mixed-Mode National Survey Of Financial Decision-Makers*, Larry Cohen, Chris Taylor, SRI Consulting's Consumer Financial Decisions, Dan Hagan and Tricia Stafford, LHK Partners; lcohen@bic.sri.com**

The use of incentives continues to receive increased scrutiny. Understanding how different incentives impact respondents' participation and the quality of their responses is important due to declining response rates. This paper describes the results of a variety of incentive experiments embedded in national mixed-mode survey. A national RDD sample was used to recruit nearly 12,000 financial decision-makers who were asked to complete a self-administered questionnaire received via express mail. All respondents were offered up-front incentives and promised backend incentives. There are 10 experimental groups. Comparison of the different levels of the experimental factors will be made against agreement, participation, return, response and completion rates, and measures of quality and completeness of the responses provided.

***Mode And Incentive Effects On Aspects Of Survey Administration And Data Quality*, Jennifer E. O'Brien, Kerry Y. Levin, Westat, Tracey Hagerty, Mathematica, James B. Greenlees, Westat, Susan K.E. Saxon-Harrold and Arthur D. Kirsch, Independent Sector; obrienj@westat.com**

Researchers have directed attention toward examining the effects of survey mode and the distribution of incentives on various survey outcomes. Interest in these factors is motivated by a desire to conduct cost-effective surveys with high response rates and high data quality, both of which can be affected by mode of administration and incentives. Some studies have compared different modes of administration, while others have examined the effect of incentives. Few studies have examined both factors in one study. A survey of Americans' giving and volunteering behaviors was simultaneously conducted face-to-face using an area probability design and on the telephone using a list-assisted RDD design. All aspects of survey administration remained constant across mode and incentive factors with few exceptions. A three-level incentive factor ($0, $5, and $20) was implemented in the telephone study, where all field respondents received a $5 incentive. The results revealed no indication of a mode effect in the reports of giving and volunteering behavior. However, there is a clear indication that incentives do increase response rates, but response rates for the $20 incentive were not significantly greater than those for the $5 incentive. Additional analysis will explore the possible effects of both factors on data quality.

Small Incentive, Race and Response Rates, **Sherri J. Norris and Emilda Rivers, Bureau of the Census; sherri.jo.norris@census.gov**

An experimental component involving the use of a small incentive was incorporated into the design of the evaluation for the Census 2000 Partnership and Marketing Program. The Census Bureau's contractor, the National Opinion Research Center (NORC), randomly assigned respondents to one of two experimental conditions, an incentive condition in which the respondent received a $2 bill in an advance letter, and a no incentive condition in which the respondent did not receive any money in the advance letter. Since the study required an over sample of Black, Hispanic, Asian and Native American respondents, this paper examines whether the effect of incentives is influenced by the race of the respondent. This paper provides preliminary results of the effect of offering a small incentive to increase survey participation.

The Effect of Incentives on Return Rate in a Personally Placed Radio Diary Survey in Mexico City, **Beth Webb, Arbitron Inc.; beth.webb@arbitron.com**

This study assesses the effects of three different incentives tested in a personally placed radio diary survey in Mexico City. In this study, households that have been selected using an area probability sample are recruited and each household member age 12+ receives a diary to record his or her listening for one week. At recruitment, the interviewer determines the composition and socioeconomic level of the household and explains the diarykeeping process to all available household members. The incentive is explained by the interviewer and in the cover letter that accompanies each diary. The interviewer returns the following week to collect the diaries. Each person returning a diary was entered into a cash prize drawing. For the first treatment group, this was the only incentive. In the second treatment group, each diarykeeper also received a small up-front cash incentive, which was included in the diary package. In the third treatment group, the household received a cash gift upon diary return. The amount of this gift varied by socioeconomic level. The incentive effects on return rates, sample distribution, diary unusability rates and overall listening levels will be assessed. Whether these effects vary by socioeconomic level will also be explored.

SATURDAY, MAY 19, 2001 11:30AM-12:30PM

POSTER SESSION II

Classification of Race and Ethnicity in Surveys Using the Revised OMB Standards, **Michael P. Battaglia, Abt Associates Inc., Meena Khare, Jacqueline Wilson Lucas and Robert A. Wright, National Center for Health Statistics; mike_battaglia@abtassoc.com**

The 1997 OMB Standards for Classification of Federal Data on Race and Ethnicity presented revised standards for collection and reporting of race/ethnicity data. The National Immunization Survey is a quarterly RDD survey. Prior to Q3/1999, NIS asked if the child is of Spanish or Hispanic descent. In a separate question the respondent was asked for the child's race. If more than one race was indicated for the child, the respondent was asked which race best describes the child. Starting in Q3/1999, the race and ethnicity questions have been expanded. The new standards require that race/ethnicity variables be created in a way that multiple race categories are coded. It is necessary to bridge the race/ethnicity data collected between the old and new methods so that race/ethnicity trends can be examined. Results from the NIS comparing the old and new race and race/ethnicity distributions of children will be presented.

A Comparison Of Two Likert Type Scale Formats Used For Evaluation Of Diversity Training Sessions, **Helen W. Brown and Gail Kutner, Knowledge Management Cluster, Strategic Issue Research Group, AARP; hbrown@aarp.org**

The Likert scale is one of the most frequently employed scales in research. This scale uses numerical and adjective labels to indicate the rating on the response scale. Researchers use adjective labels only at the end points, adjectives for each numerical point or a combination throughout a questionnaire, varying for different response categories. We conducted an experiment using two evaluation forms to test whether there are differences in responses to two types of scale formats. One evaluation form used scales with both the numerical and adjective labels for each scale point. A second evaluation form was identical to the first except it used the adjective labels only at the end points of the numerical points. Versions of the form were randomly assigned to 186 participants in 12 training sessions. Chi square revealed few differences for adjective labels for each scale point versus end-point only adjective labels, and for whether respondents are more or less likely to use a neutral rating when the neutral point on the scale has an adjective label.

Measuring Crowding in Juvenile Justice Facilities in Self-Administered Establishment Survey Questionnaires, **Catherine A. Gallagher, Department of Public and International Affairs, Administration of Justice Program, George Mason University and Joe Moone, Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, Department of Justice; cgallag4@gmu.edu**

Crowding in criminal justice facilities has profound effects on security, safety, health, and delivery of services. Measurement of crowding has proven difficult and prone to error due to a lack of consensus on key capacity concepts and on what constitutes a crowded facility. The current study reports on the development and testing of a new method for determining crowding within juvenile justice institutions as part of the Office of Juvenile Justice and Delinquency Prevention's national Juvenile Residential Facilities Census (JRFC). This method relies on a "beds-based" line of questioning, rather than square-footage and capacity questions. Results from cognitive interviews, JRFC data, and a response analysis survey are presented. Implications for self-administered establishment surveys of criminal justice agencies and institutions are discussed.

***The Effect of Likeability in Questionnaire Cover Design on Mail Survey Response Rates*, Philip Gendall, Massey University, Palmerston North New Zealand; p.gendall@massey.ac.nz**

Some questionnaire cover designs produce higher response rates in mail surveys than others. Various explanations have been proposed, including the level of complexity of different covers and the degree of contrast between them, but none have been supported when subsequently tested. A different approach is to draw on the experience of advertising. Regardless of how ads are created, there is some evidence that more likeable ads are more effective than less likeable ones. This poster reports research designed to test the same proposition applied to questionnaire cover designs. Twelve different questionnaire covers were designed for a self-completion survey on the environment. Each of these designs was rated for likeability by a sample of potential respondents. Four designs, representing two 'likeable' designs and two less liked designs, were tested in a mail survey of 2000 New Zealanders. The response rates for the different cover designs were virtually identical (around 60%), but were all lower than achieved by a no-design control. Thus there was no support for the contention that 'likeability' can be a predictor of the effectiveness of a questionnaire cover design in a mail survey, but some suggestion that questionnare cover designs could actually be counter productive.

***Decreasing Data Quality Resulting From Using CAPI in Face-To-Face Interviews*, Juergen H.P. Hoffmeyer-Zlotnik, ZUMA, Mannheim, Germany; Hoffmeyer-Zlotnik@zuma-mannheim.de**

Since face-to-face interviews often are not conducted by paper and pencil methods but are done by using CAPI technology, interviewer teams of institutes conducting social science survey research change - at least in Germany. Working with the laptop, a new type of interviewer is developing: the interviewer no longer works part time but full time. Consequently, more attention is given to the cost of interviewers. One consequence of this development is the difficulty to realize random samples in field studies. The proportion of non-responses increases strongly, because interviewers usually contact a given address only once. Survey research institutes react to this fact by small but significant modifications in sampling instructions. These modifications result in reduction of costs for the institutes and ease the work of the interviewers. The question is: what are the consequences of this practice for the data? The paper concentrates on three points: 1. Discussion of modifications of sampling instructions. 2. Demonstration of changing sample realization with respect to socio-demographic characteristics indicating changing proportions of the population reached by even small modifications in sampling instructions. This demonstration is bases on the data of two national German surveys. 3. Analysis of the effects that modification of sampling instructions have on measurement of attitudes.

***Do Survey Participants Under-Report Illicit Drug Use? A Comparison of Self-Reports and Hair Test Results*, Martha D. Kovac and Rita A. Stapulonis, Mathematica Policy Research, Inc.; mkovac@mathematica-mpr.com**

Self-reported illicit drug use collected in surveys is often under-reported, biasing study results and affecting policy and program planning. Increasingly survey researchers look to other methods to verify and quantify illicit drug use among survey respondents. One such method is hair analysis. Mathematica Policy Research is currently conducting a program evaluation which collects both self-reported drug use and hair samples for drug testing at the conclusion of one of its survey interview waves. The random assignment evaluation, underway since 1997, is studying a program that focuses on reducing drug use, criminal activity, and other high risk behaviors among formerly incarcerated individuals in New York City. We present a preliminary data analysis on approximately 540 non-incarcerated sample members to date who have completed a follow-up 12-month interview, 440 of which also provided a hair sample. Our analysis will consist of 1) a comparison of self-reported drug use and hair test results among hair sample responders; 2) a comparison of self-reported drug use among hair sample responders and non-responders; and 3) a descriptive analysis of hair sample responders and non-responders.

***Respondents' Understanding of the Vague Economic Concept "Cash:" A Comparative Study*, Ashley Landreth and Eileen O'Brien, U.S. Census Bureau; ashley.denele.landreth@census.gov**

The use of vague or ambiguous terms may induce systematic biases in respondents' interpretation of survey questions, and thus the answers they provide (Fowler, 1992). One such term, "cash," is used across many federal surveys to describe a key component of household wealth. This study compares results from cognitive interviews using a self-administered form with data collected in an omnibus research telephone survey. Both the cognitive interview results and the survey data suggest respondents resisted using the "cash" concept to describe net proceeds from refinancing a home. Instead, they preferred to describe their motivation for refinancing through an open-ended response option labeled "other reason." This research illustrates respondents' reluctance to use the "cash" concept as liberally as it was intended, for example, in circumstances where funds were diverted to other debt, to finance home improvements, or for other large, one-time expenses. Furthermore, comparing results from cognitive interviews with experimental telephone survey data afforded more detailed analysis of where and how these conceptual problems arise than would have been otherwise available.

***Challenging the Assumption: Questioning the Success of Matched Characteristics*, Brian Roff and Jenneve Marie Lynch, Eagleton Institute of Politics, Center for Public Interest Polling, Rutgers, The State University of New Jersey; BHRoff@rci.rutgers.edu**

Interviewer characteristics and cultural sensitivity are important considerations when designing and implementing large-scale field operations that involve face-to-face contacts with hard-to-reach populations. It is often assumed that completion rates are maximized when interviewer characteristics match those of respondents. Knowing which characteristics have the greatest impact on cooperation rates has implications for efficiently recruiting, training, and managing field-interviewers. Completion rates are measured from a database of 1193 at-risk clients who participated in a longitudinal evaluation of HIV prevention programs in New Jersey. Prior to intervention, all clients are interviewed by trained agency personnel or hired community interviewers. A maximum of two follow-up interviews is also conducted per client at agency and field settings. The relationship between completion rates and several demographic variables is examined. Differences in cooperation rates between the variables of matched and non-matched characteristics provide evidence challenging the assumption that matched characteristics are more important than independent features. The experimental design, results, and implications will be discussed in this poster presentation.

***Impact Of Interviewer Characteristics On Respondent Characteristics That Influence Item Non-Response*, Karen Schnite, Department of Psychology, Public Opinion Laboratory, Northern Illinois University; kschnite@niu.edu**

Missing information can impact analysis of data collected because replacement strategies impact the final analysis or cases with high INR are excluded from the analysis. There is not an abundance of empirical literature on respondent characteristics and interviewer characteristics that influence INR. Survey research tends to focus on analyzing respondent characteristics or interviewer characteristics and their impact on responses without including INR. The current project investigates the impact of interviewer characteristics on respondent characteristics that influence INR in a statewide public policy survey. Hierarchical linear modeling is used for the analysis because it allows investigation of interviewer characteristics on specific respondent characteristics that influence INR. At the respondent level, INR will be examined as a function of respondent gender, race, and education. It is hypothesized that there will be an impact of respondent gender, race, and education on INR. At the interviewer level, estimates of effect of interviewer characteristics on average INR rate and the effects of respondent gender, race, or education are examined. It is hypothesized that interviewer gender, race, and experience will differentially impact respondent characteristics that influence INR rates. It is further hypothesized that interviewer status influences average INR across respondents and respondent gender, race, and education.

***Survey Design and Social Desirability Bias in Studies of Environmental Behavior*, Holley Shafer, Rufus Browning and John Rogers, Public Research Institute; hlshafer@sfsu.edu**

Questionnaire Design and Social Desirability Bias In an Ecological Behavior Survey

This poster assesses the results of an experimental survey approach designed to reduce the tendency of respondents to overreport ecologically desirable behavior. Earlier survey efforts to estimate used oil disposal practices of automotive do-it-yourselfers in California have yielded grossly inflated estimates of the rate of recycling. Data consist of 400 interviews with a random sample drawn from counties in California with large Latino populations and high proportions of immigrants and low-income people in rural areas. Half of the interviews were conducted with a standardized instrument and interviewing approach, while half were conducted using a conversational/embedded approach. In the latter, interviewers attempted a more conversational engagement with respondents, and the instrument embedded key questions about disposal of used oil in respondents' narratives of their oil changing practices, tying respondents more closely to their realities. The poster compares data on oil disposal practices reported in response to the standardized approach and the conversational/embedded approach. If the conversational/embedded approach yields more accurate reporting, respondents to it should report lower rates of used oil recycling than respondents to the standardized approach.

***What (and Where) is the Most Important Problem?*, Stuart N. Soroka, Nuffield College, Oxford; stuart.soroka@nuffield.oxford.ac.uk**

The 'most important problem' (MIP) question has been asked over a long period of time by many polling firms in many countries. Accordingly, it offers researchers the unique possibility of building extended, uninterrupted, and comparative measures of issue salience. While US Gallup MIP results continue to be used widely, however, there has been only limited recent consideration of either the question itself or other data sources. This is true in spite of the increasing number of polling firms with consistent omnibus polls, the growing prevalence of time series work in political communications, and the consequent interest in - and need for - time series data. This work reconsiders the MIP question by examining commercial polling results in the US, Canada, and the UK. The work documents MIP question wordings, polling firms, and data availability. Data are then used to address the following research questions: (1) What are the potentials of an MIP time series in Canada, the UK, and the US?, (2) Do results change systematically based on changes in question wording or response codes?, and (3) How well do MIP results respond to trends in real world indicators, media content, and/or public policy?

***More Than Meets The Eye: Effects Of A Box Format Questionnaire Design On Skip Pattern Errors*, Tory M. Taylor, Lois Biener and Nancy Wacu Maina, The Center for Survey Research; tory.taylor@umb.edu**

Previous studies (Jenkins and Dillman; Redline et.al.) suggest that the application of certain design principles to paper questionnaires can significantly reduce rates of skip pattern error. We use data obtained from a formatting experiment within a mail survey of the health insurance needs of Personal Care Attendants (PCAs) to examine how the use of standard and box format designs for questions within skip patterns affects the frequencies of occurrence of several types of skip pattern error. The PCA study was completed by 2388 individuals, who were randomly assigned to receive one of the two questionnaire types. The proportion of respondents who committed skip pattern errors was compared between questionnaire types. Our findings are consistent with earlier studies of the influence of questionnaire format on skip pattern adherence, which reported lower overall errors of commission associated with certain format attributes. Prior studies have shown consequent increases in errors of omission; our box format is promisingly absent of such an effect. Further research should attempt to identify additional format specifications that build on Jenkins and Dillman's Total Design Method and continue to improve the response process for self-administered questionnaires.

***Collecting Buccal Cells using a Mailed Mouthwash Method in Elderly Populations*, Jackqueline Teague, Rebecca Martin, Amy Ladner, RTI and Larry Corder, Duke University; jlt@rti.org**

This pilot study of functional and health changes among the elderly was designed to test the procedures and response rates for obtaining biologic specimens through the mail from elderly respondents. The buccal cell samples in the main study will be used to identify specific genetic markers and their relationship with cognitive impairment, dementia, and diseases associated with aging in a national sample of elderly respondents. Previous studies have shown that the 'swish and spit' mouthwash method is less cumbersome, provides more genetic material, and provides samples that may be saved longer for analysis than the 'cheek brushing' cytobrush method. A total of 150 respondents, age 65 or older, were identified through a telephone screening process and mailed a mouthwash kit. Half received a postcard reminder and half received a single reminder call by telephone. Overall, 67% of respondents returned a usable mouthwash sample. This pilot study demonstrates that elderly respondents can effectively and efficiently provide mailed buccal samples using a mouthwash method. Pilot study response rates and laboratory results support the use of the mouthwash method for the main study.

***Generational Differences in Attitudes Towards Jury Service*, Robert G. Boatright, Department of Political Science, Swarthmore College and Susan Carol Losh, Department of Educational Research, Florida State University; rboatri1@swarthmore.edu**

We analyze differences in attitudes towards jury service among several different citizen groups – jurors, potential jurors, jury summons nonrespondents, and the general public – in order to assess the effect of age on attitudes towards jury service and towards the courts. We seek to address the question of whether any differences found by age are a result of life-cycle differences (job status, parental status, and so forth) or a result of changes in attitudes towards juries or towards political participation in general across generations. Our research is primarily drawn from a survey conducted of potential Florida jurors in 1999. In this data set, we construct indexes of affect towards the courts and compare these indexes with age and other demographic traits of the survey samples. We supplement this study with an analysis of methodological difficulties in conducting surveys regarding jury service and the directions in which researchers concerned about public opinion towards juries and the courts might move to alleviate some of these problems.

***Children as Respondents*, Barbara O'Hare and Maria Cralley, Arbitron; barbara.o'hare@arbitron.com**

Children present unique challenges as survey participants. In a recent study by Arbitron, children ages 6 to 11 were asked to provide information about their radio listening using two survey modes – diary and phone. This paper explores the data quality implications of surveying children. In phase one of the study, households were recruited through an RDD sample to participate in a radio diary survey. Survey participation rates from the survey of all household member *6 and older* are compared to survey participation rates of a survey of only household members ages *12 or older*. Indications are that asking younger children to participate depresses participation rates of older household members. In phase two of the study, households were recontacted to interview a parent and child, about the child's radio listening. Parent and child phone responses are compared. Issues of cognitive development of children are addressed as evidenced in item non-response and consistency of phone responses to diary entries. In addition, we look at mode effects, comparing diary responses to phone interview responses. The results of this study have application in better understanding children as survey respondents. Developmental differences in young children have important implications for both question wording and survey mode.

Guidelines for Improving the Usability of Telephone Audio Computer-assisted Self-interviewing (T-ACASI), **David J. Mingay, U.S. Census Bureau; david.j.mingay@census.gov**

Telephone Audio Computer-assisted Self-Interviewing (T-ACASI) can be a low cost questionnaire administration method that offers the respondent substantial convenience and privacy. Badly designed T-ACASI surveys are difficult and dissatisfying to take and may result in a low completion rate and substantial response error. Limited information is available on the design of T-ACASI surveys. This paper presents guidelines for designing an interface. These guidelines are based on usability principles for human-machine interfaces, the literature on T-ACASI administration of survey and clinical questionnaires, and published recommendations for the design of automated telephone menu systems. Examples of the guidelines include employing directional metaphors such as using a key on the left of the keypad to return to the last question; the selective use of "dial-ahead" so that the respondent can answer without waiting to hear the response option; and providing feedback in context-specific terms such as "three children" when the respondent enters "3" to a question about number of children. Incorporating these guidelines into the design of the T-ACASI system should make taking the questionnaire easier and more satisfying, reduce break-offs, and improve the accuracy of respondents' reports.

Perceived Race-of-Interviewer Effects on Racial Attitudes and Attitudes Towards the Criminal Justice System Among African Americans: Results from a National RDD Telephone Survey, **Scott R. Beach, Michael W. Bridges, Jon Hurwitz, University of Pittsburgh and Mark Peffley, University of Kentucky; scottb@pitt.edu**

Survey researchers have long been concerned with the potential biasing effects of interviewer race on survey responses, particularly those dealing with racial issues. While much of the early work on interviewer-respondent race and racial attitudes was conducted on face-to-face surveys, recent research has focused on more ambiguous telephone surveys. The majority of these telephone studies have examined actual rather than perceived interviewer race, and have also focused primarily on white respondents. This paper focuses on African American respondents (n = 560) to a national RDD telephone survey focusing on attitudes towards the criminal justice system and other racial attitudes. An item explicitly measuring respondent perception of interviewer race was included in the survey. The study called for interviewer-respondent racial matching, and respondents in these analyses were all actually interviewed by African Americans. Despite actual race matching, only 51% (n = 287) correctly perceived the interviewer as African American. Results showed that African Americans who perceived the interviewer to be White reported (1) less negative stereotypes of Whites, and (2) more negative stereotypes of African Americans. Thus, there appear to be unique attitudinal effects of perceived interviewer race mismatches among African Americans in telephone surveys.

SATURDAY, MAY 19, 2001 2:00PM-3:30PM

AAPOR STANDARD DEFINITIONS: EXPERIENCES AND ISSUES

This year a new edition of the AAPOR publication Standard Definitions was distributed. This roundtable will give AAPOR members an opportunity to describe their experiences with standard definitions,the obstacles to use, questions concerning implementation, and any other related questions. The panel will include the authors/editors of Standard Definitions:Tom Smith, Paul Lavarkas, and Rob Daves. Michael Butterworth will contribute to the discussion with some specific ideas he has developed about standard definitions.

PRE-ELECTION POLLING METHODOLOGY

Experimental Analysis of the Accuracy of Pre-Election Vote Choice Reports, **Jesse Marquette, Center for Policy Studies, John Green, Ray C. Bliss Institute of Applied Politics, University of Akron and Jon Krosnick, Departments of Political Science and Psychology, Ohio State University; JMarquette@UAkron.edu**

Well documented differences in reported vote intention for the same election by different survey organizations arguably derive from differences in methodology. Comparison of the effects of these choices is difficult because each "house" has a commitment to its own approach and typical sponsors want the "right" answer. We report results from manipulation of question wording, question placement, response order and sample design on the accuracy of pre-election vote reports for the Fall 2000 general election in Ohio. The design consisted of two pre-election and one post-election survey. Sample selection for the first wave (N=1,444) was a standard RDD telephone sample of Ohio households, with random selection of the respondent at household contact. For the second and post election waves (N=1,585) a random half-sample was drawn from Ohio registered voter rolls, the other half-sample via RDD, thus permitting comparison of sampling frame effects. Response time information is available for all items and respondents, permitting analysis of accessibility, certainty and crystallization effects. Inclusion of measures on need for cognition, political knowledge and media use will allow testing of hypotheses on the impact of cognitive structure on both susceptibility to interview context effects, as well as estimation of vote likelihood.

***Screening for Likely Voters in Pre-Election Surveys: A Voter Validation Experiment*, Michael Dimock, Pew Research Center for the People and the Press, Scott Keeter, George Mason University, Mark Schulman, Schulman, Ronca and Bucavalis, Inc. and Carolyn Miller, Princeton Survey Research Associates; dimockprc@aol.com**

This paper tests the effectiveness and biases of likely voter measures on pre-election surveys. Our analysis is based on data collected during the 1999 Philadelphia mayoral race, in which pre-election surveys (N=3,238) were followed up with an extensive voter validation effort, using voting records to identify exactly which survey respondents actually voted, and which did not. The questionnaire included 18 items frequently used as screens for likely voters. The accuracy of each item in predicting turnout as well as the effectiveness of various procedures for developing multi-item likely-voter indices are tested. The results suggest that the percent correctly classified as voters and non-voters by a likely voter index is a poor measure of an index's accuracy in predicting voter intention. Moreover, we find that increasing the number of elements in a likely voter index does little to improve index reliability or accuracy. The experimental design of the survey instrument also includes tests of (1) different measures of self-reported voter registration, (2) the comparative effectiveness of RDD vs. voter registration lists as frames for election samples, and (3) as a two-wave pre-election survey, the effect of time on the accuracy of likely-voter screens.

***Ballot Order and Candidate Preference in Pre-Election Telephone Surveys*, Eric W. Rademacher, Institute for Policy Research, University of Cincinnati, Andrew E. Smith, University of New Hampshire Survey Center, Thomas C. Shaw and Alfred J. Tuchfarber, Institute for Policy Research, University of Cincinnati; Eric.Rademacher@uc.edu**

Researchers conducting pre-election surveys by telephone often construct multiple forms of trial heat and ballot test questions which rotate the order in which candidate names are presented to respondents. When these surveys are administered, these forms are typically randomly assigned to voters. In some states, codified directives mandate rotation of candidate order on Election Day ballots. In these states, rotating candidate order in trial heat and ballot test questions may be desirable because candidate rotation mimics the actual operation of the Election Day ballot. Additionally, formulating research designs sensitive to the potential for recency effects may improve pre-election measures of voter preferences, both in states where rotated ballot forms are used and in states where a single ballot form is mandated. During the 2000 election campaign the University of Cincinnati's Institute for Policy Research and the University of New Hampshire's Survey Research Center conducted telephone surveys designed to measure voter preferences in statewide races for United States Senate (Ohio), governor (New Hampshire) and president (both states). These surveys included numerous ballot order experiments. Analyses will examine the impact ballot order has on reported vote preferences in both two candidate and multi-candidate contests, and will probe for effects using several types of question forms, including those mandated by state law.

***Never on Friday?: Empirical Evidence on Day-of-the-Week in Public Opinion Polls*, Larry Hugick and Margie Engle, Princeton Survey Research Associates, and Charles E. Denk; larry.hugick@psra.com**

What evidence can be assembled for or against the putative "Friday effect" and other day-of-the-week variations in polling results? We compare results on several measures of partisanship from a number of short-period (two- to five-day) polls conducted by PSRA. These include Friday interviewing but other implementation details vary. We also examine day-by-day returns from a PSRA daily tracking poll. The research questions examined are: 1. Does the distribution of party ID—the most critical measure of partisanship—vary by the day the interview was conducted? Is such an effect contingent on other features of the interview, such as completion on the first attempt? 2. If a "Friday (or Friday-Saturday) effect" exists in daily returns as claimed, does it wash out or persist in two-day polls, three-day polls, etc.? 3. Is there any other periodicity in party ID? Is this measure as stable as many presume, compared to other measures of partisanship and candidate preference? 4. Does likely voter screening/weighting reduce any day-to-day volatility or bias in party ID? 5. Are there any other measures of interview quality or productivity that differ by day-of-the-week? We expect our results to speak to the advisability of weighting results by party ID.

NONRESPONSE AND ISSUES OF CONSENT

***Talking With Kids About Tough Issues: Parent And Child Reaction And Consent To A Survey Request*, Tina Hoff, Liberty Greene, Henry J. Kaiser Family Foundation, Melissa J. Herrmann and Paul D. Silverman, International Communications Research; LGreene@kff.org**

While surveying children includes many challenges, obtaining parental consent is often the first. In this paper, we examine the impact of selection bias through a comparison of those parents who consent to have a child interviewed and those who refuse. The data come from a survey conducted by the Kaiser Family Foundation and Nickelodeon of children ages 8-15 and their parents on a range of sensitive topics including: alcohol and drugs, violence, sex, racism and hate. Interviewers recorded the source of the child refusal (i.e. parent or child) as well as any reservations the parent expressed about giving consent (i.e. my child is too busy, not interested, too young to talk about this subject matter) and any reservations the parent may have expressed in the beginning of the survey. Using this information, we will examine whether or not there is a relationship between reluctance to participate in the parent survey and likelihood to grant consent for the child interview. We will also explore differences among "consenting" and "nonconsenting" parents on demographic characteristics as well as responses to substantive questions.

***The Effect of SSN Requests and Notification of Administrative Record Use on Response Behavior in Census 2000*, Jennifer A. Guarino, Joan Marie Hill and Henry Woltman, U.S. Census Bureau; jennifer.a.guarino@census.gov**

The possibility of using administrative records from other federal government agencies to supplement census data has been investigated for some time at the Census Bureau. The use of administrative records could potentially increase completeness of measurement by reducing respondent burden with shorter questionnaires and improve data quality by eliminating memory/respondent errors. To realize potential benefits, Social Security Numbers(SSNs) for each individual would be needed to link responses to administrative data. Past research has suggested that public concern about the collection of SSNs could harm response to the census if such information was sought. To investigate the validity of this claim in addition to studying similar phenomenon, the Census Bureau imbedded an experiment within Census 2000. Short and long form panels were created with a variety of experimental treatments including SSN requests, different types of notification of administrative record use, and combinations of these treatments. Findings suggest that the request for the SSNs decreases mail response in addition to increasing the amount of forms returned with at least some missing data. Generally, notification of administrative record use decreases census response. However, notification significantly increases response to the SSN item for Person 1 compared to no notification.

***How Long Should You Wait Before Attempting To Convert A Telephone Refusal?*, Timothy Triplett, Julie Scheib and Johnny Blair, Survey Research Center, University of Maryland at College Park; Tim@srcmail.umd.edu**

With the increasing difficulties obtaining high response rates in telephone Random Digit Dial (RDD) studies, refusal conversion is becoming a more important component of the data collection process. One issue that is not clear in the literature is just how long you should wait before calling back a household in which someone has refused the interview. Often you hear the phrase "cooling off period," but how long is that period, and does a cooling off period really have the intended effect of increasing the likelihood of converting the refusal? This paper will analyze more than 5,000 nationwide RDD refusal conversion attempts in surveys conducted at the University of Maryland's Survey Research Center over the past five years. By combining studies, we have enough data to analyze refusal conversion rates by how many days have elapsed between the initial refusal and the refusal conversion attempt. In addition, the data set is large enough that separate analysis can be done by gender of the person who refused, as well as make some regional comparisons. Finally, the range of survey topics and interview lengths help ensure that the findings may apply to other RDD surveys.

***Getting a Foot in the Door: The Role of Gate Keepers in RDD Telephone Surveys*, Jill Dever Kavee, Karl R. Landis, Polly P. Armsby, and Jeremy Morton, Research Triangle Institute; jkavee@rti.org**

In this paper, we focus on random-digit-dial (RDD) telephone surveys that attempt to collect data from multiple persons within a household. The adult household member first contacted for the study, or the gate keeper, is key to the study response rates because no information will be obtained from the household if he or she refuses to complete a screening interview. Additionally, the gate keeper may have a positive affect on the participation of other household members if they feel the study has merit. We use data from the 2000 Nationwide Personal Transportation Survey (NPTS) pretest to examine characteristics of the gate keepers that are associated with obtaining higher participation rates. Results were tabulated for 1,916 households with two or more persons in residence; 1,067 households contained three or more persons. For example, among two-person households, 1) those with either a non-Hispanic White or non-Hispanic Black gate keeper have a response rate five percentage points higher than those of a different racial group. Response rates were generally lower for larger households in comparison to small households. We discuss other gate keeper characteristics that are associated with issues that make for a successful study.

USING THE WEB -- WITHIN MODE AND BETWEEN MODE COMPARISONS

***Cross-company Measurement on the Internet of Customer Satisfaction with e-Commerce Companies*, Barbara Everitt Bryant, National Quality Research Center, University of Michigan Business School and Reginald Baker, Market Strategies, Inc.; bryantb@umich.edu**

Measurement of 13 e-commerce companies was recently added to the American Customer Satisfaction Index (ACSI), a cross-industry economic indicator of customer satisfaction with 180 major companies, customer segments of 80 Federal government agencies, two types of local government services, and the U.S. Postal Service. ACSI was established in 1994 by the University of Michigan Business School and ASQ, American Society for Quality. E-commerce customers, drawn and screened from a panel of Internet users, evaluated 13 of the largest companies in the categories of Portals, Retail, Auctions/Reverse Auctions, and Brokerages via Internet interviews conducted by Market Strategies, Inc. For the largest company--Amazon.com--simultaneously a sample of customers was interviewed by telephone to compare mode effects. ACSI uses customer surveys as input to econometric modeling to produce indices for drivers of satisfaction, satisfaction (ACSI), and the outcomes of satisfaction such as customer complaints and customer loyalty (retention and price tolerance). Internet and phone interview results are compared for both survey responses and for indices produced by the econometric modeling.

***Examining Web vs. Paper Mode Effects in a Federal Government Customer Satisfaction Study*, Michele A. Burr, Kerry Y. Levin and Angela Becher, Westat, BurrM@Westat.com**

Due to the Government Performance and Results Act (GPRA), a growing number of customer satisfaction studies have included customers of the Federal Government. While some customer satisfaction studies have examined the effects of paper vs. web-based surveys, few have used a sample consisting of Federal Government customers. The purpose of this paper is to report on differences between paper and web respondents involved in a study examining customer satisfaction with products and services provided by a Federal Government agency. In the spring of 2000, customers were mailed a paper survey but also given a web site address and instructions for completing the survey over the Internet. Of the 2,344 respondents, approximately 20% chose to use the Internet to respond. Using variables such as demographic information; job and workplace characteristics; and attitudes about customer service, timeliness, accuracy and consistency of information and procedures, problems experienced, and problem resolution, this paper answers the following three research questions: 1) Which variables best predict who used the web to respond? 2) What differences exist between web and paper respondents? 3) Using control variables, does mode of response remain important when predicting overall satisfaction?

***The Internet as a Public Opinion Laboratory: Experiments with Survey Questions*, George Bishop and B.J. Jabbari Internet Public Opinion Laboratory Department of Political Science University of Cincinnati; George.Bishop@uc.edu**

The emergence of the Internet as a new medium of survey data collection has created an unprecedented opportunity for the experimental study of public opinion.While there is currently much controversy surrounding the use of Web-based samples,the Internet can nontheless be used to carry out a great range of experiments and replications rapidly and inexpensively.In this paper the authors report the results of a conceptual replication of some classic experiments with survey questions,using a Web-based survey on the candidates and the issues in the 2000 presidential election campaign.The study, which was carried out during the final month of the presidential campaign by the Internet Public Opinion Laboratory at the University of Cincinnati, demonstrates the ease with which findings from the literature on survey question form, wording,and order effects can be replicated and extended to test new hypotheses about the nuances of public opinion and nonattitudes in a very finely-grained manner--illustrating, for example, the subtle differences in the use of "Not Sure," "Don't Know," and "No Opinion," as alternative response categories, depending on the content of the question.

***Response Differences from Internet-enable Respondents in Surveys Fielded via Internet and via Mail*, Jennifer M. Park, NFO Interactive; jpark@nfoi.com**

To address the issue of differences between Internet and mail panel responses, NFO conducted a large omnibus study in July of 1999 covering topics ranging from product consumption and usage to shopping behavior, psychographic attitudes, and attitudes on sensitive issues. Results showed that balancing online samples to reflect U.S. Census or weighting online data to U.S. Census demographics brought results much more in line with weighted mail panel data, rendering differences on many types of questions insignificant. As a follow-up, an additional study was fielded in August, 2000 which examined response differences within an Internet-enabled group randomly assigned to either an Interactive cell or a mail cell. Results of the follow-up study revealed that those responding via the Internet spent more hours online per week and demonstrated more positive attitudes toward the Internet and toward technology despite the fact that both groups had similar distributions of time since original Internet access. Despite attempts to rigorously control for Internet-access, response bias was introduced to the fact that those most engaged with the Internet were more likely to complete the surveys than those less engaged. Subsequent weighting incorporating number of hours online per week produced far fewer significant differences between the two groups.

GENDER, POLITICS AND IDENTITY

***Construction and Contradiction: Gender and National Identity in the Federal Republic of Germany*, Roberta Fiske-Rusciano, Program in Multicultural Studies, Rider University; ruscianor@rider.edu**

This work is a representation of ideas concerning history, national and personal identity, largely generated by women of the Federal Republic of Germany from 1985-1997. These ideas vary dramatically, for the most part, from the ideas set forth in the German Historical Debate, which is carried on exclusively by male academicians. Equally interesting, the women's particular frameworks and conclusions point to the possibility that German women are further along in synthesizing their concepts of history, and national and personal identity, than most German men. The themes of difference between men and women are explored through the use of survey data from the Institut fuer Demoskopie Allensbach; this data supports the notion that German men and women conceptualize national identity in different ways. Women show different levels of attachment to national symbols and different levels of national pride than men; however, women also emphasize historical consciousness in a manner different from men. The implications of these differences are discussed with reference to the original thesis, and supplemental data studying these patterns among men and women of the former Western and Eastern sectors of Germany are added from the 1995 International Social Survey.

***Surveying History: African Americans in the Women's Army Corps*, Lisa Ferraro Parmelee, The Roper Center for Public Opinion Research, University of Connecticut; lisap@opinion.isi.uconn.edu**

During World War II, the Research Branch of the War Department conducted a series of large-scale surveys of personnel in the United States armed forces. By the end of the war, more than half a million soldiers had been interviewed on a large range of subjects. Among these data, now archived at the Roper Center for Public Opinion Research, is a survey conducted in February 1945 of members of the Women's Army Corps. As challenging as it was to be among the first women soldiers in the history of the nation, one group of recruits faced not only the hurdles presented to them by virtue of their gender, but also an entirely separate set imposed upon them because of their race. The responses of African American women to the survey offer a unique window not just into the history of the Second World War, but into the experience of black women in the pre-Civil Rights era. This paper casts light upon that experience through an exploration of the data, including demographic comparisons, and draws conclusions concerning the experience of black women in the WAC by making use of other primary and secondary sources to place the data in historical context.

***Gender and Political Knowledge*, Matthias Kretschmer, University of Connecticut; matthias.e.kretschmer@uconn.edu**

When looking at variables that impact political knowledge, researchers usually find income, education, age, and media use to be significant contributors. In addition, researchers tend to find a gender gap; men are usually found to be more knowledgeable than women. In order to assess the origin/s of the gender gap, I will employ OLS regression analysis with differential slope coefficients for men and women. Data from a Eurobarometer survey conducted in 1996 that has an index of 10 questions concerning knowledge of EU institutions will be used. Looking at the different impact of controls we see different pictures in the countries of the EU. Some show a systematic pattern of gender gaps over a number of variables while others show differences related to a more restricted set of variables. In contrast to the USA, employment status is not one of those variables. Looking at systemic variables, there is a tendency for the role of the women in society, measured by the percentage of women in parliament and by postmodernism, to be a good indicator of a gender gap. Countries with a high number of women also have a smaller gap. Further, more postmodern societies show a smaller gap.

***The Gender Gap on Complex Social Issues Within a Traditional Environment*, Katherine A. Kimberling, Coordinator, OU POLL and Gary W. Copeland, Carl Albert Center, University of Oklahoma; katiek@ou.edu**

This research focuses on the social and cultural gender gap on a variety of topics within a traditional social culture. The political gender gap has been well documented, finding that the gap in traditional social cultures is complex. This research extends that line of literature by exploring gender differences on a variety of social and cultural issues, including the death penalty, most admired or esteemed persons, and views on crime and the criminal justice system. Data are drawn from statewide public opinion polling within the state of Oklahoma. It is expected that the gender gap will be mediated by other significant variables including religiosity and education. Oklahoma provides an interesting case to explore these questions because it has a strong traditional and moral social culture, and because politically the religious right is very strong. Research exploring political variables, though, suggests that in some instances the gender gap closes in traditional cultures, yet in other instances, that gap reflects national patterns.

INTERVIEWER EFFECTS

***The Confederate Flag Debacle: An Examination Of Interviewer Race And Personal View Point Effects On Respondents Answers To Questions Concerning A Racially And Politically Sensitive Subject*, Katherine Lind, Robert Oldendick, Carol Hall, Judi Rose and Ronald Shealy, University of South Carolina; LIND@IOPA.SC.EDU**

After much debate, protesting, boycotts and national press, the Confederate flag was removed from atop the South Carolina statehouse on July 1st, 2000. For many South Carolinians the flag represents racial hatred, while others believe it to be a symbol of southern heritage and pride. A statewide survey (N= 800, RDD) included questions concerning personal attitudes and opinions about the flag, what it symbolizes, and impressions of how the flag issue was portrayed by the media. Prior to fielding, it was clear that interviewer attitudes and race might have a significant effect on respondents' answers as several interviewers expressed fear of verbal abuse by respondents who feel strongly about the topic, and a few declined to work on this study. Interviewers were asked to complete a survey that included the flag issue questions and provide general comments on their experiences asking these questions. We examine the data for variations in the public's answers by interviewer characteristics including demographics and personal views of the flag issue as well as discuss the experiences of the interviewers. Implications and recommendations for the future development of sensitive questions and suggestions to moderate interviewer effects when sensitive questions are asked are discussed.

***Effects of Interviewer Characteristics on Survey Response and Data Quality*, Adam Safir and Tamara Black, The Urban Institute; asafir@ui.urban.org**

This paper presents the results of research into the relationship between known interviewer characteristics and data quality. Using data from the National Survey of America's Families (NSAF), a large national survey focusing on the economic, health, and social characteristics of children, adults under the age of 65, and their families, this study grouped telephone interviewers according to specific, measurable characteristics (e.g., cooperation rate quartile and interviewing experience) and compared survey response across four question types: factual/sensitive, factual/non-sensitive, subjective/sensitive, and subjective/non-sensitive. The results of this investigation address the extent to which certain interviewer attributes can be used to assess the quality of survey response across a wide range of question types in a random-digit-dial (RDD) telephone survey.

***The Role of Interviewer Characteristics and Experience in Race-of-Interviewer Effects Among African-American Survey Respondents*, Chase Harrison, Center for Survey Research, University of Connecticut and Analysis Storrs, and Monica Wolford, Program on International Policy Attitudes; chase@csra.uconn.edu**

Response bias in questions about racially sensitive matters caused by interviewer race is a well-documented phenomenon. The role of interviewer characteristics and training methods in these effects is less well understood. In this paper we will extend current knowledge about race-of-interviewer effects in US telephone surveys by examining the relationship that interviewer demographic characteristics and interviewing experience play in causing these effects. The 1993 National Black Politics Survey used only African-American interviewers to minimize the impact of race-of-interviewer effects. This telephone survey also contained a question to measure the perceived race of the interviewer. An analysis we published in 1995 demonstrated clear differences in responses to certain questions in this survey based on the perceived race of the interviewer. In this paper we will extend this analysis to examine the role that interviewer characteristics play in these effects. We will conduct a multivariate analyses which will directly predict perceived interviewer race as a function of interviewer characteristics such as interviewer age, gender, educational attainment, general survey research experience, specific project experience, and geographic proximity to respondent.

***Using Virtual Interviewers to Explore Race of Interviewer Effects*, Maria Krysan, University of Illinois at Chicago and Mick Couper, University of Michigan, Ann Arbor; krysan@uic.edu**

Much of what we know about racial attitudes comes from surveys. Yet it is widely acknowledged that the expressions of such attitudes are shaped by the race of the interviewer. Several studies have found race of interviewer effects on racially loaded issues to be pervasive and powerful. This paper reports on a new method for studying race of interviewer effects involving a CASI system that uses a video of an interviewer reading the survey questions. Our experimental design contrasts live and virtual (video) interviewers of the same and other race (n=100 white respondents; n=100 African American respondents). Using this design, we test alternative theoretical explanations for race of interviewer effects, including those relying on the "social presence" (live interviewer condition) of the interviewer and those hinging on the "mere presence" (virtual interviewer condition) of an interviewer. Our study also takes into account the complexity of racial attitudes by including a range of racial attitudes (stereotypes, racial affect, racial and race-related policies, perceptions of discrimination, beliefs about the causes of racial inequality, etc.) in order to test hypotheses about how race of interviewer effects differ according to the type of racial attitude under consideration.

SUCCESSES AND CHALLENGES IN ENUMERATING SMALL POPULATION SUBGROUPS IN CENSUS 2000

***The Enumeration of Colonia Residents in Census 2000: Perspectives From Census Field Workers and Ethnographers*, Manuel de la Puente and David Stemper, U.S. Census Bureau; mdelapue@census.gov**

Colonias are generally unincorporated and low income residential subdivisions, lacking basic infrastructure and services along the border between the U.S. and Mexico. These settlements have been in existence for decades, but the exodus of the poor to colonias began in full force during the 1980s and 1990s. This paper provides a detailed account of how households on selected colonias along the U.S./Mexico border in the states of Texas, New Mexico, and California were counted in Census 2000. This information comes from two major sources. The first source are ethnographic studies conducted by professional ethnographers working for the Census Bureau under contract. The second information source are focus groups and formal interviews, conducted by Census Bureau staff, of census enumerators, crew leaders, and other knowledgeable individuals who played key roles in the census enumeration. The paper identifies and describes barriers to the conduct of a complete count of colonia residents from the perspective of professional ethnographers and census enumerators and crew leaders. Based on these data the paper discusses how these barriers were addressed by specific field methods and procedures.

***The Challenges Faced In Obtaining An Excellent Count For Remote Alaska*, Moises M. Carrasco, U.S. Census Bureau; moises.m.carrasco@census.gov**

One of the most demanding challenges in every census is enumerating the State of Alaska. Alaska, unlike the other states in the union, poses special difficulties for completing the census due to its immense geographic size, isolated communities, Native cultures, and severe weather. Enumeration for the "Bush" is a unique feature of Census 2000 Alaska enumeration. Two hundred and seventeen villages, many of them Native villages, are spread across a geographic area 2500 miles east -west and 1500 miles north-south. Remote Alaska includes the following areas: the Aleutian Chain, Bethel, Bristol Bay, Dillingham, Kodiak Island, Lake Peninsula, Nome, North Slope, Northwest Arctic, Southeast Fairbanks, Valdez-Cordova, Wade Hamptom, Yukon-Koyukuk, and the Denali Boroughs. Many of these areas are only accessible by plane or boat. Discussion on the above topics will revolve around how enumeration must be interwoven with cultural sensitivity, the weather, and geography when completing the census in the "Bush". Each Native group, whether it is Aleut, Yukip, Inupiat, Tlingit, Haida or Athabascan, has its own traditions and customs which must be respected. Traditional western time schedules do not conform to these cultures. Enumeration must be done during the winter months.

***The Enumeration of New York City for Census 2000: A Regional Director's Perspective*, Lester A. Farthing, U.S. Census Bureau; lester.a.farthing@census.gov**

This paper provides a perspective from the Regional Director of the Census Bureau's New York Regional Office, on the planning, preparation, and execution of operations for the Census 2000 in New York City. Information in this paper will highlight the dilemma of finding experienced management staff, preparing and implementing a "regional" operational plan, identifying and highlighting tough areas to conduct Census work, community outreach and partnering, advertising, special place operations, questionnaire assistance centers and Be Counted Sites, questionnaire mail returns and conducting the door to door enumeration commonly known as Non-Response Follow-up. Most of the information in this paper will focus on first hand accounts of the Regional Director. The paper will conclude with some of the recommendations that were submitted to our national headquarters for consideration in the 2010 Census. Most of all, the paper will highlight the fact that the national Census 2000 was very successful and that same level of success was achieved in New York City.

***Conducting a Census on American and Canadian Indian Reservations: Comparing Challenges and Solutions*, Susan A. Lavin, U.S. Census Bureau and Pierre Gauthier, Statistics Canada; ; susan.a.lavin@census.gov**

In the 1990 U.S. Census, American Indians living on reservation lands were the most undercounted group in the United States. The Census Bureau estimates that12.2% of this population were missed, versus 1.6% of the population overall. There are historical, cultural, and geographic issues that contribute to the difficulty of enumerating this population. In Census 2000 a special effort was made to understand these challenges, and adapt field procedures in order to do a complete and accurate count of American Indians on reservation lands. This paper will discuss the specific nature of these challenges, what was done to overcome them, and recommendations for the future. This paper will also compare the American experience with those of the Census of Canada. Statistics Canada experiences its own unique challenges in conducting Census enumeration on Indian Reserves. In 1996, for example, the Census was unable to complete enumeration on a total of 77 Indian Reserves, greatly increasing undercoverage for the First Nations population. In the planning for the 2001 Census of Canada, procedures were revised and relations maintained with all levels of First Nations organizations, to secure support for the Census.

SATURDAY, MAY 19, 2001 3:30PM-4:30PM

POSTER SESSION III

***Within Household Coverage Error in Complex Households: A Qualitative Study on Ethnic and Racial Groups*, Anna Y. Chan and Laurie K. Schwede U.S. Census Bureau; anna.y.chan@census.gov**

Coverage error of certain population subgroups is a continuing and serious problem for the U.S. Census Bureau. Previous ethnographic research and results from an alternative enumeration project in the 1990 Census indicated that 'complex households' are the number one barrier to accurate enumeration for the census. In this paper, we focus primarily on the reasons for within-household coverage error among complex households from various ethnic/racial groups in the United States. Within household coverage error includes both omissions and erroneous additions of household members. This research paper is exploratory in nature since our study groups were recruited by using snowball techniques. Qualitative analyses were based on data obtained from the 150 in-depth ethnographic interviews with 25 respondents from each of the six ethnic/racial groups (white, black, Hispanics, Asian and two Native American groups). Our results show that characteristic of complex households, respondents' preconceived notions on who counts as a household member or who should be included on the census form and respondents fear of negative consequences in participating in the census are some of the reasons why within-household coverage error may be more likely to occur among complex households.

***Don't Forget To Write! The Effect Of Follow-Up Postcards And Surveys On Response Rates In A Customer Satisfaction Survey*, Christine L. Gaines, Angela D. Becher and Kerry Y. Levin, Westat; gainesc@westat.com**

This paper examines the effects of follow-up mailings on response rates in a customer satisfaction survey. Respondents were assigned to one of three mailing conditions prior to survey implementation. All respondents were sent an initial survey and cover letter. Group 1 was sent two follow-up mailings: a postcard reminder two weeks after the initial mailing and a second survey two weeks after the postcard reminder. Groups 2 and 3 were sent a second survey but no reminder postcard. Group 2 was sent a second survey 2 weeks after the initial mailing and Group 3 was sent a second survey 4 weeks after the initial mailing. No significant differences emerge in response rate between the Groups 1 and 2. However, there is a significant difference in response rates between these two groups Group 3. Thus, there was no significant benefit to sending out both a post card and a second survey. However, the timing of the second contact with the respondent was important, with those respondents who were contacted two weeks after the initial mailing responding at a higher rate than those who were contacted four weeks after the initial mailing.

***Using Standard Industrial Classification Codes to Generate Sampling Frames of Retailers*, Patty Greenberg and Jaana Myllyluoma, Battile Centers for Public Health Research and Evaluation; greenbergp@battelle.org**

Survey and market researchers often use commercial databases such as those compiled by Dun & Bradstreet or InfoUSA to develop sampling frames of business or industrial units. Each record in these databases contains one or more Standard Industrial Classification (SIC) codes, which categorize establishments into broad types such as convenience stores, grocers, pharmacies, etc. These allow researchers to generate sampling frames of target venues. While the commercial data are readily available, easy to use and relatively inexpensive,little is known about how well they represent the target populations. This presentation will use data collected in 2000 in a field census of retailers in 30 purposively selected zip codes in the U.S. to quantify the accuracy and coverage of a commercial business list. Also, a comparison of SIC code categories as provided by the commercial vendor and store type as observed by field data collectors will yield a measure of the content validity of SIC codes. Finally, reliability will be explored by measuring the variability in the coverage by state, region and level of urbanicity. While the specifc focus of this study was tobacco vendors, the results will be of interest to anyone considering using commercial databases to generate samples of retailers.

***Issues to Consider When Creating a Sampling Frame from Medical Group Data*, Alison Hauser and Patricia M. Gallagher, Center for Survey Research, University of Massachusetts at Boston; alison.hauser@umb.edu**

Medical group practice data poses certain problems for researchers creating sample frames. As part of a field test of the Group Level CAHPS data collection protocols, three medical groups agreed to create data files containing information about patients according to parameters specified in a data elements request form. These files would then be merged into one sample frame used to draw a stratified sample for a mail survey. The difficulties that these medical groups would have complying with this request were apparent from the initial test files sent by the groups. A categorization of the problems encountered follows: Formatting: The format of the data sent was such that a mail merge could not be easily performed. Programming errors on the medical group=s part such that data were found to be incorrect upon examination. Documentation: Although the requested information was included in the file, it was in a form undocumented by the medical group. Missing data: When data were not updated at the medical group, missing data could result. Extraneous data were also included when medical groups did not follow the data field request. Finally, creation of unique case identifiers was problematic because of variations in the ways the medical groups gathered the information required to identify eligible patients. All of the problems identified increased the time and effort required to create the sampling frame. Most problems can be avoided by allowing more time, giving detailed instructions, and asking pertinent questions.

***Validity Issues in Web Derived Survey Data*, Kalya Liu, Jeff Rosen and Erik Stewart, Center for Survey Research, The Ohio State University; liu.262@osu.edu**

Interest in web based survey research has resulted in a small, but rapidly developing literature. Predominately, this literature has focused on comparing survey results obtained from the web with those from traditional paper, mail or telephone surveys and seemingly lacks research on internet survey non-response. This paper seeks to address that void and demonstrates the effect that non-response can have and the subsequent threat it poses to the validity of such data. Data used in our research comes from the 2000 and 2001 OSU Poll, an omnibus survey of faculty, staff and students at Ohio State University. The surveys were conducted in a mixed mode format (web with telephone follow-up of non-respondents) with about 1330 completed interviews from each, of which 62% and 69% were collected from the web. Findings indicate significant differences between respondents based upon mode of response in both the manner of response to study variables as well as in the demography of respondents. This research addresses the amount and magnitude of disparity between the two collection modalities and examines the impact of the telephone follow-up as it relates to the practical application of the data by clients.

***Conducting Web-based Surveys with Known Populations: Lessons Learned and Keys to Success*, Christy G. Magee, Logistics Management Institute, Ronald L. Straight, School of Business, Howard University, and Lawrence Schwartz, Logistics Management Institute; cmagee@lmi.org**

This paper discusses the processes the Logistics Management Institute (LMI) has used successfully in over 30 web-based surveys, involving over 35,000 government employees and customers. The use of surveys in government to gauge performance and improve operations is widespread. These surveys most often include known populations of customers, both internal and external, employees, and managers. Because most of these people have e-mail and access to the Internet, such surveys are often conducted using Web-based designs. Through a phase-by-phase approach, the paper highlights some of the common problems, and addresses some misconceptions in conducting Web-based surveys with known populations-- including achieving acceptable response rates, solving problems with address lists, recognizing technical limitations of participants, and contacting participants multiple times. In addition, the paper discusses simplified Web design, the need to have "help desk" support for participants, and assuring respondent confidentiality. Finally, the paper offers some conclusions about the use of Web surveys with known populations.

***Changing Patterns of Web Usage Among Elite Populations in a Multi-Modal National Survey*, Darby Miller Steiger, Margrethe Montgomery and Sameer Y. Abraham, The Gallup Organization; margrethe_montgomery@gallup.com**

The World Wide Web is fast-becoming a feasible and efficient electronic alternative (and supplement) to "conventional" modes of survey administration. Relatively little is known, however, about respondent preferences in multi-modal surveys incorporating web technology. This poster will show information about how members of an elite population of higher education administrators and faculty responded to two multi-modal surveys (a field test and full-scale study) using different techniques to encourage their use of the web. The results specifically focus on the (1) effects of varying encouragements and incentives on mode choice and (2) characteristics of web respondents as compared to mail and telephone respondents. The results are based on the recently completed 1999 National Study of Postsecondary Faculty (NSOPF: 99), a multi-modal (mail, web, telephone), nationally representative survey of 960 higher education administrators and 28,500 faculty and instructional staff in those institutions. Of particular interest is the fact that the web survey was made available to an "elite" population of institutional staff and individuals, the overwhelming majority of whom are connected to the Internet through their offices and/or homes and are more likely to be familiar with computer technology and its applications than the general population.

***Paper or PC? Design, Implemenation, and Success of a Mixed-Mode Nested Survey*, Nancy Whelchel and Ephraim Schechter, University Planning and Analysis, North Carolina State University; nancy_whelchel@ncsu.edu**

This presentation explores the impact of data collection mode (web versus paper) on a nested survey administered to graduating seniors at a Research I university. While much of the research in this area focuses on problems related to sampling issues and web access, this project controls for such factors by dealing with a known population who are internet savvy and have easy access to the web. The on-line survey included campus-wide questions with links to 21 sub-surveys for various academic programs. The paper questionnaire included the campus-wide questions and an insert survey for the respondents' primary major. Our presentation will focus on comparing data quality measures for the two survey modes, such as response rates, completion rates, item non-response, and the length of responses to open-end items. We will look at whether respondents were more likely to complete sub-surveys on the web or on paper, and describe web respondents' success in navigating from the campus-wide survey to and among the various sub-surveys. Finally, we will explore the effects of the methods used by individual departments to distribute (paper) or announce (web) the survey, as well as the effects of various incentives to encourage student participation.

***The Use of Non-random Samples for Technology Research: Why Should We Believe What Consumer Mail Panels Have to Say About Technology Attitudes and Behaviors?*, Steve Yonish, Forrester Research; syonish@forrester.com**

The low incidence of many technology purchases and online activities calls into the question the utility of random samples of conventional size, such as national samples of about 1,500 people. Without a sufficiently large sample, subsets of interest are too small for fruitful analysis. With this in mind, Forrester Research has fielded a mail questionnaire of over 75,000 American consumers through the use of a mail panel (a non-random sample of people recruited to participate) from the National Family Opinion. Concurrently, they fielded a telephone survey using a random-digit-dial (RDD) sample that asks about only the most mainstream technology purchases and online behaviors. In addition, a number of Internet surveys are fielded throughout the year that cover a wide range of topics from online financial activities to online retail attitudes to Internet use for travel arrangements. A thorough analysis of these three data sources with similar content and divergent methodologies is the core of my poster.

***Understanding Unit-Nonresponse in Web-based Surveys*, Michael Bosnjak, ZUMA Online Research, Mannheim, Germany and Tracy L. Tuten, School of Business and Economics, Longwood College; bosnjak@zuma-mannheim.de**

The decision process when requested to participate in a Web Survey is in our view understood most appropriately by applying a psychological theory of human action. To this end, our study utilized an extended version of Ajzen's Theory of Planned Behavior to predict and explain the number of participations in a five wave Web-based panel study. We assumed that (1) one's attitude towards participating in Web surveys, (2) the internalized social pressure, (3) the perceived behavioral control and (4) the extent of moral obligation towards participating are, mediated by behavioral intention, determinants of the extent of Unit Nonresponse. The collegiate respondents answered a preliminary paper-based questionnaire (administered as a class assignment), which assessed the variables described above. Participation in a five-wave, Web-based panel study on "Internet-based Marketing", conducted at a frequency of one survey per month for five months, represented the target behavior. The results indicate a large predictive power of the model. The multiple correlation coefficient (R) for intention to participate is near .80, and the number of participations can be predicted with R= .50. Attitude towards participation and perceived behavioral control predict the intention to participate best, followed by internalized social pressure and moral obligation.

***Timers And Survey Nonresponse In The Current Population Survey*, John Dixon and Clyde Tucker, Bureau of Labor Statistics; dixon_j@bls.gov**

Timers from different sections of the Current Population Survey are used to investigate subsequent nonresponse. Timing characteristics of interviewers as well as household characteristics are examined.

***Improving Electronic Questionnaires at the Census Bureau: Creating a Web Site to Promote User-Centered Design*, Kristina Kennedy and Kent Marquis, Bureau of the Census; Kristina.K.Kennedy@census.gov**

In the last few years, a great deal of attention has been paid to the impact of usability on the design of web pages, and more recently, electronic questionnaires. Although developers and project managers are becoming more familiar with the concepts and benefits of usability in theory, in practice many still consider it to be expensive or time consuming, and are consequently not including it in their projects. Therefore, in order to promote user-centered design within the United States Census Bureau, we constructed an intranet site devoted to the topic of usability. On it, publicly available resources are organized and presented with descriptions that act as quick references for advanced users while introducing new users to the basic concepts. The site also provides style guide suggestions, cost/benefits information, design examples, tutorials, and even a mechanism for site developers to post their prototypes for quick peer review and informal feedback from usability lab staff. We hope that this site will increase awareness about user-centered design within the Bureau and persuade more projects to incorporate its techniques. This poster will discuss the content of the site as well as the methods and questionnaire used to create and evaluate it.

***Response Consistency in an Internet-enabled Panel*, Sarah Lazaroff and Kristin Kenyon, Knowledge Networks; kkenyon@knowledgenetworks.com**

This paper presents the results of an analysis of longitudinal data; the goal of which is to better understand Panel dynamics in Internet-based survey research. For almost two years, Knowledge Networks has been building a nationally representative Panel of Households who complete surveys on a weekly basis on the Internet. The Internet enabled panel provides a valuable opportunity to explore issues of data reliability. Panel Members have been asked the same or similar demographic and attitudinal questions (such as date of birth, income, gender, education and political ideology) at different points in time, ranging from Random Digit Dial (RDD) recruitment into the Panel, to the initial and subsequent Web-based surveys. Using a test-retest study design and analysis to measure reliability, we will determine whether or not substantial response discrepancies exist, as well as potential reasons for those discrepancies. In addition, this paper will assess whether panel tenure is correlated with response consistency. Results of our analysis will contribute to improving data quality in self-administered Web surveys.

***Using Interactive Voice Response Technology for Sample Enrollment and Random Assignment*, Shawn Marsh, Rita Stapulonis and Jason Markesich, Mathematica Policy Research, Inc.; smarsh@mathematica-mpr.com**

Recent advancements in Interactive Voice Response System (IVRS) technology have dramatically changed the process by which sample members are enrolled and randomly assigned to treatment and control groups. Unlike random assignment procedures of the past, IVRS technology greatly reduces the need for human intervention in the assignment process. IVRS technology enables staff with a touch tone telephone to enroll sample members by entering limited information using the keypad, all without the aid of a central contact person. This paper discusses the use of an IVRS to enroll a national sample of welfare recipients, and the impact this technology has had on the study. The paper also discusses the enrollment and random assignment options available, the intended plan for the system, how project needs forced a deviation from our original plan, and how the IVRS adapted to meet these new needs. Secondly, we discuss ease of use for program staff, adequacy of training for existing staff, the ease of training new staff, usefulness of materials developed for the system and the overall impact of the technology on daily work activities. In the end, we'll offer advice to those who are interested in utilizing this technology and provide insight into the process.

***Impact Of IRB Site Recruitment Strategies And Informed Consent Provisions In The Improving Chronic Illness Care Evaluation*, Rosa Elena Garcia, Julie Brown, Survey Research Group, RAND, Shan Cretin, Mayde Rosen and Emmett Keeler, RAND Health; rosaeg@rand.org**

Quality improvement (QI) is not research, but any *evaluation* of any QI effectiveness falls under the federal definition of research and is subject to an institutional review board (IRB) review. The Improving Chronic Illness Care Evaluation (ICICE), funded by the Robert Wood Johnson Foundation, is a program evaluation of health care organizations focusing on diabetes, congestive heart failure, asthma and depression. The evaluation includes organizational staff surveys, patient surveys, and medical record data. This paper describes the IRB outcomes, the recruitment and informed consent procedures implemented, resources expended, and impact on patient participation in the patient surveys. IRB informed consent approvals, enrollment and recruitment varied across sites. Although overall, 55% of eligible patients agreed to participate in the baseline survey, participation was highest among sites where no advance consent was required (86%) and lowest in sites where written consent was required (30%). This significant variation in the IRB approval for subject recruitment and informed consent impacted the participation of patients in the surveys which could affect the generalizability of the results. Given the need for quality improvement, the costs of *not* evaluating our current health care system and ways to improve it must also be considered.

SUNDAY, MAY 20, 2001 7:00AM-9:00AM

BREAKFAST ROUNDTABLE - RESEARCH ON DATA COLLECTION FROM MINORITY LANGUAGE POPULATIONS

In July 2000 the National Institutes of Health convened a conference on language minorities in national surveys. It became clear during the course of the 2-day workshop that the quality of data collected from language minority populations (with the possible exception of Spanish-speakers) on many national surveys in the U.S. is unexplored territory. There was strong interest in fostering research on interpreted interviews and data quality. We propose to carry this discussion forward in AAPOR, with help from NIH, Statistics Canada, and others outside the U.S. who can share experiences with this language concern. We also invite participation from the data collection contractors and agencies that were part of the program for the NIH conference. Our hope is to collect ideas for shaping a program of research on data quality in interpreted interviews, to build on the NIH conference, and to generate enthusiasm for improving the current practice in the survey research community.

SUNDAY, MAY 20, 2001 8:30AM-10:00AM

BUILDING THE EDUCATIONAL AND TRAINING INFRASTRUCTURE OF THE SURVEY RESEARCH PROFESSION

Many U.S. survey organizations, from large federal contractors to smaller university and consulting operations, are expanding and struggling to attract and hire survey professionals. For many of us, finding candidates with survey research training or experience is a significant obstacle, leaving our organizations understaffed or forced to staff projects with researchers lacking the necessary survey expertise. In this roundtable, panelists, representing both survey research employers as well as the various academic programs that train survey researchers, will discuss two possible approaches for addressing the shortage of trained survey professionals. One approach is increasing government and industry internship programs and research assistantships at university survey centers. Panelists will describe internship programs currently in place, assess the effectiveness of these programs in encouraging students to pursue a survey research career, and consider how these programs might be enhanced to attract more students. Second, the possibility of boosting enrollment in survey research graduate programs will be examined. Panel discussion will focus on how these programs are currently attracting students, whether different programs attract a different set of students, how program marketing strategies can be improved, and how government and industry can partner with these graduate programs as they continue to evolve to meet growing needs.

POLLS AND POLITICAL OUTCOMES

***Questions Within Questions: Analysis Of A Referendum Question*, Philip Gendall, Janet A. Hoek and Angela Willis, Department of Marketing, Massey University, New Zealand; p.gendall@massey.ac.nz**

Some questionnaire cover designs produce higher response rates in mail surveys than others. Various explanations have been proposed, including the level of complexity of different covers and the degree of contrast between them, but none have been supported when subsequently tested. A different approach is to draw on the experience of advertising. Regardless of how advertisements are created, there is some evidence that more likeable ads are more effective than less likeable ones. This paper reports research designed to test the same proposition applied to questionnaire cover designs. Twelve different questionnaire covers were designed for a self-completion survey on the environment. Each design was rated for likeability by a sample of potential respondents. Four of these designs, representing two 'likeable' designs and two 'unlikeable' designs, were tested in a mail survey of 2000 New Zealanders. The response rates for the different cover designs were virtually identical (around 60%), but were all lower than for a no-design control (67%). Thus there was no support for the contention that 'likeability' can be a predictor of the effectiveness of a questionnaire cover design in a mail survey, but some suggestion that questionnaire cover designs could actually be counter productive.

***Divining the Public's Voice in the 2000 Presidential Race*, Doris A. Graber, Professor of Political Science University of Illinois at Chicago; dgraber@uic.edu**

There was a great deal of talk about 'the court of public opinion, 'the battle for public opinion' and the 'patience (or lack thereof) of the American public' during the post-election contest about Florida's electoral votes. Politicians and pundits confidently proclaimed the public's position throughout the various stages of the proceedings, often with diametrically opposed results. In retrospect, what were the public's views and what were the bases of the divergent interpretations? I plan to examine the major polls conducted in the post-election weeks as well as poll interpretations featured in major newspapers to answer these questions. A preliminary examination of polls available by December 7th and comments about public opinion reported in newspapers shows that there is ample material for a thorough analysis. The findings will shed light on an important issue -- the bases used by politicians and pundits for making public opinion assessments during critical political events.

***Electoral Effects of Public Disapproval of Congress: Threats to Incumbents and to the Majority Party*, David R. Jones, Baruch College - CUNY and Monika McDermott, Eagleton Institiue of Politics, Rutgers University; David_Jones1@baruch.cuny.edu**

While recent research has made great strides in explaining the causes of public disapproval of Congress, there has been little evidence that this disapproval has had any demonstrable effects on the political system. On the contrary, much has been made of the seeming contradiction that at the same time most American report disapproval of Congress' job performance, incumbents continue to enjoy substantial electoral success. In this project we attempt to show that public approval ratings of Congress' job performance do affect electoral fortunes of members of Congress. The first general hypothesis is that higher aggregate levels of approval for Congress will significantly boost incumbents' reelection prospects in the House. If this is the case, we would also expect congressional approval to affect aggregate turnover. The second general hypothesis is that candidates from the majority party will fare better than candidates from the minority party when congressional approval is higher. We analyze these hypotheses quantitatively for the period from 1974 to the present. The results of this study not only help to resolve contradictions in the literature, but also have important implications for theoretical questions regarding representation and responsiveness in American government.

***The Prevalence of Absentee and Early Voting in the 2000 General Election: How Often Are Individuals Voting Before Election Day?*, Kate Kenski, Annenberg School for Communication, University of Pennsylvania; kkenski@asc.upenn.edu**

Over the past thirty years, the practice of absentee and early balloting has increased significantly in the United States. Laws governing absentee voting have been changed in many states to allow voters the opportunity to cast ballots by mail without requiring an excuse, such as illness or religious holiday conflict. While public opinion polls constantly report which candidate is ahead and which candidate is behind at any given moment in the campaign, these polls often conflate voting intentions with voting behavior. By the time that many individuals are asked who they intend to vote for, these individuals have in fact already cast their ballots. The Annenberg School for Communication at the University of Pennsylvania is conducting a rolling cross-sectional survey during the year 2000 that will include interviews with 100,000 members of the electorate. This paper will analyze the data collected between September 1st and November 6th to determine how often individuals cast their ballots before Election Day and when absentee and early voters tend to cast their ballots. Post-election data will be used to evaluate whether early voters regret voting before Election Day.

INTERVIEWER PERFORMANCE

***Predicting Persistence and Performance Among Telephone Interviewers*, Michael W. Link, Polly P. Armsby and Janice E. Kelly, Research Triangle Institute; Link@rti.org**

Successful data collection involves careful selection, training and monitoring of interviewing staff. Certain interviewer behaviors and attitudes may lead to greater persistence and performance, which are characteristics that survey managers want to focus on during recruitment and training. While there has been some research on how different background, behavioral and attitudinal attributes can affect interviewer performance, most research to date has focused on face-to-face interviewers. The work presented here examines the factors influencing job persistence and success among telephone interviewers. Questionnaires were administered to over 400 telephone interviewers before they began their initial interviewer training on two large scale national surveys. The questionnaire collected information in several key areas: demographic characteristics, previous experience, interviewer-related skills, general attitudes towards survey research and interviewer expectations. Addition information was also collected about the "environment" in which the interviewers worked (i.e., shift, hours worked per week, etc.). The dependent variables included measures of persistence in the job, interviewer efficiency (time per completed interview), effectiveness (ratio of refusals to completes), and quality (monitoring scores). Multivariate analysis of these data indicate that interviewer skills, attitudes, backgrounds, and work environment each have a significant influence on interviewers' persistence in the job as well as their performance as interviewers.

***Predicting Telephone Interviewer Performance from Interviewer Personality Traits*, Chongwei Wang, Lillian Diaz-Castillo, The Ohio State University and Paul J. Lavrakas, Nielsen Media Research; diaz-castillo.2@osu.edu**

Studies have suggested that there may be a relationship between personality characteristics and interviewer performance. Barioux (1952) hypothesized that persons who were meticulous, disciplined, persevering and honest could become good in-person interviewers, yet he did not find strong empirical support. Barrick & Mount (1991), in examining the relationship of Extraversion, Emotional Stability, Agreeableness, Conscientiousness, and Openness to Experience to a variety of job performances, found that the conscientiousness showed consistent relations with all job performance, whereas extraversion was a reliable predictor for occupations involving social interaction. In this study, we investigate the relationship between Extroversion, Conscientiousness, and Empathy, and performance as a telephone interviewer. The personality traits will be measured by the 16PF Personality Inventory. The performance criteria we will use will be operationalized as an "effectiveness index" based on data from productivity and monitoring of interviewers at an academically-affiliated survey research center. The relationship among the personality traits and the performance measures will be examined by using structural equation modeling and discriminant analysis. Results and practical applications of the findings will be discussed from an Organizational and Personnel Psychology perspective.

***Effect Of Interviewers' Attitudes On Survey Nonresponse*, Michael Lemay and Claire Durand, Department of Sociology, University of Montreal; lemaymic@magellan.umontreal.ca**

Sample surveys are an increasingly popular mean of data collection in the social sciences. However, researchers are facing the growing problem of non response. Research has shown that methodological aspects have an impact on response rates as well as refusal rates. The studies conducted on academic and governmental survey interviewers indicate more specifically that interviewers' attitudes have a significant impact. The research presented here focuses on the impact of the interviewers' attitudes on their ability to convince respondents in the particular context of private survey firms. For this purpose, a survey was conducted during the Canadian federal election campaign of November 2000 on a population of interviewers working for 3 Canadian private firms. Data collected specially relates to the interviewer's attitudes about the ways to convince the selected person and on work-related attitudes. Analyses relate the call management database to the measured attitudes. The presentation will conclude on the importance of improving human resources management to better or maintain data quality.

***Interviewers' Perceptions of Respondents' Disabilities*, Gerry E. Hendershot, Division of Health Interview Statistics, National Center for Health Statistics and Jennifer Parsons, Survey Research Laboratory, University of Illinois, Chicago; ghendershot@earthlink.net**

Public policy has a large and growing interest in the rights and needs of persons with disabilities. That interest has stimulated efforts to improve survey statistics on disability. Measuring disability in surveys is difficult for several reasons, including the tendency for proxy respondents to answer questions about a sample person's disability differently from self-respondents. Such comparisons are confounded because disability may make it difficult to interview a sample person by self-response, causing the interviewer to use a proxy. Like some earlier studies, this study compares perceptions of disability among self- and proxy respondents, but it adds another source—the perceptions of interviewers. In a questionnaire used in the National Health Interview Survey in five data years, interviewers recorded the sample person's disability by observation. In some of those years a measure of mobility limitation can be compared with interviewer perceptions. Among the findings to be reported are: an upward trend in interviewer-perceived disability from 1985 to 1998; a positive association between mobility limitation and interviewer-perceived disability; differences in the prevalence level of perceived disability based on respondent and interviewer reports; and patterns of vigorous exercise among sample persons perceived by interviewers to have a disability.

CAMPAIGN ADVERTISING AND MEDIA EFFECTS

***What Have You Done for My Group Lately?: The Effects of Subtle Racial Cues in Campaign Ads*, Vincent L. Hutchings, Institution for Social and Policy Studies, Yale University, Nicholas Valentino, Communication Studies Department and Institute for Social Research, University of Michigan, Ann Arbor and Lara Rusch, Political Science Department, University of Michigan, Ann Arbor; vincent.hutchings@yale.edu**

Recently, media scholars have demonstrated with experimental methods that campaign ads can influence viewers by activating their latent political and racial attitudes. This research has been valuable but also limited from the standpoint of both design and external validity. In this paper, we directly address these shortcomings and demonstrate that voters can be affected by subtle visual cues contained in political ads. The data were obtained through the University of Michigan's Detroit Area Study (DAS). The 2000 DAS combines design elements from both experiments and sample surveys. The survey included approximately 300 face-to-face interviews with a randomly selected sample of Detroit-area residents. The respondents were exposed in their homes to one of three slightly different political advertisements on the screen of a lab-top computer that was carried by the interviewer. A fourth group of respondents saw no political ad. These data allow us to examine the impact of racialized group cues on support for political candidates, and the perception of the candidates responsiveness to various groups, in a representative sample. In general, we find that dormant political and racial attitudes are activated by the ads.

***New Breakthrough Techniques in Testing The Effectiveness of Television Advertisements: Empirical Evidence from the 2000 Presidential Race*, John Lapinski, Yale University and New Media Workshop and Joshua Clinton, Stanford University; john.lapinski@yale.edu**

Yale University's advertising study measures the effect of campaigns and campaign advertisements on the electorate by conducting a series of surveys and experiments during the 2000 elections. Our surveys are administered through Interactive television (Web TVs) to a random sample of Americans -- making it possible to show them full screen political advertisements on their own TVs in their own homes. The experiments and survey components include over 5000 nationally representative respondents in five different treatment groups (those seeing TV commercials) and over 5000 individuals in our control groups. One project involves a series of surveys where respondents are shown campaign videos, followed by a host of survey questions about the election. Our study allows us to answer important questions about elections, including: Do negative ads have an effect on turnout? What ads are most memorable to voters, and which aspects of the ads? How much of an impact do ads have on the voting decision of voters? What is the impact of negative versus positive advertising? Are positive ads more effective than negative ads in influencing voters? Perhaps more important, our study is the first to conduct a follow-up survey on those respondents taking part in the experiments to see if actual behavior changes and not simply attitudes.

***Predicting the Bush/Gore Election from the Press: The Cost to George W. Bush of his November Surprise of an Old Arrest*, David P. Fan, University of Minnesota; dfan@cbs.umn.edu**

The time trend of the 2000 presidential pre-election poll was predicted from the texts of 32,000 news stories scored for paragraphs favorable and unfavorable to George W. Bush and Al Gore. The scores were used in the ideodynamic model to predict the time trend of Bush/Gore preferences from April 1 through November 7, 2000, election day. Overall, press coverage about Bush was significantly more influential than coverage about Gore. Press information could explain: (1) the Bush bounce during the Republican convention, (2) the Gore bounce from the Democratic convention, (3) the momentum in the Gore direction leading up to the debates, (4) the swing to Bush after the debates started, (5) the abrupt shift back to Gore by 4-5 percent due to the revelation in early November of Bush's arrest for drunken driving decades earlier, and (6) the recovery in Bush opinion beginning two days later. The recovery was incomplete by election day leaving him 1-2 percent lower than had the event not been revealed. These data, supported by exit polls, suggest that Bush's November surprise resulted in the unexpected win of the popular vote by Gore.

***Beyond Television News: The Role and Effects of Nontraditional News Outlets in the 2000 Election Campaign*, Patricia Moy and Verena Hess, School of Communications, University of Washington; pmoy@u.washington.edu**

An informed and active electorate is the mainstay of any democratic system, but this ideal has long fallen by the wayside. Scholars have attributed the current state of the electorate to its increasing reliance on television for political information, contending that television news encourages horse-race coverage at the expense of substantive issue coverage, and that the format of the medium necessitates short and superficial coverage. However, this argument needs to be qualified in light of the proliferation of nontraditional news outlets on television. The 2000 election campaign was one in which citizens used various outlets to learn about the campaign, thereby engaging in the political process. This paper explores the role of these media in the political process. Specifically, we examine the extent to which use of various media forms is associated with political knowledge and various forms of political participation. The study utilizes data from a national sample of 1,091 adults collected January 12-16, 2000 by Princeton Survey Research Associates for the Pew Research Center for the People and the Press.

MAKING CONTACT, KEEPING CONTACT -- ISSUES IN NONRESPONSE

***The Vanishing Respondent in Telephone Surveys*, Peter Tuckel, Hunter College, CUNY and Harry W. O'Neill, Roper Starch Worldwide; ptuckel@aol.com**

This paper examines recent changes in the two major components of nonresponse in telephone surveys: (1) "noncontactability" and (2) reluctance of potential respondents to participate in an interview. The findings of the paper are based on two nationwide surveys of face-to-face interviews, each consisting of approximately 2000 respondents. The first survey was conducted in October, 1995 and the second survey was carried out in August, 2000. The paper first considers possible reasons for the increasing difficulty of establishing contact with potential respondents. These include: (1) the proliferation of telephone numbers dedicated exclusively to fax machines and/or computers, (2) access to the Internet using a non-dedicated phone line, and (3) the ownership of the answering machine and Caller ID and the extent to which potential respondents use these devices to screen unwanted calls. The paper next considers changes during the last few years in the number of potential respondents who generally refuse to participate in telephone surveys and the demographic correlates of these refusers. The final section of the paper discusses strategies for reducing the further erosion in response rates and implications of the findings as they bear on the future of telephone survey research.

***Tracking Children: Locating Challenges in a Longitudinal Survey of Students*, Karen Tourangeau, Lauren Byrne and Elizabeth Rinker, Westat; tourank1@westat.com**

The Early Childhood Longitudinal Study - Kindergarten Class of 1998-1999 (ECLS-K) is a longitudinal study on children's early school experiences starting with kindergarten. ECLS-K follows 21,260 children , selected when they were in kindergarten, through the fifth grade. We examines the problems in locating children who moved from the schools in which they were sampled other schools over time., a group of nearly 6,000 children. Failure to find all the children has been a major source of nonresponse in ECLS-K. Tracking movers is critical to maintaining response rates and reducing nonresponse bias. We examine the rate at which movers change schools between fall and spring of kindergarten and between kindergarten and first grade. Children who move may be different from those who do not and we examine variables, such as, household language, socioeconomic status, whether parents are foreign-born, on which the movers and non-movers may differ. Movers are clustered geographically which places an additional burden on field resources in some areas. We also compare parent to school reports on movers and discuss practical methods for tracking movers.

***Cost-Benefit Analysis of Improving Response Rates for a Hard-to-Reach Population*, Julien Teitler, Columbia University School of Social Work, Nancy Reichman, Princeton University and Susan Sprachman, Mathematica Policy Research; jot8@columbia.edu**

Unwed fathers are a notoriously hard to reach and expensive population in social science surveys. This paper uses the baseline data from the Fragile Families and Child Wellbeing Study to examine the marginal expeditures that were necessary to increase response rates of unwed fathers and evaluate the effects of increasing response rates on the characteristics of the sample. The baseline study used a mixed-mode approach: Parents were interviewed in the hospital whenever possible. Otherwise, attempts were made to interview parents by telephone or in-person outside the hospital. Incentives were increased toward the end of the baseline. First, we plot unwed father response rates as a function of costs and time in the field, separately, so that we can determine the relative returns on various increases in expenditures and identify the point at which the response rates level off. Second, we compare the sociodemographics of the sample (such as employment, education, incarceration history, and substance abuse) at various levels of response rate (and therefore, cost). Based on our findings, we assess the cost-benefit ratios of achieving different response rates. The findings will help survey researchers and project directors decide when the allocation of additional resources to increasing response rates may no longer be warranted.

***Within Household Sample Selection: A Reassessment*, John Goyder, Department of Sociology, University of Waterloo, Maryanna Basic, Department of Sociology, University of Guelph and M.E. Thompson, Department of Statistics and Actuarial Science, University of Waterloo; jgoyder@watarts.uwaterloo.ca**

It has long been realized that selection of respondents for sample surveys must be randomized not only for choosing a household, but additionally for selecting a respondent within the household. Indeed, with an increasingly individuated social structure, random selection within household may be more appropriate than ever. Offsetting the benefits of random within household selection, however, is the lowered response rate accruing from a contact plan whereby the first person contacted at the household must assist in randomly selecting another household member. In the present era, the trade-off between theoretically sound sampling and practical exigencies deserves renewed investigation. Two sampling methods were used for random halves of the Fall 2000 Kitchener-Waterloo Metropolitan Area Survey. In one, designed to optimize response rate, fieldworkers interviewed the first person to answer their call. In the other, the next birthday method (randomized for month of reference) was employed, to give random selection within the household. The two experimental half-samples are compared for response behavior at various stages of the fieldwork and for socio-demographic profile.

COST, BURDEN, LESBIAN YIELD, AND UTILITY OF DATA FROM THREE POPULATION BASED SAMPLES

***Identification and Description of Lesbians Living in Households Reporting Same-Sex Partnerships in Public Use Microdata Series 5% Sample Data*, James E. Ellis, Judith Bradford, and Kirsten A. Barrett, Survey and Evaluation Research Laboratory, Virginia Commonwealth University jellis@saturn.vcu.edu**

1990 5% Public Use Microdata Series (PUMS) data were analyzed at the national level for evidence of households containing self-reported lesbian partners. The data were obtained from the Inter-university Consortium for Political and Social Research (ICPSR). All records were removed that corresponded to vacant households, group quarters, or households in which anyone had an imputed value on relationship to householder or sex, or in which a marriage-like relationship contained at least one person under age 18. After these exclusions, 2,523 lesbian households were identified. The 2,523 lesbian households in this analysis comprise only a particular subset of lesbians living in the U.S. They may not be representative of all lesbian Americans, nor of all lesbian Americans living in committed relationships. But the microdata cases described here can be analyzed at the individual or household levels in ways that aggregated data cannot. This raises interesting possibilities in the areas of basic analysis, policy-making, and the creation of criterion datasets against which other research on lesbian populations can be measured. The presentation covers some of the subject areas from the PUMS data, including demographics, aspects of family structure, and economics. Comparisons to gay male households are made.

***Comparing Women Of Differing Sexual Orientations Using Population-Based Sampling*, Deborah J. Bowen, Fred Hutchinson Cancer Research Center, Judith Bradford and James E. Ellis, Survey and Evaluation Research Laboratory, Virginia Commonwealth University; dbowen@fhcrc.org**

Area probability sampling was used to conduct a women's health survey in Boston, MA. Lesbian and heterosexual adult women were compared on a variety of health-related measures. It was anticipated that results would be of value in designing larger-scale investigations of lesbian health. Lesbian-rich census tracts were identified and mapped onto zip code boundaries. Eligible respondents were women 18 and older who lived within the defined area, who were able to complete a personal interview or self-administered questionnaire in English. Multiple regression predicted differences in significant health-related outcomes by sexual orientation, controlling for demographic variables. Lesbians and heterosexuals differed on certain health behaviors, access to health care, utilization of screening tests, and perceptions of health risks. There were no significant differences in smoking rates, eating less calories or fat, and intentions to follow mammography recommendations. Probability sampling can be successfully employed in surveys about lesbian health. In certain respects, study results are congruent with previous non-probability surveys, while in others they are different. Additional confidence gained through probability sampling facilitates the use of survey data to develop practice guidelines for lesbian health services and may thus increase lesbians' access to quality care.

***Identification Of Lesbian And Bisexual Women With A Brief Telephone Interview In Random Digit Dialing Sampling*, Ilan Meyer, Division of Sociomedical Sciences, Columbia University and Lindsay Rossano, Center for CAM Research in Aging and Women's Health, Columbia University; im15@columbia.edu**

Research on lesbian and bisexual women has been impeded by the use of convenience samples. To advance research in this population, sampling techniques that draw probability samples must be developed. We tested the feasibility and utility of a very brief telephone instrument to assess women's sexuality. To optimize conditions for this pilot we selected a Boston neighborhood where a high concentration of lesbian/bisexual women was expected to reside. One woman per household was eligible if she was between the ages of 18 and 59 and spoke English. 1,250 phone numbers were called, of them, 772 (62%) were successfully screened households. 223 (29%) of households were eligible, and 202 (91% of eligible) consented to participate. The women's mean age was 36 (SD=11), 68% were white, 14% were Latina, 83% had some college education or more, and 3% were unemployed. A brief (5.6 minutes) questionnaire asking about sexual behavior, attraction, and identity was administered. We concluded that a brief questionnaire is a feasible method for RDD sampling of lesbian and bisexual women.

SUNDAY, MAY 20, 2001 10:15AM-11:45AM

RESEARCH AGENDA FOR MOVING MILITARY PERSONNEL SURVEYS TO THE WEB: A METHODOLOGY CHARETTE

The purpose of the roundtable is to create a group process of panelists and audience (a Methodology Charrette) that will design studies related to moving personnel surveys from paper cross-sectional mode to web-based panel mode.
The group will determine what research should be done to understand the differences in modality and how this might affect the comparisons with legacy data, as well as what differences might be involved in changing from sampling to using a panel. Although this particular thread involves military respondents, researchers using other population segments face the same challenges. The charrette name was borrowed from architecture/community planning where it applies to sessions that produce a blueprint for an entire community simultaneously using experts and stakeholders. The process is dependent on heavy audience participation.

The discussion panel consists of survey researchers from each of the military services, who will answer questions about current practices and future plans, as well as help lead the discussion and breakout sessions.

QUESTION AND RESPONSE ORDER EFFECTS

***The Effect of Question Order on Attitudes toward Confidentiality*, Roger Tourangeau, Eleanor Singer, University of Michigan and Stanley Presser, University of Maryland; rtourangeau@survey.umd.edu**

Four surveys on public attitudes toward confidentiality and data sharing were conducted for the U.S. Census Bureau between 1995 and 2000. These surveys incorporated a series of question wording and question order experiments to explore the effect of such changes on reported beliefs about the Census Bureau's protection of data in its possession, as well as on attitudes toward the Bureau's sharing of data with other agencies. We were especially interested in exploring the effects of these wording and order changes because we believed the public's knowledge and attitudes about these issues were not well formed and thus might well be influenced by the wording or order of the questions. This paper reports the results from four methodological experiments on the two most recent surveys. All four experiments examined variations in the order of the questions. For several of the key items, question order did have a significant impact on reported attitudes, though the effects are not huge. We document these effects and offer explanations for why they occurred. We also examine whether variations in question order affect unrelated items that come much later in the questionnaire.

***An Investigation of Aging and Response Effects: CAHPS Data as a Case Study*, Randall Bender, Lauren Harris-Kojetin, Research Triangle Institute and Patricia M. Gallagher, Center for Survey Research, University of Massachusetts; lauren@rti.org**

Survey researchers have found that the likelihood of response order effects increases with respondent age. This effect has been explained by elaboration theories that point out that in older adults limited cognitive resources can lead to stronger response order effects with age. These effects may be mistaken as substantive age differences. We conducted logistic regressions using the 1998 Medicare CAHPS® Disenrollee survey field-test, to examine the extent of increasing primacy effects in mail administration and increasing recency effects in phone administration with age. The survey items contain primarily fact-based questions. The administration of this survey consisted of half of the sample being given a phone-only administration and half of the sample being given a mail-only administration. We dichotomized the respondents into two groups, aged 65-74 ("younger-old") and aged 75 and older ("older-old"). Though previous research has shown these effects in attitudinal survey items, we found no evidence of consistent response order effects in our fact-based data. We examined possible explanations for this and will discuss these along with the findings.

***Measuring Private and Public Health Coverage: Results from a Split-Ballot Experiment on Order Effects*, Joanne Pascale, CSMR, U.S. Census Bureau; Joanne.Pascale@census.gov**

Several major national surveys employ a similar battery of questions to determine the type of health insurance, if any, sample members have. In the series, respondents are asked eight separate questions, each on a different type of health insurance, in this order: employer-based plans, privately-purchased plans, coverage from someone outside the household, Medicare, Medicaid, non-Medicaid government plans, military/Indian Health Service plans, and "any other" plan. Over the past decade or so, as commercial managed care plans have begun to serve Medicaid and Medicare enrollees, there has been some concern in the research community that individuals enrolled in government health plans but serviced by commercial HMOs may mistakenly report their government coverage as private insurance. In order to investigate this possibility, a split-ballot test was conducted in which half the sample was asked the standard series of questions, and the other half was asked the same questions but in a different order; coverage through government health plans were asked prior to private coverage questions. This presentation will cover results from that split-ballot test, using data from the Census Bureau's 2000 Questionnaire Design Experimental Research Survey.

***The Impact of Question Order on Two-Way vs. Four-Way Presidential Preference Questions*, Sarah Dutton and Jinghua Zou, CBS News; sld@cbsnews.com**

Throughout much of the 2000 pre-election polling season, CBS News asked voters their presidential preference between the two major party candidates (Gore and Bush) as well as among four candidates (Gore, Bush, Nader and Buchanan). The order of both questions was rotated in each poll. This presentation will draw on data from CBS News polls conducted before the 2000 election to determine whether question order made a difference when asking two versions of the presidential preference question. Data from the two months prior to the election will be examined longitudinally as well as in the aggregate, to determine whether likelihood of voting, political party identification or other variables had any impact on question order effects.

IS IT TIME FOR A CHANGE IN ELECTION POLLING METHODOLOGY? THE MERITS AND PITFALLS OF WEIGHTING TO PARTY ID

Pollsters working for political candidates often weight their data to party identification to correct for oversampling members of one party or the other. Traditionally, the public pollsters – including most media polls – have not. This tradition is now in a state of flux. On this panel, we provide the opportunity for both critics and advocates to have an open discussion about this controversial methodological decision using the experience – and the actual data – from the 2000 election. Some highlights: Deane and Morin assess the Washington Post's first-time use of partial party weights in the 2000 election; Daves reviews Minnesota Poll findings for the last polls conducted before Election Day from 1994-2000, and finds that weighting for party identification made the poll estimates closer to election outcomes during presidential election years while not improving estimates in off-years; Kohut discusses the risks inherent in using party weights; Newport explores the challenges faced in tracking the 2000 election as seen through the lens of the Gallup poll; and Langer and Merkle conduct a search of ABC's tracking data for variability in vote preference and political party identification across various likely voter scenarios.

LARGE-SCALE EXPERIMENTATION TO REDUCE NONRESPONSE IN AN ON-GOING MIXED-MODE NATIONAL SURVEY PROJECT

***Experiments Using Priority Mail Envelopes to Increase Household Response Rates*, Norman Trussell, Nielsen Media Research; trussen@tvratings.com**

Nielsen Media Research, which conducts extensive local television paper-viewing diary surveys, sends diary packets to respondents to record their television viewing for a one-week period. This paper will report on a series of methodological experiments designed to assess the impact on response rates and sample representation of sending diary packets to sample homes by the United States Postal Services Priority Mail service. The first experiment tested the effects of a Priority Mail envelop versus a small corrugated box on the overall response rate. This experiment also tested the effects in households that had either refused to participate when contacted by the RDD telephone call stage of sampling or were never contacted in the RDD stage (but had a known address). Three subsequent experimental studies discussed in this paper include a) various diary formats delivered by various Priority Mail packages, b) greater emphasis of the Priority Mail package in phone and mail contacts combined with providing a Priority Mail return envelope, and c) a retest of Priority Mail among younger demographic groups. We have determined that Priority Mail treatment is very effective in raising response rates in our mail surveys.

***The Impact on Mail Mode Cooperation of Targeted Cover Letters to Households that were Refusals or Non-contacts in the Telephone Mode*, Ken Steve and Paul J. Lavrakas, Nielsen Media Research; stevekw@tvratings.com**

As part of the process for these diary surveys, households receive a telephone recruitment call prior to the mailing of their diary packet. The packet includes the TV viewing diaries, a cover letter, and monetary incentive. Even though some of the sample homes are not contacted or refuse to participate during the recruitment telephone call, they are mailed a diary packet if a valid mailing address is available (e.g., using a database matching process). The current cover letters for these "refuse" and "non-contacted" homes makes no mention of the recruitment call outcome. This study consisted of a multiple factorial design using redesigned cover letters where (1) the use of verbiage that explicitly acknowledges the outcome of the telephone effort to gain cooperation from the respondent's home and (2) the use of especially polite language were systematically varied. The demographic composition of test and control cells were compared and a logistic regression model was fit to the resulting data to determine the impact of these cover letter treatments on the odds of whether or not the diary was completed accurately and returned.

***An Experimental Test of Using First Class Postage Stamps on Household Cooperation Rates in a Mixed Mode Survey*, Mildred A. Bennett, Nielsen Media Research; bennettma@tvratings.com**

In 210 designated market areas throughout the United States, Nielsen Media Research gathers local television-viewing data via a return-addressed, postage paid booklet. Referred to as a NielsenTV Diary, the booklet is a one-ounce self-mailer. This paper reports the result of a Nielsen experiment of return postage applied to the Diaries among RDD samples recruited for and mailed the television surveys. For a response rate comparison, a random sample of homes was sent Diaries each bearing a first class postage stamp while another random sample was sent Diaries bearing the current standard pre-printed first class Business Reply return. A subset comparison of the response rates by the age of the owner or renter of the home will also be presented.

***An Experimental Test of the Effects of Item Wording and Formatting on Item Nonresponse to a Home Language Usage Item in Hispanic Markets*, Chuck Shuttles and Mildred A. Bennett, Nielsen Media Research; shuttlcd@tvratings.com**

In 16 television market areas in the U.S., Nielsen Media Research measures the television viewing of households identified as Hispanic origin by mailing a bilingual diary booklet (English/Spanish). One question that is asked in the diary is referred to as a "5-tier language" item and asks the respondent to indicate what language is spoken in the home by each household member using a scale that ranges from "1" Only Spanish to "5" Only English. Since many homes do not answer the question completely or leave it blank, a telephone callback to these homes has to be made to obtain the language information about each household member. This paper reports the results of a large-scale experiment aimed at reducing the amount of non-response to the 5-tier language item. Diaries with a revised item-format were sent to a random half of the homes surveyed while the standard item was included in the diaries sent to the remaining half. There was a large and significant reduction in missing data associated with the revised format that led to a 20% reduction in the number of callbacks required for the group given the revised question format.

MEASURING RISK IN POPULATIONS: RECENT SURVEY APPROACHES

***Estimating illicit drug use for states using the 1999 National Household Survey on Drug Abuse*, Doug Wright, Division of Population Surveys, SAMHSA; dwright@samhsa.gov**

Objectives: To use the data from the NHSDA, a national household-based survey, to make estimates of illicit drug use for all states, and to describe the methodology and validation of results. Methods: Interviews were obtained from 66,706 persons aged 12 and over. Eight states have samples adequate for direct estimation. For all states a regression model was developed predicting drug use based on independent variables from sources including Census and local drug treatment programs. The final values for states combine the 1999 direct estimates with the regression estimates using a full hierarchical Bayes methodology. Results: State estimates of past year drug dependence ranged from 1.2% (IA, WV) to 2.8% (AL, NV). Validation studies suggest that the relative bias was quite small for variables with higher prevalence, but larger for small prevalence measures. Prediction intervals indicate the degree of uncertainty due to sampling variability and model bias. State estimates for past year dependence on any illicit drug and past year use of cocaine by demographic factors will be presented. Conclusions: The models appear to fit well on average, but should be interpreted with caution. The method has potential for producing state-level estimates needed by public health programs.

***Measuring HIV/STD Risk Behaviors: Two Telephone Survey Pretests Conducted in 2000*, Danni Lentine, Research Triangle Institute, John E. Anderson, National Center for HIV, STD and TB Prevention, CDC, Sheila Johns, Research Triangle Institute and Ronald Fichtner, National Center for HIV, STD and TB Prevention, CDC; dlentine@cdc.gov**

Objectives: To test methods of collecting representative data on HIV/STD risk using RDD survey methods., Methods: The SLAITS (State and Local Area Integrated Telephone Survey) pretest, an RDD sample (n=405), of NJ adults 18-49, covered the topics of sexual behavior, HIV testing, and STD history. Half the sample used Digit Grabber to digitally respond to the most sensitive items. The TSORB (Telephone Survey of Risk Behavior) pretest was an RDD sample (n=203) in a lower socioeconomic area of Baltimore of adults age 18-59, n=203. Topics covered include illicit drug use in addition to those covered by SLAITS. T-ACASI methods were used for half of sample for the most sensitive items. Results: These surveys had low cooperation rates (64% and 52%). The percent reporting 2 or more partners indicates possible effects of T-ACASI and not Digit grabber: SLAITS, NJ TSORB, Baltimore Digit grabber 12.0 T-ACASI 21.3 CATI only 11.2 CATI only 10.9 Comparisons with other survey data indicate that these pretests obtained similar estimates for sensitive items including sexual behavior, drug use and HIV testing. Conclusions: T-ACASI methods show some promise of increasing the reporting of sex risk behaviors. Methods need to be developed to increase response rates.

***Measuring HIV-Related Knowledge and Stigma Using an Internet Survey*, R. Fichtner, J. Anderson, D. Lentine, National Center for HIV, STD and TB Prevention, CDC, J. Hersey, K. McClamroch, V. Iannacchione, G. Laird and L. Thalji, Research Triangle Institute; fichtner@rti.org**

Objectives: To assess web-enabled internet survey methodology for measuring HIV related knowledge and attitudes. Methods: Households from a national RDD sample were provided internet access and equipment in exchange for participation in surveys in order to eliminate the major bias of previous internet samples (lack of universal internet access). Standard questions measuring knowledge of HIV transmission and stigma were administered to a subsample. Telephone reminders and telephone data collection were employed with initial non-respondents, achieving a cooperation rate of 78.3%. Results: 5,641 (75.3% of potential respondents) answered questions on HIV stigma. Respondents were categorized as stigmatizing by responding that they strongly agreed or agreed that those who contracted HIV/AIDS through sex or drugs deserved it (17.6% [95% CI: 16.5 - 18.7%]). Stigmatizing responses were found significantly more often among those who were misinformed about transmission compared to those who were informed. Conclusions: Findings suggest that a majority of Americans do not hold stigmatizing views; knowledge of HIV transmission was associated with stigmatizing views. This new internet-based survey system appears to be a promising method of rapidly obtaining national estimates related to HIV/STD prevention and public health policy. Telephone follow-up of nonrespondents is important in boosting response rates.

***Recanting of Substance Use Reports in a Longitudinal Prevention Study*, Michael Fendrich, Department of Psychiatry, University of Illinois at Chicago; fendrich@uic.edu**

Many evaluations of drug prevention programs rely on longitudinal comparisons of self-reported drug use derived from surveys. Research comparing longitudinal responses of lifetime drug use reports has shown that "recanting" or denial of previously disclosed drug use is often a problem. We investigated whether this was salient issue in an Illinois-based study designed to evaluate Drug Abuse Resistance Education (DARE). In this study, we examined recanting behavior across the eight waves of data collection for lifetime reports of four substances: alcohol use and alcohol use "to get drunk", cigarettes, marijuana, and cocaine (including crack). Analyses suggested that recanting was highly prevalent for all substances over the eight waves. We found that 44% of those disclosing that they had ever used alcohol, denied that behavior in a subsequent follow-up. By comparison, the recant rate was 46% for those disclosing that they had ever used alcohol to get drunk, 50% for those disclosing lifetime cigarette use, 33% for lifetime marijuana use, and 81% for lifetime cocaine use. Sociodemographic and psychosocial correlates of this behavior were investigated using bivariate crosstabs, multiple logistic regression, and Cox regression analyses. Implications for the design and analysis of longitudinal surveys employed to evaluate drug prevention programs are discussed.

CHALLENGES TO RECRUITING, PAY SETTING, TRAINING AND MANAGING CENSUS 2000 FIELD OPERATIONS

***Recruiting and Staffing for Census 2000*, Janet Cummings, U.S. Bureau of the Census; Janet.R.Cummings@ccmail.census.gov**

This paper reports on research designed to evaluate the effectiveness of different recruiting techniques, and provides demographic characteristics of the applicant pool and workforce hired. Questions answered by the research include: 1. How did applicants find out about census jobs? 2. What were the most important reasons why they accepted the jobs? 3. What were the characteristics of census workers in terms of labor force status and selected demographic characteristics? 4. What strategies did census recruiters find most effective?

***Setting Enumerator Pay for Census 2000*, Louis Jacobson, Westat;**

This paper describes the analysis used by WESTAT under contract with the Census Bureau to examine problems with the 1990 census experience with enumerator pay and performance and determine the appropriate payrate for census enumerators for 2000. It describes the procedures used to design an innovative post-census assessment based on combining five different types of surveys with administrative records. The paper concludes with an analysis of the effect of pay on productivity and retention.

***Evaluation Study of Nonresponse Follow-up Enumerator Training*, Geraldine Burt and Ruth Mangaroo, U.S. Bureau of the Census;**
This paper reports on a study that examined the quality of training and the enumerator's preparedness following training. The methodology included observation and debriefing protocols and post-employment survey questions; collection of data from secondary sources (enumerator performance data); observations of classroom training and field interviewing; and debriefings of enumerators and crew leaders.

***Management Approaches Applied in the Conduct of Census 2000 Field Operations*, Michael Weiler, U.S. Bureau of the Census;**
This paper discusses management techniques used by the Census Bureau's 12 Regional Census Centers and 520 Local Census Offices to direct Census 2000 field operations. Some specific areas covered include: Evolution of the field infrastructure, the need for regional variation to address ways to insure that historically undercounted populations are included in the census, monitoring quality, progress and costs, recruiting and training managers, and downsizing at completion of field operations.

H

I/J

K

L

L

M

N

O

P/Q

P/Q

R

S

AAPOR ENDOWMENT FUND

The AAPOR Endowment Fund was launched in September 2000 with a $10,000 contribution from the AAPOR reserve funds. The goal is to build an endowment fund that can be used through the years to support worthy projects, awards, and activities that are now beyond the scope of annual budgets.

The General Endowment Fund will be built by investing the principal and using the interest for desired purposes in the future. Send us your ideas for use of these funds in the future.

The Seymour Sudman Fund was created for those who wished to contribute in his memory. It will be used for the 2001 AAPOR Student Paper Award in memory of Seymour Sudman and for future awards or funds for students.

Status as of March 31, 2001

Number of contributors	
71 individuals	
6 organizations	
Contributions	
AAPOR reserves	$10,000
General Endowment Fund	$5,605
Seymour Sudman Fund	$6,876
Total	$22,481
Goal	$100,000

Committee Members

Helen Crossley
Research Consultant
Princeton, NJ
609-924-0848
crossleyhm@aol.com

Don A. Dillman
Washington State University
Pullman, WA
509-335-1511
dillman@wsu.edu

Alec Gallup
The Gallup Organization
Princeton, NJ
609-924-9600

Burns W. Roper
Bourne, MA
508-759-1617

Diane O'Rourke, Chair
University of Illinois
Urbana, IL
217-333-7170
dianeo@srl.uic.edu

Robert Santos
Nustats
Austin, TX
512-306-9065
rsantos@nustats.com

Cliff Zukin
Rutgers University
New Brunswick, NJ
732-932-2499
zukin@rci.rutgers.edu

To contribute to the AAPOR Endowment Fund, please send your name, address and check to:

AAPOR Administrative Office
4221 Institute for Social Research
P.O. Box 1248
Ann Arbor, MI 48106-1248

Name ______________________________

Address ____________________________

City/State/Zip _______________________

$________ General Endowment Fund

$________ Seymour Sudman Fund

$________ Total

All checks must be payable to the AAPOR Endowment Fund regardless of whether you are contributing to one or both funds.