STRENGTHENING OUR COMMUNITY

MAY 15–19, 2002 • ST. PETE BEACH, FL

AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH
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OUR PAST AS PROLOGUE

"Ever since I helped found AAPOR at Williamstown in 1947, it has been a continuing magnet for me. I was then a graduate student at the University of Denver, the original home of NORC, whose Director Harry Field called the first meeting. There I met many of the great people who developed public opinion research. It has been a joy and a privilege to meet with them and their successors over the years and to participate in developing AAPOR into the wonderful "Meeting Place" it has become --- remember Paul Sheatsley's enjoyable chronicle of events at the Poconos, the Sagamore, etc? Whatever the locale (e.g. Excelsior Springs, Poughkeepsie, the Don Cesar), we argued methodology and ethics and learned from each other, and in alternate years, from our colleagues in WAPOR. Our shared research tool, the (reasonably) scientific survey, has played and continues to play an important role in national and international life today."

Helen Crossley

"...I was a member in 1955 when I went to the conference at Madison, Wisconsin. Hans Zeisel drove me to see the Frank Lloyd Wright house in Spring Green, driving my old 1940 Plymouth at 80 mph so we could get back for the next session, so that it cracked the engine block --- and for weeks I had to pour water into the car every few miles. Luckily, the block rusted shut again. That was my first AAPOR Conference.

Allen Barton

"My first AAPOR conference was in 1964 in Excelsior Springs, Missouri. I was a graduate student at the University of Minnesota at the time. Shirley Star took me under her wing. She took me around and introduced me to all the other members. They were all the people I had been reading about in school. I had such a good time I have come every year since, except once when I was in the hospital.

Warren Mitofsky

"I joined AAPOR in May 1967 at the Sagamore. Herb Abelson was manning the registrationdesk. Leo Bogart gave the presidential address. Bud Roper brought a bunch of kids and dogs. Daniel Yankelovich explained use of factor analysis in marketing. The other details are kind of hazy."

Phil Meyers

WAPOR/AAPOR 2002

STRENGTHENING OUR COMMUNITY

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57th Annual Conference - May 16-19, 2002

World Association for Public Opinion Research

55th Annual Conference - May 15-16, 2002

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Student Paper Award Winner in Memory of Seymour Sudman

David Dutwin — Annenberg School for Communication, University of Pennsylvania
The Character of Deliberation: Equality, Argument, and the Formation of Public Opinion

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

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Tom W. Smith, 2002 Slogan Winner - "We May Not Have All the Answers, but We've Got All the Questions"

Conference Program Design, Editing, Mailings, Advertising

Marlene Bednarz	AAPOR Secretariat
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Very Special Thanks

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I would like to express appreciation to Research Triangle Institute for providing laptop computers for use with data projectors in each of the conference breakout rooms. - *Dick Kulka*

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The AAPOR Endowment Fund was launched in September 2000 to build a financial base that can be used through the years to support worthy projects, awards, and activities that are now beyond the scope of AAPOR's annual budgets.

- The **General Endowment Fund** is being built by investing the principal and using the interest for desired purposes in the future. *Send us your ideas for use of these funds.*

- The **Seymour Sudman Fund** was created for those who wish to contribute in his memory and is being used for the AAPOR Student Paper Awards in memory of Seymour Sudman.

- The **Heritage Interview Series** is an effort to systematically interview those who have contributed significantly to our profession and archive those interviews for future use. The aim is to organize and preserve knowledge about the founding of the field of public opinion research, about innovative methods that have had significant impact over many years, and about the growth of AAPOR itself.

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Status as of March 31, 2002

Number of contributors: 105 individuals • 7 organizations

Contributions:

General Endowment Fund	$20,755
Seymour Sudman Fund	9,947
Heritage Interview Series	5,000
Interest	356
Total	$36,058
Goal	$100,000

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STRENGTHENING OUR COMMUNITY

Wednesday, May 15

9:00 a.m. - 5:30 p.m. **WAPOR/AAPOR Registration** **Grand Palm Colonnade (Conf. Office 1&2)**

7:00 a.m. - 9:00 a.m. **WAPOR Breakfast** **Royal Palm Room**

9:00 a.m.- 12:00 p.m. **WAPOR Council Meeting** **Date Palm Room**

12:00 p.m. - 1:00 p.m. **WAPOR Lunch** **Royal Palm Room**

1:00 p.m. - 2:30 p.m. **WAPOR Session 1**

The Measurement of Values **King Palm Room**
Chair: Nick Moon, NOP Research Group

Testing Judgmentalism: When Are We Willing to Confront Others for Moral Transgressions?, Robert Eisinger and Brian Detweiler-Bedell, Lewis and Clark University

General Value Change and Party Allegiance: Sweden in the 1990's, Hans L. Zetterberg, ValueScope AB

Communication Effects on Objective and Subjective Measures of Citizen Competence, Patricia Moy, University of Washington

Participation Seems Intelligent...Emotionally, Hernando Rojas and Dhavan V. Shah, University of Wisconsin - Madison

2:45 p.m. - 4:00 p.m. **WAPOR Session 2**

Media Use and Its Effects **King Palm Room**
Chair: Patricia Moy, University of Washington

Building Community Agenda: News Writing & Reporting in the New Century, Donald Shaw, University of North Carolina-Chapel Hill; Bradley Hamm, Elon University and Charles McKenzie, University of North Carolina-Chapel Hill

Stability in the Dependency Relations with the Media, Connie de Boer and Aart Velthuijsen, University of Amsterdam

The Impact of Authenticity in TV News Reports on the Perception of Candidates, Wolfgang Donsbach and Olaf Jandura, University of Dresden

4:15 - 5:45 p.m. **WAPOR Session 3**

Data Collection Methods **King Palm Room**
Chair: Brian Gosschalk, MORI

Massive and Accelerated Data Collection: A 2002 Economic Census Case Study, Steven Schafer and Roy S. Rogers, Fenestra Technologies Corporation

Latent Class Models for Imputing Item Non-Response, Allan McCutcheon, University of Nebraska - Lincoln

What Do People Fear and Why? Assessing the Validity and Usefulness of the Scales Used to Operationalize Grid-Group Cultural Theory, Matthias Kretschmer, ZMG - Germany, and Erin Carriere, University of Connecticut

On the Quality of Questionnaires Used in Survey Research on Racial Attitudes, Christine Carabain and Harry van den Berg, Vrije University

6:30 p.m. - 7:30 p.m. **WAPOR COCKTAIL PARTY** **Royal Palm Room**

7:30 p.m. - 9:30 p.m. **WAPOR DINERMAN AWARD BANQUET** **Royal Palm Room**

Thursday, May 16

7:00 a.m. - 9:00 a.m. **WAPOR BREAKFAST** **Royal Palm Room**

8:00 a.m. - 6:00 p.m. **AAPOR/WAPOR REGISTRATION** **Grand Palm Colonnade (Conf. Office 1&2)**

8:30 a.m. - 9:00 a.m. **WAPOR KEYNOTE ADDRESS/OPENING REMARKS**

8:30 a.m. - 12:30 p.m. **AAPOR SHORT COURSE**

Introduction to Questionnaire Design **Sawyer Key**
Nora Cate Schaeffer, University of Wisconsin

9:00 a.m. - 4:30 p.m. **AAPOR SHORT COURSE**

Conducting Professional Focus Groups: Design, Moderation, and Reporting **Tarpon Key**
Janet Mancini Billson and Norman T. London, Group Dimensions

9:00 a.m. - 10:30 a.m. **WAPOR Session 4**

Political Attitudes and Events **King Palm Room**
Chair: Warren Mitofsky, Mitofsky International

Left-Right Self-Identification and Political Attitudes during the Transformation Period: Poland 1990-2002, Krzysztof Zagorski, CBOS Public Opinion Research Center

Candidate Liking and Voters' Political Perception in the 2000 Taiwanese Presidential Race, H. Denis Wu, Louisiana State University; and Yung-ming Hsu, Chung Cheng University

Polling Historical Events in Philippine Society: The Impeachment of Joseph Estrada, Manuel Alfredo de Leon, Jr., Social Weather Stations

Quantitative Methods in Predicting Voting Results, Elena Petuhova, Niccolo M

10:30 a.m - 10:45 a.m. **Coffee Break**

10:45 a.m. - 12:30 p.m. **WAPOR Session 5**

Public Opinion and Media Responses to September 11 **King Palm Room**
Chair: Dietram A. Scheufele, Cornell University

Public Opinion abut U.S. Military Assistance to Fight Al-Qaeda Linked Terrorists in the Philippines, Linda Luz B. Guerrero, Vladymir Licudine, and Mahar Mangahas, Social Weather Stations

Impact of September 11 Terrorist Attack on European Public Opinion, Christine Kotarakos and Nadege Comhaire, INRA ICO

The September 11th Incident in Cross-cultural Comparisons: Opinions and Communication, On-line & CATI, in the Czech Republic & Hong Kong, Robert Chung, Hong Kong University and Hynek Jerabek and Eva Veisova, Charles University in Prague

Post 9-11 Trust in Government in California, Mark Baldassare, and Jonathan Cohen, Public Policy Institute of California

Filipino Opinion on the 9/11 Terrorist Attacks in the United States, Manuel Alfredo de Leon, Jr., Social Weather Stations

12:00 p.m. - 5:00 p.m. **AAPOR EXECUTIVE COUNCIL MEETING** **Indian & Bird Keys**

12:30p.m. - 1:30 p.m. **WAPOR Lunch** **Royal Palm Room**

1:30 p.m. - 3:00 p.m. **WAPOR Session 6**

Attitudes in Comparative Perspective **King Palm Room**
Chair: Robert Eisinger, Lewis and Clark University

Religion and Attitudes toward Marital Behavior: A Cross-National Cross-Religion Comparison, Grace O'Neill, Sunghee Lee, Joint Program in Survey Methodology, University of Maryland

Is Smoking Still Acceptable? Mass Media and Public Opinion on Cigarette Smoking, Dietram Scheufele, Jim Shanahan, and Fang Yang, Cornell University

Community Attitudes toward Science: A Study of Water Fluoridation across 50 Years, Xia Lei, University of S. California

2:00 p.m. - 5:00 p.m. **AAPOR SHORT COURSES**

Survey Sampling I
Colm O'Muircheartaigh, University of Chicago **Sawyer Key**

Hows and Whys of Cognitive Interviewing **Long Key**
Gordon Willis, National Cancer Institute

3:15 p.m. - 4:45 p.m. **WAPOR Session 7**

Media Use on the Internet **Mediterranean Palm Room**
Chair: Frits Spangenberg, Motivaction Amsterdam B.V.

The Internet: A Comprehensive Look at Trends and Emergent Issues, Jennifer Necci Dineen and Sam Best, University of Connecticut

Deliberation Online: The Effects of Interpersonal Communication Networks, News Media Use, and Traditional Participation on Online Deliberative Participation, Seung-Ahn Nah and Hernando Rojas, University of Wisconsin-Madison

Imagery Effects on the Selective Reading of Internet Newsmagazines: A Cross-Cultural Examination, Silvia Knobloch, Dresden University of Technology, Matthias Hastall, Dolf Zillman, Coy Callison

3:15 p.m. - 4:45 p.m. **WAPOR Session 8**

Values and Behavior **King Palm Room**
Chair: Miguel Basañez, Global Quality Research Corp

Value Orientation and Happiness, Ottar Hellevik, MMI and the University of Oslo, MMI

Social Sentiments Dynamics in Russia and Its Influence on Population Behavior, Marina Krasilnikova, VCIOM

Self Identification as a Political Cue, Ulises Beltran, Centro de Investigacion y Docencia Economicas, Cide

Reconstructing Past Social Moods, Leo Bogart, New York City

5:00 p.m. - 6:00 p.m. **WAPOR Members Meeting** **King Palm Room**

6:00 p.m. - 7:30 p.m. **AAPOR DINNER** **Island Grand Hotel: Island Ballroom**

7:30 p.m. - 8:30 p.m. **PRE-PLENARY KICKOFF (cash bar)** **Sirata Beach Resort: Grotto & Balcony**

8:30 p.m. - 10:00 p.m. **AAPOR/WAPOR PLENARY** **Sirata Beach Resort: Majestic Palm Ballroom**

How the Arab/Islamic World Sees the West–The 2002 Gallup Poll of 9 Predominantly Islamic Countries

Moderator: Richard A. Kulka, Research Triangle Institute

Frank Newport, Editor-in-Chief, The Gallup Poll, The Gallup Organization
Richard Burkholder, Director of International Research, The Gallup Organization

Discussants: Hans L. Zetterberg, ValueScope, Stockholm, Sweden
Ellen Lust-Okar, Yale University, New Haven, Connecticut

10:00 p.m. - 11:30 p.m. **POST-PLENARY RECEPTION** (cash bar) **Sirata Beach Resort: Royal Palm Room**

SPONSORED BY RESEARCH TRIANGLE INSTITUTE

Friday, May 17

7:00 a.m. - 9:00 a.m. **BREAKFAST** **Banyan Breezeway/Garden Courtyard**

7:00 a.m - 8:00 a.m **BREAKFAST MEETING: WAPOR MEMBERSHIP COMMITTEE & NATIONAL REPRESENTATIVES** **Compass Room**

7:00 a.m. - 8:30 a.m. **BREAKFAST MEETING: JOINT SESSION OF NATIONAL NETWORK OF STATE POLLS AND ACADEMIC SURVEY RESEARCH ORGANIZATIONS** **Snowy Egret**

Organizers: John M. Kennedy, Center for Survey Research, Indiana University, and
Ronald E. Langley, Survey Research Center, University of Kentucky

BREAKFAST MEETING: FUTURE OF THE NEW JERSEY CHAPTER OF AAPOR **Royal Tern**

8:00 a.m. - 5:00 p.m. **REGISTRATION** **Grand Palm Colonnade (Conf. Office 1&2)**

9:00 a.m. - 5:00 p.m. **EXHIBITS - Software, Technology & Books** **Jacaranda Hall**

8:30 a.m. - 10:00 a.m. AAPOR/WAPOR CONCURRENT SESSIONS

Joint AAPOR/WAPOR Session: 9/11 and the Campaign Against Terrorism–International Perspectives **Horizons**
Chair: Bernard Roshco

Onlookers or Participants? Public Opinion on the Problems of Terrorism Since September 2001 in Countries Outside the US, *Philip Everts*, Institute for International Studies, Leiden University, The Netherlands and Pierangelo Isernia, University of Siena, Italy

The World Will Never be the Same, Robert M. Worcester, Market & Opinion Research International (MORI) and Nick Moon, NOP World, UK

"You Follow, Find Yourself at War." A Special Relationship?, Nick Moon, NOP World and Robert M. Worcester, Market & Opinion Research International (MORI), UK

German Reaction to the 11th September Terror Attack in the USA: How People Learned About It and How They Reacted, Karl-Heinz Reuband, Sozialwissenschaftliches Institut, Universität Düsseldorf, Germany

Media Observations on World Opinion After September 11, 2001, Frank Rusciano, Rider University

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

Trends in Attitudes and Public Opinion **Indian Key**
Chair: Kurt Lang, Emeritus, University of Washington

Analyzing Longitudinal Data at the Community Level: Differentiating Local Trends from Regional Trends in 22 Years of Public Opinion Surveying in New Brunswick, New Jersey, Patrick Murray, Eagleton Institute of Politics, Rutgers University

Chicken Little Economics: A Tale of Confusion and Malpractice, Lydia Saad, The Gallup Organization

Consumer Optimism: Is Conventional Wisdom Correct Wisdom? Why Popular Indices Failed Post-September 11, Tatiana Koudinova, Raghavan Mayur, and Clare Sherlock, TIPP, TechnoMetrica Market Intelligence

Trends in Attitudes Toward the Federal Government: Time for a Change?, Robert W. Oldendick, Institute for Public Service and Policy Research, University of South Carolina

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

Joint AAPOR/WAPOR Session: Bench Marking Web Survey Results to Other Modes **Sawyer Key**
Chair: Janet L. Streicher

An Experimental Comparison of Knowledge Networks and The GSS, Tom W. Smith, NORC, University of Chicago

Face-to-Face vs. Web-enabled Panel Interviews on Magazine Reading: A Mode Comparison, Jay A. Mattlin, Knowledge Networks

Online Live Exit Poll During Danish General Elections, Mads Stenbjerre, Zapera A/S, Denmark

Triangulation: Three Modes Measuring HIV-Related Knowledge and Stigma in the U.S., Ron Fichtner, Sheila Knight, and Danelle Lentine, Research Triangle Institute

Why Internet Samples Are Inherently Biased, John P. Robinson, Alan Neustadtl, and Meyer Kestnbaum, Department of Sociology, University of Maryland at College Park

Discussant: Sue Ellen Hansen, University of Michigan

Joint AAPOR/WAPOR Session: Social Desirability and Survey Response **Tarpon Key**
Chair: Elizabeth F. Wiebe, Research Triangle Institute

A Validation of the Marlowe-Crowne Scale, Timothy P. Johnson, Survey Research Laboratory, Michael Fendrich and Amy Hubbell, Department of Psychiatry, University of Illinois at Chicago

Social Desirability and Response Validity: A Comparative Analysis of Over-Reporting Turnout in Five Countries, Jeffrey Karp, Faculty of Social and Behavioral Sciences, Amsterdam School of Communications Research (ASCoR), Universiteit van Amsterdam and David Brockington, Universiteit Twente, The Netherlands

The Structure of Attitudes Toward Surveys and their Relevance for Socially Desirable Response Behavior, Volker Stocké, University of Mannheim, Germany

Measuring Social Capital: The Case of Blood Donations, Cristina Ling-Chard, University of Hawaii, Charlotte Steeh, Georgia State University, and Theresa W. Gillespie, Emory University

Discussant: Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts Boston

Roundtable: The Relationship Between Response Rate and Bias **Long Key**
Organizer and Moderator: Clyde Tucker, Bureau of Labor Statistics

Clyde Tucker, Bureau of Labor Statistics
Robert Groves, Survey Research Center, University of Michigan
Fritz Scheuren, NORC, University of Chicago
Peter Mariolis, Centers for Disease Control and Prevention
Murray Edelman, Voter News Service

Cultural Influences on Measurement and Data Collection **Sabal-Sawgrass**
Chair: Jibum Kim, University of Chicago

Cultural Challenges in Diverse Survey Populations: The Case of the California Health Interview Survey, David Grant, Charles DiSogra, Ninez Ponce, and Wei Yen, Center for Health Policy Research, University of California at Los Angeles, Gordon Willis, National Cancer Institute, National Institutes of Health, and Elaine Zahnd, Public Health Institute

Culture-Sensitive Context Effects: A Challenge for Comparative Surveys, Norbert Schwarz, Institute for Social Research, University of Michigan

Chinese and Vietnamese Response to a Health Care Survey, Brian R. Clarridge and Jennifer L. Moorhead, Center for Survey Research, University of Massachusetts-Boston

Skip Pattern Error: Do the Same Principles Apply in Chinese and Vietnamese Questionnaires, Jennifer L. Moorhead and Brian R. Clarridge, Center for Survey Research, University of Massachusetts-Boston

Discussant: Robert L. Santos, Nustats

Sample Design, Coverage and Weighting **Bird Key**
Chair, Tom Piazza, Survey Research Center, University of California, Berkeley

Telephone Household Non-coverage and Mobile Telephones, Sun-Woong Kim and James Lepkowski, University of Michigan

Traditional and Enhanced Field Listing for Probability Sampling, Colm O'Muircheartaigh, Stephanie Eckman, and Charlene Weiss, NORC, University of Chicago

Evaluating the Importance of Telephone Service Weighting Adjustments for State Health Insurance Surveys, Michael Davern, State Health Access Data Assistance Center, University of Minnesota, James M. Lepkowski, Survey Research Center, University of Michigan, Kathleen Thiede Call and Lynn A. Blewett, State Health Access Data Assistance Center, University of Minnesota, and Tracy Johnson, Health Policy Solutions, Inc.

Combining Samples vs. Cumulating Cases: A Comparison of Two Weighting Strategies in NLSY97, Steven Pedlow and Colm O'Muircheartaigh, NORC, University of Chicago

Discussant: Steven G. Heeringa, Survey Research Center, University of Michigan

Surveys of Physicians and Other Elite Populations **Blue Heron**
Chair: Lisa Thalji, Research Triangle Institute

Physician Online Panel: Putting Research Results Into Action, Mindy Schneiderman and Belle Lerner, American Medical Assn.

Mixed Mode of Follow-Up Survey Administration in a Physician Study, Todd Rockwood and Paula Henning, Division of Health Services Research & Policy, University of Minnesota

Using On-Site Coordinators to Improve Physician Response Rates, Patricia Gallagher and Carol Cosenza, Center for Survey Research, University of Massachusetts-Boston

Using the Internet to Reach an Elite Population: What Works, What Doesn't?, Karen Grigorian, Annemarie Rosenlund, and John Sokolowski, NORC, University of Chicago

Discussant: Danna Moore, Social and Economic Sciences Research Center, Washington State University

10:15 a.m. - 11:45 a.m. AAPOR/WAPOR CONCURRENT SESSIONS

The Campaign Against Terrorism: U.S. Foreign Policy Perspectives **Horizons**
Chair: Bosah Ebo, Rider University

The Campaign Against Terrorism: Ramifications for U.S. Foreign Relations, Alvin Richman, Office of Research, U.S. Department of State

The Campaign Against Terrorism: Views from Central Asia and Russia, Richard B. Dobson and James Bell, Office of Research, U.S. Department of State

Concern of Future Threat and Public Foreign Policy Attitudes During the Recent War on Terrorism, Fang Yang and Ronald E. Ostman, Department of Communication, Cornell University

Discussant: Claudia Deane, The Washington Post

Intergroup Social Attitudes **Indian Key**
Chair: Gladys Engel Lang, University of Washington

Multiracial Americans: Measuring the Attitudes and Experiences of a Growing Sector of the American Population, Rebecca Flournoy and Mollyann Brodie, Henry J. Kaiser Family Foundation

Directive vs. Permissive Public Opinion, David W. Moore and Jeffrey M. Jones, The Gallup Organization

A Clash of Civilizations—Or of Ignorance?, Thomas A. W. Miller and Geoffrey D. Feinberg, Roper ASW

Discussant: Barbara Burrell, Northern Illinois University

Joint AAPOR/WAPOR Session: Nonresponse and Coverage Error in Web Surveys **Sawyer Key**
Chair: Karol P. Krotki, Nustats

Examining Global Response Rates Among an Elite Online Audience, Natalie Jobity and Sandra Bauman, Wirthlin Worldwide

Nonresponse to a Web Survey in an Experimental Multi-National Design, Scott Crawford, MSInteractive, Steve Jones and Christopher Rowen, Decisions Research

Participation in Telephone Pre-recruited Web Surveys: Who Comes Farthest?, Katja Lozar Manfreda, University of Ljubljana, Slovenia, Silvia Biffignandi and Monica Pratesi, Department of Mathematics, Statistics, Informatics and Applications, Univers ity of Bergamo, Italy and Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana

Nonresponse Follow-up and Mode Effects in a Web-enabled Survey, Elizabeth F. Wiebe, Lisa Thalji, Michael J. Langer and Paul Pulliam, Research Triangle Institute

Characteristics of Respondents to a Web Survey of the General Public, John Tarnai and Thom Allen, Social and Economic Sciences Research Center, Washington State University

Discussant: Joe D. Eyerman, Research Triangle Institute

Joint AAPOR/WAPOR Session: Question Context, Order, and Wording **Tarpon Key**
Chair: Judith Tanur, SUNY-Stony Brook

Questionnaire Effects: A Test of the Impact of Question Ordering and Context on Responses to Children's Health Insurance Questions, Martin Frankel and Lorayn Olson, Abt Associates, Marcie Cynamon and Stephen Blumberg, National Center for Health Statistics, Larry Osborn, Pamela Giambo and Sergei Rodkin, Abt Associates

Party First, Ask Questions Later: Candidate Names and Voting for Congress, Eric McGhee, University of California, Berkeley and Mark Baldassare, Public Policy Institute of California

The Forbid-Allow Asymmetry in Question Wording, Karl-Heinz Reuband, Sozialwissenschaftliches Institut, Universität Düsseldorf, Germany

Measuring Sexual Assault Against Women in Washington State: Filter Questions and Question Interpretation as Factors of Questionnaire Design, Danna Moore, Social and Economic Sciences Research Center, Washington State University

Horse-Race Polling and Survey Method Effects—An Analysis of the 2000 Campaign, Monika L. McDermott, Eagleton Institute of Politics, Rutgers University and Kathleen A. Frankovic, CBS News

Discussant: Kate Stewart, Belden Russonello & Stewart

Nonresponse Bias in Telephone Surveys **Long Key**
Chair: Ashley Hyon, GENESYS/Marketing Systems Group

Mechanical Screening Devices in a Low-Income, African-American Urban Community: Prevalence and Survey Effects, Virginia H. Bartot and Martha Van Haitsma, University of Chicago Survey Lab and Man-chi Mandy Sha, NORC, University of Chicago

The Relationship of Community Involvement to Residents' Participation in a Community Survey, Douglas B. Currivan and Nancy Wacu Maina, Center for Survey Research, University of Massachusetts-Boston

Utility of Tracking Difficult-to-locate Respondents, Nathaniel Ehrlich, Alisa McWilliams, and Steven Heeringa, Survey Research Center, University of Michigan

(How) Do Easy-to-Reach and Hard-to-Reach Respondents Differ?, Sid Groeneman, Groeneman Research & Consulting, and Gary Tobin, Institute for Jewish and Community Research

Discussant: Scott Keeter, George Mason University

Joint AAPOR/WAPOR Session: Systematizing the Translation Process: Establishing Procedures and Guidelines for Survey Translation **Bird Key**

Chair and Discussant: Alisú Schoua-Glusberg, Harvard University

The Development of Guidelines and Best Practices for the Conduct and Monitoring of the Translation of U.S. Census Bureau English Language Data Collection Instruments into Non-English Languages, Manuel de la Puente and Eleanor Gerber, U.S. Bureau of the Census

Translation and Translation Assessment for the European Social Survey, Janet A. Harkness, ZUMA-Mannheim, Germany

Establishing a Translation Unit in a Survey Research Organization, Pat Montalván, Westat

Cross-national Research Translation Challenges, Beth-Ellen Pennell, Institute for Social Research, University of Michigan

Using Standardized Translation Procedures to Maintain Quality Survey Documents, Rosanna Quiroz, Research Triangle Institute

Interviewer Training to Increase Survey Participation **Sabal-Sawgrass**
Chair: Geraldine Burt, U.S. Bureau of the Census

The Development and Experimental Testing of an Innovative Approach to Training Interviewers to Avoid Refusals, Charles D. Shuttles, Jennifer S. Welch, J. Brooke Hoover, and Paul J. Lavrakas, Nielsen Media Research

A Test of Responsive Virtual Human Technology as an Interviewer Skills Training Tool, Michael W. Link, Polly P. Armsby, Robert Hubal, and Curry I. Guinn, Research Triangle Institute

Hi, I'm Calling from…": Interviewer Behaviors that Lead to Success, Kathryn Downey-Sargent, Marla Cralley, Sheila Cross, and Monique Ardell Goodger, Methods Development and Evaluation, Arbitron, Inc.

Discussant: Robert M. Groves, Survey Research Center, University of Michigan

Innovative Applications of Survey Research to the Law and Regulation **Blue Heron**
Chair: Frederick I. Solop, Northern Arizona University

The Cat and Canary: Napster in Court, E. Deborah Jay, Field Research Corporation

Verdict on Terror: Pan Am Flight 103, John Boyle, Schulman, Ronca, and Bucuvalas, Inc. and Dean Kilpatrick, Medical University of South Carolina

Elite Messages and Opinion Formation: The Case of the Ohio Supreme Court, Matthew W. Courser, The Ohio State University

Discussant: Graham Hueber, Ketchum

11:30 a.m. - 12:30 p.m. JOINT AAPOR/WAPOR POSTER SESSION **Grand Palm Colonnade**

The Impact of Privacy and Security Concerns on the Willingness to Provide Sensitive Information about Self via the World Wide Web, Michael G. Elasmar and Kumiko Aoki, Communication Research Center, Boston University

Interviewing Under Emotional Distress for the Public Response to a National Tragedy Survey, Lynn A. Hamilton, Tiffani Dobush, and Karen Grigorian, NORC, University of Chicago

Examining Item Non-Response in a Mixed Mode Customer Satisfaction Study, Michele A. Burr, Theresa Famolaro, and Kerry Y. Levin, Westat

Mode-Effects in Web Surveys?, Wolfgang Bandilla and Michael Bosnjak, Center for Survey Research and Methodology, ZUMA Mannheim and Patrick Altdorfer, Forsa, Berlin, Germany

"What Do You Do?" Occupational Coding Vs. Respondent Self-Classification of Occupation Status, Isabel C. Farrar, Survey Research Laboratory, University of Illinois at Chicago

Increasing Response Rates in a Panel Study: An Innovative Approach, Karen Foote Retzer and Jennifer Parsons, Survey Research Laboratory, University of Illinois at Chicago, John Mirowsky, Sociology Department, The Ohio State University, and Vince Parker, Survey Research Laboratory, University of Illinois at Chicago

What Do People Fear and Why? Assessing the Validity and Usefulness of the Scales Used to Operationalize Grid-Group Cultural Theory, Matthias Kretschmer, ZMG, Frankfurt/Main, Germany, and Erin Carriere, University of Connecticut, Storrs

The Formation of Third-Person Perceptions, Jennifer L. Lambe, University of Delaware, and Douglas M. McLeod, University of Wisconsin

An Approach for Measuring Survey Nonresponse for Racial and Ethnic Groups, Deborah H. Griffin, U.S. Bureau of the Census

A Comparison of Telephone and Non-Telephone Households in a Survey to Determine Public Benefits' Eligibility, Ingrid Graf and Linda Owens, Survey Research Laboratory, University of Illinois at Chicago

Gender Differences in Attitudes toward Terrorism and War Before and After September 11, Lonna Atkeson, Department of Political Science, University of New Mexico

Capturing Complex Concepts: Cognitive Results in Developing an Item on Vocational Certificate, Sylvia Fisher, Bureau of Labor Statistics, Kathleen Sorenson, Department of Veterans Affairs Edie MacArthur, Department of Education

Effects on Survey Estimates from Reducing Nonresponse in the National Survey of America's Families, Simon Pratt, Adam Safir, Rebecca Steinbach, Timothy Triplett, and Kevin Wang, The Urban Institute

Lessons Learned from an ATM Respondent Payment Plan, Shawn Marsh, Matthew Mishkind, and Rita Stapulonis, Mathematica Policy Research, Inc.

Tabular Presentation of Response Rates, Michael Butterworth, CBS News

Surveying Teens: Issues Related to Data Collection in Substance Abuse Surveys, Karen Nyland and Jennifer Joseph, Survey Research and Methodology Department, University of Nebraska-Lincoln, Trent Buskirk, Department of Mathematics and Statistics, University of Nebraska-Lincoln

Coder Variability in the Florida Ballots Study, Joseph Murphy, NORC, University of Chicago

12:00 p.m. - 12:30 p.m. **MEET THE AUTHORS** **Palm**

Robert M. Groves and Don A. Dillman, co-authors (with John L. Eltinge and Roderick J. A. Little), Survey Nonresponse

12:30 p.m. - 2:00 p.m. **LUNCH** **Banyan Breezeway/Garden Courtyard**

CHAPTERS REPRESENTATIVES LUNCH **Compass**

POQ ADVISORY GROUP LUNCH **Chart**

STANDARDS COMMITTEE LUNCH **Spotted Curlew**

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

Attitudes Toward Civil Liberties, Immigration, and Democracy in the Wake of 9/11 **Horizons**
Chair: Susan Pinkus, Los Angeles Times

Extraordinary Measures: Who Loves Military Tribunals and Who Wants to Listen to Suspects and their Lawyers?, Robert J. Blendon and Stephen Pelletier, Harvard University, Mollyann Brodie, Matt James, Drew Altman, and Rebecca Flournoy, Henry J. Kaiser Family Foundation, and Marcus Rosenbaum, National Public Radio

Immigrant, American, or Terrorist: American Attitudes Toward Muslim Immigration and Civil Liberties, Kathleen M. Moore, Chase H. Harrison, and Ben Adams, University of Connecticut

An Examination of Racial Differences in Attitudes Toward Civil Liberties, Sarah Dutton and Jennifer De Pinto, CBS News

Freedom, Equality, and Interests: Views of Democracy Before and After 9-11, Kimberly Downing, Institute for Policy Research, University of Cincinnati, John Dedrick, Charles F. Kettering Foundation, and Eric Rademacher, Institute for Policy Research, University of Cincinnati

The Effects of 9/11 on Arizonans' Attitudes toward Racial Profiling, Kelly P. McCarrier and M. Christopher Stringer, Social Research Laboratory, Northern Arizona University

Discussant: Lydia Saad, The Gallup Organization

Election Campaign Effects **Indian Key**
Chair: Edward Freeland, Princeton University

Which Campaigns Matter? The Influence of Message Intensity, Message Density and Campaign Length on Voter Learning, Travis N. Ridout, University of Wisconsin-Madison

Are Vote Intentions in a "Lockbox"?: Campaign Effects in Election 2000, D. Sunshine Hillygus, Stanford University

Effects of the 2000 Presidential Campaign, Michael Hagen, Annenberg School for Communication, University of Pennsylvania, Richard Johnston, University of British Columbia, and Kathleen Hall Jamieson, Annenberg School for Communication, University of Pennsylvania

The Partisan Child: Role Reversal and Political Empowerment in the Family, Michael McDevitt, University of Colorado at Boulder

Discussant: Andrew Rojecki, Department of Communication, University of Illinois at Chicago

AAPOR/WAPOR Session: Mode Effects in Web, Mail, and Telephone Surveys **Sawyer Key**
Chair: Sameer Y. Abraham, The Gallup Organization

Mode Effect in Web Surveys, Vasja Vehovar and Katja Lozar Manfreda, Faculty of Social Sciences, University of Ljubljana, Slovenia

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

Comparison of Response Rates and Quality of Response in a Survey Conducted by Mail, Email and Web, Virginia M. Lesser and Lydia Newton, Survey Research Center and Department of Statistics, Oregon State University

Transitioning Phone and Mail Studies to an Online Venue: Factors for Consideration, Jennifer M. Park and Don Collier, NFO WorldGroup

Discussant: Donald P. Camburn, Research Triangle Institute

Joint AAPOR/WAPOR Session: New Research on Response Categories **Tarpon Key**
Chair: Matthew W. Courser, The Ohio State University

More Is Not Necessarily Better: Effects of Response Categories on Measurement Stability and Validity, Randall K. Thomas, Harris Interactive, Brian Uldall and Jon Krosnick, The Ohio State University

Theme and Variations in the Scale of Five: The Effect of Verbal Anchors in Bipolar Satisfaction Scales, Thomas M. Guterbock and Brian J. Meekins, University of Virginia

Assessing the Frequency of Rare Events: Stretching Rating Scales Increases Accuracy, Bärbel Knäuper, McGill University and Christine Stich, Free University of Berlin, Germany

Reliability and Validity of Web-based Surveys: Effects of Response Modality, Item Format, and Number of Categories, Brian R. Uldall, The Ohio State University, Randall K. Thomas, Harris Interactive, and Jon A. Krosnick, The Ohio State University

Discussant: Norbert Schwarz, Institute for Social Research, University of Michigan

Strategies for Reducing Unit Nonresponse in RDD Surveys **Long Key**
Chair: Paul J. Lavrakas, Nielsen Media Research

Determining Call Strategies for Various Types of Call Outcomes, Rachel Harter, Colm O'Muircheartaigh, Whitney Moore, Carol Emmons, and Cynthia Howes, NORC, University of Chicago

Please Leave a Message after the Tone: Survey Pre-alert Messages Via Phone, Lester Jones and Barbara O'Hare, Arbitron

The Results and Cost-effectiveness of a Mailed Follow-up for the National Survey of Veterans, Michael Wilson, Theresa Famolaro, Martha Stapleton Kudela, and John Helmick, Westat

Reducing RDD Data Collection Costs Related to Non-Contact Cases, Mary Cay Murray, Jessica Cardoni, and K.P. Srinath, Abt Associates, Robert Wright, National Center for Health Statistics, Paul Buckley, Consultant, Patrick Cagney and Michael Battaglia, Abt Associates

Discussant: Michael W. Link , Research Triangle Institute

Socio-Cultural Factors: The Forgotten Influence on Survey and Question Response **Sabal-Sawgrass**
Chair: Gordon Willis, National Cancer Institute, National Institutes of Health

Images of "the Survey": Cultural and Experiential Factors in Respondent Behavior, Eleanor R. Gerber, Center for Survey Methods Research, Statistical Research Division, U.S. Bureau of the Census

Social Cognition and Organizational Processes: What the Literature Says and its Implications, Sylvia Kay Fisher, Office of Survey Methods Research, Bureau of Labor Statistics

The Role of Social Location in Question Response: A Comparative Analysis of Urban and Rural Poor Experience Answering General Health Questions, Kristen Miller, Office of Research and Methodology, National Center for Health Statistics

Socio-Cultural Factors and "Real" Health in Subjective Health Questions, Paul Beatty, Office of Research and Methodology, National Center for Health Statistics

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

Special Invited Paper: Privacy and Confidentiality Issues Related to Survey Data **Bird Key**

Chair and Discussant: Cynthia Z. F. Clark, U.S. Bureau of the Census

Norman M. Bradburn, Assistant Director, Directorate for Social, Behavioral, and Economic Sciences, National Science Foundation

Roundtable: Improving Income Measurement **Blue Heron**
Organizer and Moderator: Pat Doyle, Demographic Surveys Division, U.S. Bureau of the Census

Nancy Bates, U.S. Bureau of the Census
Anna Chan, U.S. Bureau of the Census
Pat Doyle, U.S. Bureau of the Census
Julia Klein Griffiths, U.S. Bureau of the Census
Jeff Moore, U.S. Bureau of the Census
Joanne Pascale, U.S. Bureau of the Census

3:30 p.m. - 3:45 p.m. **COFFEE BREAK** **Jacaranda Hall**

Public Response to the September 11th Terrorist Attacks **Horizons**
Chair: Barbara Everitt Bryant, National Quality Research Center, University of Michigan Business School

Public Reaction to the September 11th Terrorist Attacks, Tom W. Smith and Kenneth A. Rasinski, NORC, University of Chicago

How America Responded: Public Opinion After 9/11/01, Michael Traugott, Center for Political Studies, Institute for Social Research, Robert Groves, Survey Research Center, Institute for Social Research, and Courtney Kennedy, College of Literature, Science, and the Arts, University of Michigan

Following the Storm: Public Opinion Changes and Political Reactions in Surveys, Natalie Shook and Jon A. Krosnick, The Ohio State University, and Randall K. Thomas, Harris Interactive

Changes in American Public Opinion Since 9/11?, George Bishop, University of Cincinnati

Impact of September 11: A Natural Experiment Using the Wisconsin Continuous National Survey, G. Donald Ferree, Jr., University of Wisconsin Survey Center and Department of Sociology

Discussant: Kathleen Frankovic, CBS News

Pre-Election Polling **Indian Key**
Chair: Mickey Blum, Blum and Weprin Associates, Inc.

Ballots and Crowns: Election Forecasting in Post-Communist Bulgaria ", Christopher D. Karadjov, State University of New York-Oswego

Horse Race, Issues, and Character: Trends in Media Polls from 1970 – 1996, Chase H. Harrison, Center for Survey Research and Analysis, University of Connecticut, and Richard L. Clark, Carl Vinson Institute of Government, University of Georgia

When Should Vote Intention Questions Be Asked in Election Surveys: At the Beginning or at the End?, Patrick Fournier, Université de Montréal, Canada, and Mathieu Turgeon, University of Texas at Austin

Improving Tracking Poll Performance Using Bayesian Methods, Charles H. Franklin, University of Wisconsin, Madison

Discussant: David Moore, The Gallup Organization

Joint AAPOR/WAPOR Roundtable: Mobile Phones in Telephone Surveys **Sawyer Key**
Chair and Organizer: Marek Fuchs, Catholic University of Eichstaett-Ingolstadt, Germany

Vesa Kuusela, Statistics Finland, Finland
Mario Callegaro, University of Trento, Italy
Linda Piekarski, Survey Sampling, Inc., USA
Charlotte G. Steeh, Georgia State University, USA
Vasja Vehovar, University of Ljubljana, Slovenia

Joint AAPOR/WAPOR Session: Methods for Questionnaire Development **Tarpon Key**
Chair: Karen Bogen, Johns Hopkins University

Computer Assisted Pretesting of Telephone Interview Questionnaires (CAPTIQ), Marc Deutschmann, Frank Faulbaum, and Martin Kleudgen, Survey Research Center, University of Duisburg, Germany

Designing Questions for a Multi-mode Survey of Health Plan Members, Vickie L. Stringfellow and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts-Boston

From Meta-analysis of Case Studies to Tailored Designs for Surveys of Educators, Asaph Young Chun and Kevin Carter, American Institutes for Research

Methods for Questionnaire Development, *continued* **Tarpon Key**

What Does it Really Mean to be "User Friendly" When Designing an Expenditure Diary?, Jeanette Davis, Consumer Expenditure Surveys Branch of Research and Program Development, Linda L. Stinson, Office of Survey Methods Research, and Nhien To, Consumer Expenditure Surveys Branch of Research and Program Development, Bureau of Labor Statistics

QUAID: A Computer Tool that Helps Survey Methodologists Improve the Comprehensibility of Questions, Arthur C. Graesser, University of Memphis, Ashish Karnavat, CHI Systems, Frances Daniel, Elisa Cooper, Zhiqiang Cai, Shannon Whitten, Max Louwerse, Kathy Bartlett, Rajani Tenneti, and Vemula Ratnakar, University of Memphis

Discussant: Fran A. Featherston, National Science Foundation

Nonresponse Bias in Face-to-Face Surveys **Bird Key**
Chair: Nancy A. Bates, U.S. Bureau of the Census

Nonresponse in Wave 1 of the National Survey of Child and Adolescent Well-Being, Kathryn Dowd, Paul Biemer,and Sara Wheeless, Research Triangle Institute

Race/Ethnicity as Predictors of Overall Response Rates and Consent to Genetic Research in the National Health and Nutrition Examination Survey 1999-2000, Raynard S. Kington, National Institutes of Health, Kathryn Porter, National Center for Health Statistics, Maria Agelli, National Cancer Institute, and Gerry McQuillan, National Center for Health Statistics

Nonresponse Bias in the Consumer Expenditure Quarterly Survey, John Dixon, Bureau of Labor Statistics

Discussant: Ward Kay, Adirondack Communications

Measuring Race and Ethnicity **Sabal-Sawgrass**
Chair: Deborah H. Griffin, U.S. Bureau of the Census

The Differences Between Hispanic "Origin" vs. Hispanic "Identity"and Their Implications, Paul J. Lavrakas, Nielsen Media Research, Matthew W. Courser, The Ohio State University, and Lillian Diaz-Castillo, Westat

Understanding the Effects of Interviewer Behavior on the Collection of Race Data, Theresa Leslie, David Raglin, and Laurie Schwede, U.S. Bureau of the Census

Estimating Response Reliability and Bias from the Same Reinterview Data, Paul Biemer, Research Triangle Institute

Race and Ethnicity—Does Question Order Make a Difference?, Jinghua Zou and Michael Butterworth, CBS News

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

Roundtable: Regulating and Reviewing Survey Research to Protect Human Subjects -- Emerging Trends on the National Scene **Long Key**

Organizer and Moderator: Michael Fendrich, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago

Richard T. Campbell, Department of Sociology, University of Illinois at Chicago
Eleanor Singer, Survey Research Center, University of Michigan
Greg Koski, Director, Office of Human Research Protections, Department of Health and Human Services

AAPOR/WAPOR CONCURRENT SESSIONS — **Friday, May 17, 3:45 p.m. - 5:15 p.m.**

Survey Research in the Service of Consumer Communication, Choice and Health — **Blue Heron**
Chair: Patricia Gallagher, Center for Survey Research, University of Massachusetts Boston

A Web-Enabled Panel Case Study: The Health Consumer Information Study, J. Michael Dennis, William C. McCready, and Rick Li, Knowledge Networks, Laurence Baker, Stanford University, and Todd Wagner, Stanford University and the Department of Veterans Affairs

Using Research to Design an Employee Benefits Communication Program for Florida's Public Employees, David Rockland, Graham Hueber, and Mary Elizabeth Dunleavy, Ketchum and Jay Rayburn, Florida State University

Innovative Research Techniques to Aid in Evaluation of Parenting and Health Communication Materials, Wendy Constantine and Susan Obarski, Center for Community Wellness, University of California at Berkeley and Victoria Albright, Field Research Corporation

Hungry Red Planet: Can Interactive Interventions Affect Pre-teen and Teens' Nutritional Behavior?, D. Michael Anderson, Health Media Lab, Sarah Fulton, Jennifer Airey, Sandra Bauman, and Todd Abel, Wirthlin Worldwide

Discussant: Richard Warnecke, University of Illinois at Chicago

5:30 p.m. - 6:30 p.m.	**RECEPTION**	**Breckenridge Pool Deck**
6:30 p.m. - 8:00 p.m.	**AAPOR DINNER**	**Breckenridge Pool Deck**
7:30 p.m. - 10:00 p.m.	**SHORT COURSE**	

Survey Sampling II — **Long Key**
Colm O'Muircheartaigh, University of Chicago

8:30 p.m. - 10:00 p.m.	**INAUGURAL EVENT: *THE AAPOR HERITAGE INTERVIEW SERIES* - an Evening with Kurt & Gladys Engel Lang**	**Tarpon & Sawyer Keys**

Moderator: Mark Schulman, Schulman, Ronca and Bukavalas, Inc.

Interviewers: Kathleen A. Frankovic, CBS News
Jack Elinson, Sociomedical Sciences, School of Public Health, Columbia University

10:00 p.m.	**SOCIAL GATHERING: Post Heritage Interview Reception**	**Grand Palm Colonnade**
	PUB CRAWL	**Gather in Grand Palm Colonnade**

Saturday, May 18

8:00 a.m. - 4:00 p.m.	**REGISTRATION**	**Grand Palm Colonnade (Conf. Office 1&2)**
7:00 a.m. - 9:00 a.m.	**BREAKFAST**	**Banyan Breezeway/Garden Courtyard**
7:15 a.m. - 8:15 a.m.	**BREAKFAST MEETING: FACULTY OF SURVEY STATISTICS AND METHODOLOGY PROGRAMS**	**Snowy Egret**
	BREAKFAST MEETING: HERITAGE INTERVIEW SERIES COMMITTEE	**Compass**
7:30 a.m. - 8:30 a.m.	**FUN RUN/WALK**	**Breckenridge Pool Deck**
9:00 a.m. - 4:30 p.m.	**EXHIBITS - Software, Technology & Books**	**Jacaranda Hall**

The Psychological Impact of the 9/11 Terrorist Attacks on Americans, Part I **Horizons**
Chair: Ronald E. Langley, University of Kentucky

Psychological Impacts of September 11th on New York City Residents, Michael J. Bucuvalas, Schulman, Ronca and Bucuvalas, Inc., Sandro Galea, New York Academy of Medicine, and Mark Morgan, Schulman, Ronca and Bucuvalas, Inc.

Psychosocial Impact on the New York State Population of the Terrorist Attack, David W. Smith, Center for the Study of Services, Washington, DC, Thomas A. Melnik and Colleen Baker, New York State Department of Health and Robert Brackbill, New York City Health Department

Distance and Degrees of Affect: Reactions to 9-11, Kelly L. Sand and Jennifer T. Nersesian, Star-Ledger/Eagleton-Rutgers Poll

Discussant: Sandra Berry, RAND

Political Knowledge and Attitudes **Indian Key**
Chair: Matthias Kretschmer, ZMG, Frankfurt/Main, Germany

The Knowledge Gap: A Reexamination of Gender-Based Differences in Social and Political Knowledge, Mary Anderson, Damarys Canache, and Jeffery Mondak, Department of Political Science, Florida State University

Understanding Short-Term Variation in Party Identification, Larry Hugick and Margie Engle, Princeton Survey Research Associates

Modeling Changing Party Identification, Craig Gordon, Georgia State University

Black Cities/White Cities: Evaluating the Mayors, Susan Howell, Department of Political Science, University of New Orleans, and Huey Perry, Political Science Department, Southern University

Discussant: Alice Robbin, School of Library and Information Science, Indiana University, Bloomington

Joint AAPOR/IFD&TC Session: Data Quality and Measurement Error Across Different Survey Modes **Sawyer Key**

Chair: Jean Martin, Data Methodology and Evaluation Division, Office for National Statistics, United Kingdom

CASI, Privacy, and Social Desirability: Results of an Experiment, Eleanor Singer, Mick P. Couper, and Roger Tourangeau, Survey Research Center, University of Michigan

Comparing Self-administered Computer Surveys and Auditory Interviews: An Experiment, LinChiat Chang, Strategic Research Group, and Jon A. Krosnick, The Ohio State University

Not Sure About "Don't Know"?: Effects of Response Choice in Mixed Mode Surveys, George Terhanian, Randall K. Thomas, John Bremer, and Renee Smith, Harris Interactive

Paper and Pencil versus Web Survey: Measurement Effects and Mode Differences, Marek Fuchs, Catholic University of Eichstaett-Ingolstadt, Germany

Discussant: Paul P. Biemer, Research Triangle Institute

Collecting Data with Diaries **Tarpon Key**
Chair: Diane Herz, Bureau of Labor Statistics

Internet Use and Sociability: A Time Diary Study, Norman H. Nie and D. Sunshine Hillygus, Stanford University

Development and Validation of the Nielsen TV Diary Placement Interviewer Monitoring Form, Kenneth W. Steve, J. Brooke Hoover, Paul J. Lavrakas, Charles D. Shuttles, Jim Crabtree, and Jennifer S. Welch, Nielsen Media Research

Individual Diaries in Consumer Expenditure Surveys, Parvati Krisnamurty and Lisa Lee, NORC, University of Chicago

How Do You Measure a Day? Best Practices for Online Diary Studies, Russ Roenick, Microsoft Corporation, K.K. Davey and Rachel Harrison, Knowledge Networks, Inc.

Discussant: John P. Robinson, Department of Sociology, University of Maryland

Strategies for Reducing Unit and Item Nonresponse in Face-to-Face Surveys **Long Key**
Chair: Pat Doyle, U.S. Bureau of the Census

Attaining High Survey Participation in an Era of Growing Public Antagonism, Pat Montalván, Westat, Glenn Pinder, Benny Kottiri, and Carolyn Petty-Martin, National Center for Health Statistics, Centers for Disease Control and Prevention

Does a Familiar Face Increase Response?, Kathleen E. Ott, National Agricultural Statistics Service, U.S. Department of Agriculture

A Sense of Community: Combating Nonresponse in Face-to-Face Surveys, Jenneve Lynch and Brian H. Roff, Eagleton Institute of Politics, Rutgers, The State University of New Jersey

A Method for Reducing Item Nonresponse to Critical Survey Items, Rachel A. Caspar, Michael A. Penne, and Elizabeth F. Wiebe, Research Triangle Institute

Discussant: Clyde Tucker, Bureau of Labor Statistics

Studying Race in Surveys and Experiments: Methodological and Substantive Issues **Sabal-Sawgrass**
Organizer and Chair: Devon Johnson, University of California at Los Angeles

Race of Interviewer Effects in a Survey of Atlanta Whites, Monica McDermott, Stanford University

Education's Effect on Intergroup Attitudes: A Re-examination, Charlotte Steeh, Georgia State University

Public Opinion, Crime and Race: Survey-Based Experiments on Support for the Death Penalty and the War on Drugs, Lawrence Bobo, Harvard University, and Devon Johnson, University of California at Los Angeles

Measuring Racial Attitudes Virtually: Respondent Reactions, Racial Differences, and Race of Interviewer Effects, Maria Krysan, University of Illinois at Chicago, and Mick Couper, University of Michigan

Discussant: Vincent Hutchings, University of Michigan

Joint AAPOR/IFD&TC Session: Roundtable—Public Opinion on Internet Privacy and Information Security **Bird Key**

Organizer and Moderator: Sandra Bauman, Wirthlin Worldwide

Sandra Bauman, Wirthlin Worldwide
Frank Newport, The Gallup Organization
Lee Rainie, Pew Internet and American Life Project
Humphrey Taylor, The Harris Poll

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

The Psychological Impact of the 9/11 Terrorist Attacks on Americans, Part II **Horizons**
Chair: Beth-Ellen Pennell, Institute for Social Research, University of Michigan

Psychological Effects of the September 11th Terrorist Attacks: Results from the National Tragedy Study, Kenneth A. Rasinski, Tom W. Smith, Marianna Toce, and James Henderickson, NORC, University of Chicago

Findings from the National Study of Americans' Reactions to September 11 (N-SARS), William Schlenger, Juesta Caddell, Lori Ebert, Kathleen Jordan, Kathryn Rourke, Lisa Thalji, and David Wilson, Research Triangle Institute, and John Fairbank, Duke University

Predictors of Psychological Well-Being After the September 11th Terrorist Attacks, Jennifer Berktold, NORC, University of Chicago

Discussant: John Boyle, Schulman, Ronca and Bucuvalas, Inc

Opinion Expression and Change **Indian Key**
Chair: Michael Hagen, Annenberg School for Communication, University of Pennsylvania

The Influence of Presumed Influence, Albert Gunther, Department of Life Sciences Communication, University of Wisconsin, and J. Douglas Storey, Johns Hopkins University.

Group Influences on Opinion Expression and Change, Lilach Nir, Vincent Price, and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania

Biomedical Literacy, Attitudes, and Behaviors: A Conceptual and Empirical Re-examination, Jon D. Miller and Linda Kimmel, Center for Biomedical Communication, Northwestern University Medical School

Interpersonal Network Heterogeneity and Willingness to Express Opinions, Jaeho Cho and Heejo Keum, School of Journalism and Mass Communication, University of Wisconsin-Madison

Discussant: Jon A. Krosnick, The Ohio State University

Joint AAPOR/IFD&TC Session: Applying Web Research in Multi-Mode Designs **Sawyer Key**
Chair: Reginald P. Baker, MSInteractive

A Nonresponse Analysis of a Mail-Web Mode Comparison, Carol Boyd, University of Michigan Substance Abuse Research Center, Scott Crawford, MSInteractive, Sean McCabe, University of Michigan, Substance Abuse Research Center, and Mick Couper, Survey Research Center, University of Michigan

A Mixed-mode Internet and Telephone Survey in a Technology-rich Environment, Krisztina Marton, Rini Sumartojo, Gerald M. Kosicki and Lewis R. Horner, Center for Survey Research, The Ohio State University

Demographic Differences in College Students in the Self Selection of a Survey Mode (Web vs. Mail vs. Phone), Kathy Sonnenfeld, Mathematica Policy Research, Inc.

Use of Web-based Data Collection to Supplement Mail Survey Response Rates, S. Randall Keesling, Research Triangle Institute

Combining Online and CATI Data Collection Techniques With Web-Based Reporting to Measurably Improve Honeywell's International Market Research, Karl G. Feld, Western Wats Center, and William K. Stone, WKS:CSM Consulting, Inc.

Discussant: John M. Kennedy, Center for Survey Research, Indiana University

Panel Session in Honor of Charles Cannell: A Career Dedicated to Understanding the Survey Process **Tarpon Key**
Organizer and Chair: Nancy Mathiowetz, University of Maryland

Jack Fowler, Center for Survey Research, University of Massachusetts Boston
Peter Miller, Northwestern University
Nancy Mathiowetz, University of Maryland
Nora Cate Schaeffer, University of Wisconsin

Cooperation, Costs, Data Quality, and Bias in Incentive Experiments **Long Key**
Organizer: Joe Eyerman, Research Triangle Institute
Chair: Dicy Butler, SAMHSA

The Impact of Incentives on Cooperation and Data Collection Costs: Results from the 2001 National Household Survey on Drug Abuse Incentive Experiment, Joe Eyerman and Katie Bowman, Research Triangle Institute, Dicy Butler and Douglas Wright, SAMHSA

Nonresponse Bias from the National Household Survey on Drug Abuse Incentive Experiment, Douglas Wright, SAMHSA, Katie Bowman, Research Triangle Institute, Dicy Butler, SAMHSA, and Joe Eyerman, Research Triangle Institute

Cooperation, Costs, Data Quality, and Bias in Incentive Experiments, *continued* **Long Key**

Incentive Effects on Measures of Response Quality in the Alcohol and Drug Services Study, Thomas Krenzke, Leyla Mohadjer, and Jacqueline Severynse, Westat, Grant Ritter, Brandeis University, and Anita Gadzuk, SAMHSA

Drug Testing Feasibility in a General Population Household Survey, Michael Fendrich, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago, Timothy Johnson, Survey Research Laboratory, University of Illinois at Chicago, Amy Hubbell, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago, and Christine Orland, Survey Research Laboratory, University of Illinois at Chicago

Discussant: Eleanor Singer, Survey Research Center, University of Michigan

Measuring and Estimating Health Insurance Status **Sabal-Sawgrass**
Organizer and Chair: Dianne Rucinski, Health Research and Policy Centers, University of Illinois at Chicago

Measurement of the Uninsured Population–The Massachusetts Experience, Anthony Roman and Alison Hauser, University of Massachusetts Boston,

Effect of a Verification Item in Three Statewide RDD Health Insurance Surveys, Colleen K. Porter, Cynthia Wilson Garvan and R. Paul Duncan, University of Florida

Evaluating Imputation Bias in the Current Population Survey's State Income and Health Insurance Coverage Estimates, Michael Davern, Lynn A. Blewett, Boris Bershadsky and Noreen Arnold, State Health Access Data Assistance Center, University of Minnesota

The CPS Versus State-Specific Estimates: Making Sense of Discrepant Rates of Uninsurance, Kathleen Thiede Call, Anna Stauber Sommers and Todd Rockwood, University of Minnesota

Estimating Health Insurance Status: A Comparison of the Behavioral Risk Factor Surveillance System and Current Population Surveys, Dianne Rucinski, Health Research and Policy Centers, University of Illinois at Chicago

Discussant: Joanne Pascale, Center for Survey Methods Research, U.S. Bureau of the Census

Religion, Religiosity and Public Opinion **Bird Key**
Chair and Discussant: Murray Edelman, Voter News Service

Measuring Spiritual Commitment and Engagement, Jenny Liu and Lazarous Mbulo, Survey Research and Methodology Program, Gallup Research Centre, University of Nebraska-Lincoln

Religion, Religious and Secular–What Do They All Mean?, Ariela Keysar, Egon Mayer Center for Jewish Studies, Graduate Center of the City University of New York, and Barry Kosmin, Institute for Jewish Policy Research, London, UK

The Death Penalty, Life, and Religiosity, John M. Benson, Harvard Opinion Research Program and Lois Timms-Ferrara, Roper Center for Public Opinion Research

Post-9/11 Views on the Role and Importance of Religion, Michael A. Dimock and Peyton M. Craighill, Pew Research Center for the People and the Press, and Melissa Rogers, Pew Forum on Religion and Public Life

11:30 a.m. - 12:30 p.m. POSTER SESSION **Grand Palm Colonnade**

Hospital Effects in the Fragile Families and Child Wellbeing Study: Implications for Sampling Birth Cohorts, Julien Teitler, Columbia University, and Nancy Reichman, Princeton University

Leveling Citizen Satisfaction, Paul Schroeder and Ryan Hubbard, Center for Survey Research, University of Virginia

Knowledge, Experiences and Attitudes of South African Youth: Implications for the Future of South Africa and the AIDS Epidemic, Annie Steffenson and Mollyann Brodie, Kaiser Family Foundation

Saturday, May 18, 11:30 a.m. - 12:30 p.m.

POSTER SESSION, continued — **Grand Palm Colonnade**

Separating Interviewer Effects and Sampling Point Effects Using Interpenetrated Samples with Respect to "Fear of Crime" Indicators, Frauke Kreuter, University of California at Los Angeles/University of Konstanz, and Rainer Schnell, University of Konstanz, Germany

Assessing the Impact of the September 11th Attacks on Survey Error using the National Study of American's Reactions to September 11th, Jeremy Morton and Joe Eyerman, Research Triangle Institute

The Effect of Advance Letter Format and Wording on Respondent Refusals in a Targeted Telephone Survey, Mary E. Losch, Gene Lutz, and Aaron Maitland, Center for Social and Behavioral Research, University of Northern Iowa

Test of Coding Procedures and Lexicon for the American Time Use Survey, Sid J. Schneider, Jennifer Crafts, and David Cantor, Westat, Tina Shelley, Diane Herz, and Lisa Schwartz, Bureau of Labor Statistics

Trends in Public Attitudes Towards the Commercialization of Society, James I. Bowie, Northern Arizona University and University of Arizona

Methods for Improving Compliance in Exposure Studies, Linda Dimitropoulos, Lisa Thalji, and Liz Weibe, Research Triangle Institute

Are Higher Response Rates Better? An Investigation Into the Usefulness of Convincing Reluctant Respondents to Participate in Telephone Surveys, Mary Outwater and Kana Fuse, Center for Survey Research, The Ohio State University

Where Should the Money Go?: The Effect of Incentives on Response Rates, Mareena Wright, Kerry Y. Levin, and Jennifer E. O'Brien, Westat and Susan Wiener, Independent Sector

Projection and Persuasion: What Leads and What is Impacted by the Media? Craig Gordon, Applied Research Center, Georgia State University, and Gary T. Henry, Packard Foundation

Improving Estimates of Heating Equipment in a Survey of Electric Utility Consumers, Carla Jackson, Schulman, Ronca and Bucuvalas, Inc. and Brenda Weeks, Tennessee Valley Authority

Exploring the Impact of Telemarketing and Other Reasons for Refusal on Telephone Surveys, Benjamin H. Detenber and Waipeng Lee, School of Communication Studies, Nanyang Technological University, Singapore

Targeting RDD Samples at the County Level, Karol Krotki, NuStats

Communication Influences on Individuals Since September 11, Weiwu Zhang, Department of Communication and Theatre, Austin Peay State University

Volunteerism and Informal Caregiving: A Methodological Comparison of Two National Surveys, Gail Kutner, AARP

Was My Voice Heard?: Regional Differences in Post-September 11 Polls, Elisha Smith, Sunghee Lee, and Paul Guerino, Joint Program in Survey Methodology, University of Maryland at College Park

Dueling Paradigms: Fitting Alternative Medicine into the Survey Research Box, James Dahlhamer, Barbara Stussman, and Kristen Miller, National Center for Health Statistics

12:00 p.m. - 12:30 p.m. — MEET THE AUTHORS — Palm

Nora Cate Schaeffer, co-author (with Douglas W. Maynard, Hanneke Houtkoop-Steenstra and Johannes van der Zouwen), Standardization and Tacit Knowledge: Interaction and Practice in the Survey Interview

12:30 p.m. - 2:15 p.m. — LUNCH and AAPOR PRESIDENTIAL ADDRESS — Banyan Breezeway

Roundtable: Public Opinion and Polling in a Time of War **Horizons**
Organizer and Moderator: Richard C. Rockwell, Roper Center for Public Opinion Research, University of Connecticut

Robert Blendon and John Benson, Harvard Opinion Research Program, Harvard University
Gary E. Langer, ABC News
Robert Weissberg, Department of Political Science, University of Illinois, Urbana-Champaign

Civic Engagement, Participation and Trust **Sawyer Key**
Chair: Robert O. Simmons, Defense Manpower Data Center

Civic Engagement among Generation.Net, Cliff Zukin, Rutgers University, Scott Keeter, George Mason University, Molly Andolina, Loyola University, Chicago, and Krista Jenkins, Rutgers University

Civic Engagement, Social Trust, and Online Deliberation, Dannagal Goldthwaite, Vincent Price, and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania

Social Networks, Social Inequality: The Varied Impact of Political Talk on Civic Participation, Casey A. Klofstad, Department of Government, Harvard University

A More Attentive Union? News Interest and Civic Learning in the Wake of September 11th, Peyton M. Craighill and Michael A. Dimock, Pew Research Center for the People and the Press

Discussant: Patricia Moy, University of Washington

Sources of Public Opinion **Indian Key**
Chair: Jon D. Miller, Center for Biomedical Communication, Northwestern University Medical School

Presidential Source Cues and Policy Appraisals, 1981-2000, Jeffery Mondak, Christopher Lewis, Jason Sides, Joohyun Kang, and Olyn Long, Department of Political Science, Florida State University

When Science Meets Morality: Tapping the Origins of Public Opinion on Genetic Engineering, Matt Nisbet, Dietram A. Scheufele, and James Shanahan, Department of Communication, Cornell University

Influencing the Opinions of Young Adults Overseas through Exposure to American Television Programs, Michael G. Elasmar, Communication Research Center, Boston University

The Character of Deliberation: Equality, Argument, and the Formation of Public Opinion, David Dutwin, International Communications Research

Discussant: Gerald M. Kosicki, Center for Survey Research, The Ohio State University

Cognitive Aspects of Survey Reporting **Tarpon Key**
Chair: Kristin J. Stettler, U.S. Bureau of the Census

Optimizing Survey Measurement Accuracy by Matching Question Design to Respondent Memory Organization, Michael D. Silver and Jon A. Krosnick, The Ohio State University

Cognitive and Econometric Aspects of Responses to Surveys as Decision Making, S. James Press, University of California at Riverside, and Judith M..Tanur, State University of New York at Stony Brook

Unobtrusive Observations: Using CASM and Design Principles To Optimize Validity and Reliability, Patty Greenberg and Jaana Myllyluoma, Battelle Centers for Public Health Research and Evaluation

Cognitive Interviewing Investigations of Factors Associated with Racial and Ethnic Self-Identification in Minority Fourth and Eighth Grade Students, Roger Levine and Mette Huberman, American Institutes for Research

Discussant: Roger Tourangeau, University of Michigan and Joint Program in Survey Methodology

How Much Is Enough?: Experiments on Payment Levels of Respondent Incentives **Long Key**
Chair: Andrew Zukerberg, Microsoft

Size of Incentive Effects in a Longitudinal Study, Willard Rodgers, Survey Research Center, University of Michigan

Impact of Increased Incentives on Respondent Cooperation and Interviewer Production: Results from Wave 1 of the National Survey of Child and Adolescent Well-Being, Susan H. Kinsey, Tiffany A. Lytle, Cara A. McCarthy, and R. Suresh, Research Triangle Institute

Various Monetary Incentives Experiment in a Mixed Mode Survey, Norman Trussell and Paul J. Lavrakas, Nielsen Media Research

Tiered Incentive Payments: Getting the Most Bang for your Buck, Martha D. Kovac and Jason Markesich, Mathematica Policy Research, Inc.

Discussant: Brad Edwards, Westat

Surveying People with Disabilities **Sabal-Sawgrass**
Chair: Anne B. Ciemnecki, Mathematica Policy Research, Inc.

Measuring Persons With Disabilities, Nancy Mathiowetz, Roger Tourangeau, and Paul Guerino, Joint Program in Survey Methodology, University of Maryland at College Park

Cognitive Testing Disability Questions at NCHS, Barbara Foley Wilson, Beth L. Taylor, and Barbara M. Altman, National Center for Health Statistics

Public Estimates of the Percent of U.S. Adults 65 and Older with a Disability: Exploring False Consciousness of Kind Among the Elderly, Sarah Dipko, Joint Program in Survey Methodology, University of Maryland at College Park

A Study of Proxy Response in a Disability Survey, Sunghee Lee, Joint Program in Survey Methodology, University of Maryland at College Park

Discussant: Jeffrey C. Moore, U.S. Bureau of the Census

Roundtable: Standards for Credible Survey Evidence in Legal Proceedings **Bird Key**
Chair and Organizer: Warren J. Mitofsky, Mitofsky International

Harry W. O'Neill, Roper ASW
Vincent Palladino, Fish & Neave
Paul A. Talmey, Talmey-Drake Research & Strategy
E. Deborah Jay, Field Research Corporation
Joe Lenski, Edison Media Research

3:30 p.m.- 4:30 p.m. **Coffee Break** **Jacaranda Hall**

3:30 p.m. - 4:30 p.m. **Special Seminar: Demystifying NSF—Opportunities for Survey Research Funding** **Blue Heron**

Robert O'Connor, Decision, Risk, and Management Science Program, National Science Foundation

3:30 p.m. - 4:30 p.m. POSTER SESSION **Grand Palm Colonnade**

Comparison of Methodologies for Radio Listening Habits, Kristi Hagen, Social Research Laboratory, Northern Arizona University, and Jason Huntley, Oregon State University

Challenges of Survey Research: An Active Learning Experience, Martha Kropf, Kadie Bangura, Joel Blevins, Brooke Hawkins, Janette Henson, and Tracy Rogers, University of Missouri-Kansas City and Jennifer Wilding, Kansas City Consensus

The Impact of Restricted Access Buildings on Face-to-Face Response Rates, Linda K. Owens, Timothy P. Johnson and Karen Foote Retzer, Survey Research Laboratory, and Michael Fendrich, Department of Psychiatry, University of Illinois at Chicago

Handling Duplicate Telephone Numbers in an Ongoing RDD Survey: The National Immunization Survey, Erin Foster, Abt Associates, Paul Buckley, Consultant, Elizabeth Anderson and Mary Cay Murray, Ab tAssociates, and Robert A. Wright, National Center for Health Statistics

Surveying Hard to Get Information: An Example of Pesticide Use Reporting Among California Almond Growers, Rose L. Krebill-Prather, Social and Economic Sciences Research Center, Washington State University, and Frank G. Zalom, Statewide Integrated Pest Management Project, University of California at Davis

Problems in Applying AAPOR's Final Disposition Codes and Outcome Rates to the Utah Colleges' Exit Poll, Howard Christensen and Melaney Slater, Brigham Young University

Diversity Among Boomers in Caring for Elders, Xenia P. Montenegro, AARP

Media Exposure and the Cultivation of Beliefs About Regional Air Quality, Michael E. Gouge, Mark D. West, and Donald L. Diefenbach, University of North Carolina at Asheville

Impact of Age, Gender, Education and Smoking Behavior on Attitudes Toward Secondhand Smoke, Xinghua (Cathy) Zhao

Web Survey Nonresponse Among Military Members, James R. Caplan, Defense Manpower Data Center

Screening for Age-Eligibles in a Large Random Digit Dial Survey—Comparing a Broad vs. a Narrow Age Range, Jessica Cardoni, Abt Associates, Paul Buckley, Consultant, Robert A. Wright, National Center for Health Statistics, and Ali H. Mokdad, National Immunization Program, Centers for Disease Control and Prevention, and Mary Cay Murray, Abt Associates

Managing Large-scale, Multi-site Mail Surveys: Principles and Tips, Matthew Jans, Center for Survey Research, University of Massachusetts-Boston

Reverse Directory Matching in a Telephone Survey with Geographically Defined Eligibility, Ingrid Graf and Cayge Clements, Survey Research Laboratory, University of Illinois at Chicago

An Analysis of Taiwan's Presidential Poll Performance 2000, Chien-chou Su, Department of Communications Management, Shih Hsin University, Taipei, Tiawan and NORC, University of Chicago and Man-chi Mandy Sha, NORC, University of Chicago

How Does Proxy Acquisition and Expertise Influence Survey Reports?, Monica Dashen, Bureau of Labor Statistics

Effect of September 11th on a 30-Station Call Center, Diane Burkom, Louise Glezen, and Pamela Kaifer, Battelle Centers for Public Health Research and Evaluation

The Prospects for Electronic Mail Surveys, Samuel Best, Richard Groussett, Andrew Fournier, and Lori Kalinowski, University of Connecticut at Storrs

Social Factors Influencing American Jewish Opinion of Israel, Josh Klein, Center for Jewish Studies, CUNY Graduate Center

3:45 p.m. - 4:15 p.m. **MEET THE EDITOR** **Palm**

Peter V. Miller, Editor, Public Opinion Quarterly

4:30 p.m. - 5:45 p.m. **ANNUAL AAPOR MEMBERSHIP/BUSINESS MEETING** **Sabal-Sawgrass**

6:15 p.m. - 7:15 p.m. **PRESIDENT'S RECEPTION & WELCOME NEWCOMERS** **Garden Courtyard**

SPONSORED by GENESYS MARKETING SYSTEMS GROUP

7:15 p.m. - 9:00 p.m. **ANNUAL AWARDS BANQUET DINNER** **Island Ballroom**

9:30 p.m. - 10:30 p.m. **BOOK SALE** **Jacaranda Hall**

9:30 p.m. - **"NEW ANNUAL" AAPOR DISCO PARTY** **Grand Palm Colonnade**

SPONSORED by SCHULMAN RONCA & BUCUVALAS, INC.

SEMINAR ON APPLIED PROBABILITY **Royal Tern**

Sunday, May 19

7:00 a.m. - 9:00 a.m. **BREAKFAST** **Banyan Breezeway/Garden Courtyard**

9:00 a.m. - 4:30 a.m. **SHORT COURSE**

A Practical Guide to Project Management for the Survey Researcher **Sirata Beach: Royal Palm**
Mike Weeks, Research Triangle Institute

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

The Role of the Media in Shaping Attitudes After 9/11 **Bird Key**
Chair: Jo Holz, Oxygen Media

Crisis and Confidence: A Panel Study of Media Effects on Trust After September 11th, 2001, Paul Brewer, Department of Political Science, Sean Aday, Kim Gross, and Lars Willnat, School of Media and Public Affairs, George Washington University

Media Discourse on Globalization and Terror, Andrew Rojecki, Department of Communication, University of Illinois at Chicago

More Power to the Government? Mass Media's Role in Promoting Public Consensus after September 11, Dietram A. Scheufele and Eunjung Lee, Cornell University

Behavior Changes after September 11, Pamela Gallion and Thomas Lamatsch, Cannon Center, University of Nevada, Las Vegas

Diffusion of Catastrophic News: How Quickly Danes Learned About the September 11 Terrorist Attacks, Mads Stenbjerre, Zapera A/S, Denmark

Discussant: Peter V. Miller, Northwestern University

Media Effects **Indian Key**
Chair: John Baldridge, Bureau of Business and Economic Research, The University of Montana

Do the Media Prime Electoral Issues? A New Test of the Media Priming Impact on Voting Intentions, Agnieszka Dobrzynska and Éric Bélanger, Université de Montréal, Canada

Media Use and Issue Attitudes: Examining Predictive Power in Light of New Technologies, Bryan E. Denham, Clemson University

Cognitive Response to Media Messages: A Comparison of the Persuasive Impact to Sanction Fear and Moral Appeals to Comply with the Law, Robert Mason, Oregon State University

Media Use and the Third-person Effect: Estimates of the Influence of Exposure to Media Violence, Mark D. West, Donald L. Diefenbach, and Michael E. Gouge, University of North Carolina at Asheville

Discussant: Lawrence T. McGill, Princeton University

Joint AAPOR/IFD&TC Session: Design Issues in Web Surveys **Sawyer Key**
Chair: Dominic Lusinchi, Far West Research

Assessing Respondents' Need for Clarification in Web Surveys Using Age-based User Modeling, Tania F. Coiner and Michael F. Schober, New School for Social Research, Frederick.G. Conrad, Bureau of Labor Statistics, and Patrick Ehlen, New School for Social Research

A Web-based Experiment to Evaluate the Effectiveness of Vaccine Information Sheets, Alice Turner, Lisa Thalji, Robert Wagers, and Glen Laird, Research Triangle Institute and Wendy Heaps, National Immunization Program, Centers for Disease Control and Prevention

Navigation Patterns in Web Surveys, Carl Ramirez, U.S. General Accounting Office

Statistical Data Validation in Web Instruments—An Empirical Study, Andrey A. Peytchev and Emilia A. Petrova, Graduate Program in Survey Research and Methodology, University of Nebraska–Lincoln

Discussant: Mick P. Couper, Survey Research Center, University of Michigan

Joint AAPOR/IFD&TC Session: Comparing Different Methods for Questionnaire Development **Tarpon Key**
Chair: Jeremy E. Morton, Research Triangle Institute

A Comparison of Two Behavior Coding Systems for Pretesting Questionnaires, W. Sherman Edwards, Vasudha Narayanan, and Stephanie Fry, Westat, Joseph A. Catania and Lance M. Pollack, Health Survey Research Unit, University of California, San Francisco

Does This Question Work? Comparing Results from Cognitive Interviewing and Respondent Debriefing of New Computer Crime Questions, Kristen A. Hughes and Theresa J. DeMaio, Statistical Research Division, U.S. Bureau of the Census

Double-checking Your survey: Interviewing Respondents Who Have Completed a Paper-and-Pencil Survey, Matthew Jans and Carol Cosenza, Center for Survey Research, University of Massachusetts-Boston

Discussant: Gordon Willis, National Cancer Institute, National Institutes of Health

Joint AAPOR/IFD&TC Session: Respondent Incentives: Studies on the Timing of Payments **Long Key**
Chair: Geraldine Mooney, Mathematica Policy Research, Inc.

An Experiment on the Timing of Incentives and Different Staging Procedures on a Random Digit Dial Survey, David Cantor, Patricia Cunningham, and J. Michael Brick, Westat, Kevin Wang, The Urban Institute, Eleanor Singer, University of Michigan and Fritz Scheuren, NORC, University of Chicago

The Timing of Refusal-Conversion Incentives in a Telephone Survey of Physicians, Julie Fishtein, Thomas Barton, and Anne B. Ciemnecki, Mathematica Policy Research, Inc.

Informing the Design of Advance Letters and Incentive Strategies With an Understanding of How They Work Across Population Groups and Studies, Ashley Bowers and Jeffrey M. Gonzalez, Survey Research Unit, University of North Carolina at Chapel Hill

Prepaid and Promised Incentives in Web Surveys—An Experiment, Michael Bosnjak, ZUMA Mannheim, Germany, and Tracy Tuten, Longwood College, USA

Discussant: Virginia M. Lesser, Survey Research Center and Department of Statistics, Oregon State University

Joint AAPOR/IFD&TC Session: Interviewer Effects **Sabal-Sawgrass**
Chair: Helen M. Crossley, Independent Consultant

Twin Effects: Race and Gender Interviewer Effects in the 2001 Twin Cities Mayoral Elections Polls, Robert Daves, Star Tribune

Race: Identification and Impact in Phone Surveys, Karen E Schnite, Public Opinion Laboratory, Northern Illinois University

"Perceived" Race of the Interviewer Effects in Telephone Interviews, David C. Wilson and Eric P. Olesen, The Gallup Organization

Evaluating the Impact of Interviewer Characteristics on Survey Participation, Frank J. Mierzwa, Rob McCracken, Russ Vandermaas-Peeler, and Christine D. Tronnier, Research Triangle Institute

Discussant: Janice Ballou, Mathematica Policy Research, Inc.

Joint AAPOR/IFD&TC Session: Potpourri—Potential New Tools and Approaches for Our Profession **Blue Heron**
Chair: Carolee Bush , U.S. Bureau of the Census

Procedures to Reduce the Risk of Respondent Disclosure in A Public-Use Data File: The National Immunization Survey, Meena Khare, National Center for Health Statistics, Michael P. Battaglia and David C. Hoaglin, Abt Associates, and Robert A. Wright, National Center for Health Statistics

Computer Visualization of Multi-Variate Survey Data, Jesse Marquette, Center for Policy Studies, Jennifer Philips and Christina Norris-Watts, Department of Psychology, University of Akron

IBM and WorldJam: An Online Qualitative Event for 52,600, James F. Newswanger, IBM Corporate Intranet

Motivations, Communications and Functions of a Virtual Community: A Case Study of Linux, Mei Lu, Department of Communication Studies, and Nathaniel S. Borenstein, School of Information, The University of Michigan

Discussant: Reginald P. Baker, MSInteractive

Joint AAPOR/IFD&TC Session: The Effects of September 11 on Survey Response **Sawyer Key**
Organizer: Christine Horak, Westat
Chair: Nicholas A. Holt, Roper ASW

The Effects of September 11th on Unit Nonresponse in the NHSDA, Dawn M. Odom and Julie Stivers, Research Triangle Institute

Response Rates and 9-11, Alan Roshwalb and John P. Vidmar, Market Facts, Inc.

The Impact of September 11 on Aggregate Survey Response Rates, Laura Flicker, Tracey Hagerty Heller, Christine Horak, and Bruce Allan, Westat

Discussant: Diane Burkom, Battelle Centers for Public Health Research and Evaluation

Media Exposure and Trust **Indian Key**
Chair: Cecilie Gaziano, Research Solutions, Inc.

The Sources of Media Distrust, Linda Kimmel and Jon D. Miller, Center for Biomedical Communication, Northwestern University Medical School, and Tom W. Smith, GSS/NORC, University of Chicago

Rally Around the Flag—The Effects of September 11, Thomas Lamatsch and Jacqueline M. Peltier, University of Nevada, Las Vegas

Where Do People Get Their News? Media Use in a Multi-Ethnic Region, Holley Shafer, Rufus Browning, Helen Hyun, and John Rogers, Public Research Institute, San Francisco State University

Effects of Informational Utility on Selective News Exposure, Silvia Knobloch, Dresden University of Technology, Germany, Francesca Dillman Carpentier, and Dolf Zillmann, University of Alabama

Discussant: Robert P. Daves, Minneapolis Star Tribune

Use of Internet-based Personnel Surveys by U.S. Military **Blue Heron**
Chair: Timothy W. Elig, Defense Manpower Data Center

U.S. Army Web-based, Internet Surveys, Lynn Milan , U.S. Army Research Institute for the Behavioral and Social Sciences

Internet-based Survey Research in the U.S. Navy, Murrey G. Olmsted, Navy Personnel Research, Studies, & Technology

Internet-based U. S. Air Force Surveys, Charles H. Hamilton and Louis M. Datko, Air Force Personnel Center, Randolph AFB and John Bell, HQ USAF, Testing and Survey Policy

Discussant: James R. Caplan, Defense Manpower Data Center

Joint AAPOR/IFD&TC Session: Collecting Sensitive Data **Tarpon Key**
Chair: Diane O'Rourke, Survey Research Laboratory, University of Illinois

Data Quality in a Survey of Adolescents and Young Adults on Sensitive Issues, Liberty Greene, Kaiser Family Foundation, Mary McIntosh and Jean D'Amico, Princeton Survey Research Associates and Tina Hoff, Kaiser Family Foundation

Neighborhood Effects on Drug Use Reporting, Jerome Richardson, Michael Fendrich, and Timothy Johnson, University of Illinois at Chicago

What's Love Got To Do With It? Understanding Sexual Behavior Among Adolescents, Laurie J. Bauman and Rebecca Berman, Albert Einstein College of Medicine

Measuring HIV/STD Risk in Populations: Results of a Pilot Telephone Survey Conducted in 2 States in 2001, John E. Anderson, Division of HIV/AIDS Prevention, Centers for Disease Control and Prevention, and Sheila Knight, Research Triangle Institute

Discussant: Norman M. Bradburn, National Science Foundation

Joint AAPOR/IFD&TC Session: Nonresponse Issues in Mail Surveys **Long Key**
Chair: Young Chun, American Institutes for Research

The Survey Is in the Mail: Will It Get Opened?, Christina Frederick, Joe Mammone, and Barbara O'Hare Arbitron, Inc.

Printing Toll-free Number on Survey Mailings to Reassure Apprehensive Respondents, Martha Stapleton Kudela and W. Sherman Edwards, Westat, Barbara Crawley and Lori Teichman, Centers for Medicare & Medicaid Services (CMS)

The Impact of Security and Safety Concerns on Item Nonresponse in the USPS Household Diary Study, Johanna Zmud and Heather Contrino, NuStats

Tracking Cooperation Levels among Medical Providers in the National Immunization Survey, Kate Ballard-LeFauve, Martin Barron, and Michael P. Battaglia, Abt Associates, Ali Mokdad, National Immunization Program and Robert A. Wright, National Center for Health Statistics, Centers for Disease Control and Prevention

Item Nonresponse and Respondent Expertise in a Mail Survey of Physicians, Paula Henning and Todd Rockwood, Division of Health Services Research, Policy & Administration, University of Minnesota, Michael Finch, Center for Health Care Policy & Evaluation, United Health Group, and Bruce Center, Family Practice/Community Health, University of Minnesota

Discussant: Robert Baumgartner, PA Consulting Group

Round Table: Data Quality of Health Insurance Surveys **Sabal-Sawgrass**
Organizer and Moderator: Joanne Pascale, U.S. Bureau of the Census

Stephen Zuckerman, The Urban Institute
Terry L. Richardson, National Center for Health Statistics
Timothy Beebe, State Health Access Data Assistance Center, University of Minnesota
Anthony M. Roman, Center for Survey Research, University of Massachusetts Boston

Joint AAPOR/IFD&TC Session: Interviewer Assessment and Training--Production and Data Quality **Bird Key**
Chair: John Huffman, NetRatings, Inc

Improving Interviewer Training Using the Results of Pre and Post Survey Concepts Tests: A Case Study from the Current Population Survey (CPS) Annual Income Supplement, Geraldine Burt and Lisa Knight, U.S. Bureau of the Census

Improving Field Interviewer Performance: The Effects of Shadowing , Kristina Ahlen and Tim Flanigan, Research Triangle Institute

Interviewers' Anxiety and Its Relationship to Completion/Refusal Rates and Perceived Self-Efficacy, Dong Xie, Yangyang Yuan, Lewis R. Horner, and Gerald M. Kosicki, Center for Survey Research, The Ohio State University

Measuring Interviewers' Performance in Telephone Surveys, Claire Durand, Department of Sociology, Université de Montréal, Canada

Discussant: Joan S. Cwi, Battelle Centers for Public Health Research and Evaluation

11:00 a.m. - 12:00 p.m. **BOX LUNCH PICKUP** **Jacaranda Foyer**

12:30 p.m. - 2:00 p.m. **LUNCH and BOX LUNCHES** **Banyan Breezeway/Garden Courtyard**

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

Designing Effective Survey Instruments for the Web **Tarpon Key**
Mick P. Couper, The University of Michigan


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ABSTRACTS

WAPOR Session 1:THE MEASUREMENT OF VALUES **Wednesday, May 15, 2:45 p.m. - 4:00 p.m.**

***Testing Judgmentalism: When Are We Willing to Confront Others for Moral Transgressions?*, Robert M. Eisinger and Brian Detweiler-Bedell, Lewis and Clark University**

Much has been made in recent years about an ostensible decline in morality, both in the United States and elsewhere. Conservative social critics (e.g., Bork, Bennett, Himmelfarb) among others have argued that moral ambiguity and moral relativism have permeated American society. A significant component of this alleged moral decline, they argue, is an unwillingness to confront others who have committed wrongdoing. Rather than acknowledge and rebuke wrongdoers, Americans either lack the courage to express disapproval of transgressions, or lack the moral compass to discern right from wrong. Conservatives are not alone in contending that non-judgmentalism is a central component of the American polity. In his critically acclaimed work Moral Freedom, sociologist Alan Wolfe argues that Americans are reluctant to be judgmental, and that the vocabulary of judging others, even for serious moral lapses, is foreign to many Americans.

This paper attempts to test the claim that citizens are judgmental. By conducting experiments on both college campuses and senior citizen centers, the authors will attempt to find: a) under what conditions citizens will be willing to confront others who have committed hypothetical transgressions, b) whether any significant factors affect one's willingness to express concern, disdain, or outrage to a moral transgressor, c) whether the means by which one communicates displeasure about a moral transgression facilitates the likelihood of expressing concern about a moral transgression. Contrary to popular arguments that today's youth are either morally experimental and more reluctant to judge others, we hypothesize that both young and senior citizen respondents will be reluctant to judge both minor and major moral offenses. We also hypothesize that respondents will be more willing to express outrage or concernif they personally know the transgressor. Finally, we hypothesize that respondents will be least willing to confront verbally in person, but will instead prefer indirect forms of communicating such as the email, a letter or via telephone.

***General Value Change and Party Allegiance: Sweden in the 1990's*, Hans L. Zetterberg, ValueScope AB, Stockholm**

Incomplete data is a pervasive problem facing survey researchers. A number of approaches have been developed to draw inferences when data are incomplete (see e.g., Little and Rubin 1987). This paper will describe and evaluate a procedure for imputing missing values for relatively complex datasets when categorically-scored data are missing at random (MAR) or missing completely at random (MCAR), as well as models in which data are non-randomly missing. The imputations are obtained by fitting a series of latent class models (LCM) to datasets with missing values, and then imputing values based on the corresponding predictive distributions. A variety of unrestricted and restricted LCMs will be presented, utilizing both the probabilistic and loglinear parameterizations. Methods for the probabilistic assignment of imputed values will be discussed. The sampling properties of inference from multiply imputed datasets created through these LCMs will be evaluated using simulated datasets.

***Communication Effects on Objective and Subjective Measures of Citizen Competence*, Patricia Moy, University of Washington,**
While there is a consensus that a healthy democracy is grounded in part on an informed and active electorate, there is less agreement over how to measure citizens' levels of information holding or political participation. Where political knowledge is concerned, scholars have examined what [American] citizens know across a wide range of domains, how knowledge is distributed across the population, and its relationship to democratic norms (see Delli Carpini & Keeter, 1996, for a review). But are commonly employed objective measures of political knowledge the best measures to use? Some researchers have argued that open-ended items provide a better gauge by which to measure what citizens learn from the media, particularly television (Graber, 1996), while others have argued that simple subjective measures of knowledge can easily serve as surrogate measures of actual knowledge (e.g., Mondak, 1995; Moy & Pfau, 2000). More recently, a debate has arisen in which political scientists have argued over the utility of separating "don't know" responses from incorrect responses (Mondak, 2000).

Similarly, with respect to political participation, researchers have questioned the extent to which certain behaviors best reflect an active citizenry. Are traditional, institutionalized forms of political behavior (e.g., contacting an elected official, writing a letter to an editor) the best measures of one's political activity, or are measures of political deliberation as envisioned by Aristotle and Dewey better (Fishkin, 1995; McLeod, Scheufele, & Moy, 1999) better? Moreover, are there differences in objective andsubjective measures of participation (e.g., self-efficacy)? Against this backdrop, the current study addresses the discriminant and construct validity of objective and subjective measures of citizen competence. Specifically, I use data from the 2000 American National Election Study to examine the antecedents of perceived reports and actual measures of political knowledge and political participation. The impact of such antecedent variables as sociodemographic, media use, and interpersonal communication, is examined.

***Participation Seems Intelligent....Emotionally*, Hernando Rojas and Dhavan V. Shah, University of Wisconsin, Madison**
Emotional intelligence, or an ability to recognize and regulate emotions in ourselves and in others that results in effective relationship management, that has been emerging primarily from psychological and management research, provides an intriguing perspective to analyze political participation and media use. This paper integrates emotional intelligence to a model that predicts political participation, and examines its relationships to other components of the model such as media use and social networks. The data suggests that emotional intelligence is positively related with traditional forms of political participation, informational uses of media (newspapers and television andespecially towards local and community information) and the size of social networks. On the other hand, emotional intelligence appears to be negatively related with the heterogeneity of an individual's social network, so even though it becomes promising in the quest for building social capital, it would not be enough to overcome the homophilous principle governing voluntary associations. These results seem particularly interesting in light of the renewed interest in political participation that the quest for social capital has spurred. In the controversy of the decline versus the realignment of civic engagement, the inclusion of emotional competence seems a fertile ground for the development of both empirical and theoretical models that address the issues of civic engagement, social capital and network analysis.

***Building Community Agenda: News Writing & Reporting in the New Century*, Charles McKenzie, Donald Shaw, and Bradley Hamm, University of North Carolina**

The role of traditional journalism has been challenged, as audiences have spread across a variety of informational sources. The circulation of daily newspapers has declined for decades, and the traditional three television networks have lost audiences since the early 1980s. Newsmagazines have survived by cutting staffs, and major news media have reduced foreign bureaus as news media compete to maintain segments of audience attention. There has been a loss of news about political communities and therefore a loss of identification with core values. The attack on September 11 on the World TradeCenter and Pentagon reminded us of how far we have drifted from a sense of common identity and how much our lack of foreign affairs coverage has left us unprepared for such events.

It is time for reporters to take positions in public affairs, using communication principles, to build community agendas. An agenda-setting approach to news is not an unfair intrusion of bias into the news but rather a professional obligation to determine and build healthy issue agendas that represent a combination of public interest and political will. Recently, public journalism has forced a joining of interest between the public and candidates on campaign issues. We propose extending the notion of building community to all the issues of public life, from issues discussion in the town council to local schools and public safety.

The paper will include a discussion of the role of the news media during the September 11, 2001, crisis and the consensus of concern that grew up from use of television, Internet, newspapers, and magazines. But also how these same media provided an array of agenda concerns around which some members of the audience could relate. Individual use of cell phones and videotapes (among other media) showed how clearly individuals have entered the news stream, providing materials sometimes amplified by the traditional news media, other times by the World Wide Web. It is clear that journalists work in a competitive world in which individual citizens often are reporters, and there are many media competing to provide the community agenda. Journalists need to use systematic strategies around 1) deciding the particular issues to emphasize, 2) gathering information from a variety of sources, including the WWW, 3) organizing information to match contemporary audiences, 4) presenting the news, employing modern graphics where appropriate, and 5) evaluating the public response to the information, using the Internet or other means. Writing and presenting news is part of a complex array of professional activities.

***Stability in the Dependency Relations with the Media*, Connie de Boer and Aart Velthuijsen, University of Amsterdam**

The role of the media is very important in the process of public opinion formation. The public uses information from the media to make up their minds about different topics. Media system dependency theory emphasizes that people need information from the media to reach information goals, such as understanding an issue, deciding which actions to take and learning about the cultural norms and values of their society. People differ in the extent to which they are dependent of the media to fulfill their information goals. These varying dependency relations explain why media messages sometimes have a big effect on media users and sometimes hardly any effect at all. In our ongoing project on factors that influence the effectiveness of media messages, media dependency was often a predictor of people's thoughts on issues, such as 'the euro' and 'genetic manipulation'. The explanatory power of the media system dependency theory is only useful if we can assume that the dependency relations people develop with the media are relatively stable on the individual level. Media dependency varies according to two aspects, intensity and structure. People can have stronger or weaker dependency relations (intensity) and/or the dependency relations are the result of different information goals (structure). Our research question is: Are the intensity and structure of dependency relations with the media stable over time?In order to answer this question we use the data of a panel study (n=111) with two different waves, three months apart.

***The Impact of Authenticity in TV News Reports on the Perception of Candidates*, Wolfgang Donsbach and Olaf Jandura, University of Dresden**

Several authors have brought evidence that the news media give to political actors ever less chances to speak directly to the people. The average length of statements in television news and the space given to citations in the printed press are on the decline (Patterson, 1993; Addato, 1990; Lichter & Noyes, 1995, Lichter & Smith 1996, Wilke & Reinemann, 2000). This loss of authenticity questions whether the news media are still fulfilling their role of a common carrier, not only telling government what the people think and want but also telling the people what political actors have to say. This role is particularly crucial during elections when candidates want to present their goals and their personal abilities to the electorate. While the factual decrease in mediated authenticity has been well researched we know rather little about its impact on the perception of candidates. In this study we first investigate the degree of authenticity in political statements in different political and media systems, i.e. Germany and the US, and then its impact of the degree of authenticity on the impression a candidate makes on the viewer.

The study is based on a content analysis of roughly 7,000 news reports in five German television stations six months before the 1998 general election with Helmut Kohl as incumbent and Gerhard Schr÷der as challenger. Our data allow for a distinction between three types of news reports: First, reports in which a candidate is only verbally mentioned but neither seen nor heard, second reports in which either still or motion pictures of him are presented but no original verbal statements, and third, reports in which the candidate is shown and heard with his own words.

In our analysis we compare the impact of these different news reports on the overall impression the candidate makes in the report, as perceived by the coders. Results show that the more authentic a candidate can present himself or herself in television, the better the impression he makes on the audience. We discuss implications of this result for the role of the news media in the democratic process and for a declining public opinion towards politicians.

***Massive and Accelerated Data Collection: A 2002 Economic Census Case Study*, Steven Schafer and Roy S. Rogers, Fenestra Technologies Corporation**

Choices for respondents for the 2002 Economic Census include traditional paper questionnaires, computerized self administered questionnaires and internet reporting. We helped create a general instrument design system (GIDS) to allow questionnaire content to be reused across paper and electronic versions. GIDS is a set of software tools to be used by nonprogrammers to create complex survey questionnaires which can be deployed as paper or electronic instruments for survey response collection.

Our work involved "unstructured" data at data that are contained in various disparate and incompatible systems, without any sort of unified data model. The infrastructure for the 2002 Economic Census consists of a central repository, containing both metadata and response data. Information is centrally located for ease of access and ease of validation and consistency checking. We redesigned 650 paper forms (10-12 pages/each) and built electronic versions, through four major software applications at Forms Designer, an Autoformatter, a Previewer and a Surveyor. We integrated these applications with the repository using eXtensible Markup Language (XML) as the basis for information exchange. Additionally, we separated content, layout and behavior components, to simplify metadata reuse. More than 5 million businesses will respond to this survey. Responses from electronic surveys will be automatically validated and entered directly into the repository.

With these new systems in place the Bureau will now be able to extract, analyze, present and reuse data in a variety of forms across multiple publishing channels. It's ability to provide quick access to accurate data that affect Congressional and Presidential policy decisions will be enhanced. Automation will ease the burden of respondents. Over time, the Bureau plans to build on this reservoir of knowledge, practical experience and reusable software components to enable data collection and processing to proceed more accurately and less expensively in the future.

***Latent Class Models for Imputing Item Non-Response*, Allan McCutcheon, University of Nebraska, Lincoln**

Incomplete data is a pervasive problem facing survey researchers. A number of approaches have been developed to draw inferences when data are incomplete (see e.g., Little and Rubin 1987). This paper will describe and evaluate a procedure for imputing missing values for relatively complex datasets when categorically-scored data are missing at random (MAR) or missing completely at random (MCAR), as well as models in which data are non-randomly missing. The imputations are obtained by fitting a series of latent class models (LCM) to datasets with missing values, and then imputing values based on the corresponding predictive distributions. A variety of unrestricted and restricted LCMs will be presented, utilizing both the probabilistic and loglinear parameterizations. Methods for the probabilistic assignment of imputed values will be discussed. The sampling properties of inference from multiply imputed datasets created through these LCMs will be evaluated using simulated datasets.

***What Do People Fear and Why? Assessing the Validity and Usefulness of the Scales Used to Operationalize Grid-Group Cultural Theory*, Matthias Kretschmer and Erin Carriere**

Theories of risk purport to explain what people fear and why. Grid-Group Cultural Theory (GGCT) is one such theory and has been applied to the study of environmental attitudes. At a basic level, GGCT tries to categorize people according to four personality types - egalitarians, hierarchists, fatalists, and individualists û and argues that egalitarians should be most pro-environmental. Empirical research suggests that GGCT's claims regarding this relationship are valid. However, research regarding the usefulness of GGCT is rife with methodological problems. In particular, current research regarding this theory fails to acknowledge the inadequacies of the current scales used to operationalize the personality types. If research regarding the sources of environmental attitudes and other types of attitudes related to 'risks' is going to move forward, researchers must seriously reconsider the scales they construct to operationalize variables as well as alternatives to standard OLS regression.

The focus of this research is two-fold. First, we will look at methodological concerns with regard to the operationalization of personality types. Researchers currently use different ways to operationalize personality types. Some researchers see the types as mutually exclusive and exhaustive unidimensional concepts where others see them as multi-dimensional concepts, which allow respondents to hold several views at the same time. We will utilize factor analysis to assess the dimensionality of these personality types. Second, we will use structural equation modeling (SEM) to assess the usability of this theory. SEM allows for better specification of the interaction effects of GGCT worldviews with postmaterialism and environmental knowledge than would standard OLS. ISSP 2000 data will be used in this analysis. This research is designed to investigate how best to operationalize and test the usefulness of key concepts from GGCT, and to determine whether and how such concepts can be applied to the assessment of the sources and implications of other types of risk-related attitudes.

***On the Quality of Questionnaires Used in Survey Research on Racial Attitudes*, Christine Carabain and Harry van den Berg, Vrije University**

Within a few days after September 11, Muslims, who live in the Netherlands, were asked how they felt about the actions of Osama Bin Laden. The results, presented on Dutch television and in newspapers, were interpreted in different ways. While some peopleinterpreted these results as sympathy for the actions. Other people interpreted the results as understanding for the actions. This caused a lively public discussion not only about the results, but even more about the importance of proper question wording. This example showed once more the importance of questionnaire design and especially of question wording. One might think that problems like these only occur in instant public opinion research, but actually they also occur in public opinion research that is part of well-established research programs.

The main focus of this paper is the quality of questionnaires used to measure racial attitudes in the Netherlands. Most of these questionnaires are employed in long-term research programs and in a variety of research projects. As a consequence these questionnaires tend to be taken for granted as valid instruments to measure these attitudes. The questionnaires were compared and evaluated on several methodological aspects. The results that will be presented show that all the questionnaires contain serious problems concerning question wording; response categories; embedding of questions, and content validity.

***Left-Right Self-Identification and Political Attitudes during the Transformation Period: Poland 1990-2002*, Krzysztof Zagorski, CBOS Public Opinion Research Center**

The data from many countries suggest that less and less people locate themselves on "left" and "right" sides of political spectrum and that more often they tend to call themselves "centrists" or refuse to use these identifications at all. Such a trend does not appear since 1990 in Poland, a country which has experienced a rapid political and economic transformation. The numbers of those who locate themselves in the political center and those who can not define themselves in these terms show a slow but apparent decline during last twelve years. The percentages of self-defined "leftists" and "rightists" change quite substantially parallel to social sentiments, particularly to evaluations of the situation of the nation The number of "rightists" grows with growing public satisfaction, while the number of "leftists" grows with dissatisfaction. Usually, multivariate analyses result in distinguishing two or three dimensions of the "left-right" continuum, as understand by the public. As many as five such dimensions can be distinguished in Poland: economic liberalism versus etatism, anticlericalism and pro-abortion attitudes versus pro-church and anti-abortion attitudes, protectionism and welfare state versus free market and individualism, egalitarianism and public ownership versus inegalitarianism and private ownership, and finally traditionalism and nationalism versus modernity and internationalism. "Left-right" self-identification shows in Poland a rather complex relation to various political attitudes, being curvilinear in several important instances. Thus, it is not the best dimension organizing the attitudes. A multidimensional rather than a two-polar space is needed to describe political attitudes.

***Candidate Liking and Voters' Political Perception in the 2000 Taiwanese Presidential Race*, H. Denis Wu, Louisiana State University; and Yung-ming Hsu, Chung Cheng University**

The displacement theory maintains that people tend to abate their disagreement level with a liked candidate and emphasize their incongruence with a disliked candidate. The 2000 Taiwanese presidential electionùwhere charismatic candidates and thorny public issues were foundùprovides a pertinent situation to examine this theory. At issues in the campaign included whether Taiwan should accept China's unification proposal or declare independence, how to boost Taiwan's international recognition, how gangsters-orchestrated political mechanism can be eradicated, and how to retain Taiwan's economic performance. In order to assess the impact of candidate liking factor on political perception, two data sets were garnered. First, candidates' stances on these four issues were recorded from major news media immediately before the survey date. Secondly, a nation-wide opinion survey conducted by the Academia Sinicaùa public research institute of Taiwanùwas used to tap into the public's appraisal about each candidate's stance and voters' opinion on each issue, along with their media use and demographic inquiries. In line with the displacement theory, we hypothesized that candidate liking might shrink the difference between the perceived stances of political candidates and that of the voters. Accordingly, the difference between perceived stances of candidates and voters' opinions on a given issue was treated as the dependent variable. Candidate liking level, political interest, education level, and media use of voters became independent variables in the regression models. Since there are four issues under investigation and three political candidates in the race, twelve regression tests were conducted. The results show that candidate liking is the most significant predictor of issue stance differenceùthe higher level of candidate liking, the smaller the difference perceived between the candidate and the voter. The influence from education level, political interest, and media use is only sporadic, indicating displacement theory is supported by the Taiwanese case.

***Polling Historical Events in Philippine Society: The Impeachment of Joseph Estrada*, Manuel Alfredo de Leon, Jr., Social Weather Stations**

This paper documents opinion polling by Social Weather Stations (SWS) through three significant and interrelated events in Philippine society: the impeachment of Joseph Estrada; his overthrow through popular revolt or People Power; and the succession to power of Gloria Macapagal-Arroyo, declared legitimate by the Supreme Court. Joseph Estrada, the only President to be elected by an unprecedented number of Filipinos, was impeached on November 13, 2000 on charges of bribery, graft and corruption, culpable violation of the constitution, and betrayal of public trust. More Filipinos, through the SWS surveys, were shown to disagree with calls for his resignation based on the accusations hurled against him as these accusations were met with much incredulity and uncertainty. The Filipino public, whether pro- or anti-Estrada, remained tentative and wanted to see the trial through.

Events took a quick turn when evidence of Estrada's secret bank accounts were suppressed by a close 11-10 vote of the Philippine Senate on January 16, 2001 which led to the massing of people at a major Manila thoroughfare in popular revolt calling for his ouster or what is known as People Power 2. SWS polls indicated that a loss of confidence in the once credible impeachment trial led to this event. People Power, formerl being an unpopular method to oust Estrada, suddenly became an accepted option. One event followed another: crowds got bigger, defections from cabinet positions mounted, the military withdrew support for Estrada, and finally Gloria Macapagal-Arroyo was sworn into power by the Supreme Court Chief Justice. SWS surveys showed a resurgence in Arroyo's credibility and an acceptance of her presidency by a majority. People power which was the perceived main reason for Arroyo's right to be president was deemed an expression of the sentiment of a majority and a dependable measure for reforms when government refuses to listen.

***Quantitative Methods in Predicting Voting Results, Elena Petuhova*, Center for Political Consulting "Niccolo M"**

The prediction of results of elections is a problem not only in Russia but also in other countries. We propose the procedure of predicting the results of election worked out on the base of governor's election in one of Russian regions (Tula) held in March of 2001. Specialists of the Center "Niccolo M" participated in that election as consultants. We propose this case for the following reasons. The election campaign had last for 3 months. Every two weeks Center conducted the quantitative survey on a sample about 2500 respondents all around region. So, information was gathered out of 10 surveys. The questionnaire consisted of groups of questions that repeated in every survey. This helped to collect data for studying of the dynamics of electoral behavior and political attitudes of electorate. Six candidates took part in election and three of them were considered as leaders. One was the present governor and other two were businessmen. The election campaign was very intensive. The leader changed every week. So, it was hard to predict who will win not only by percent but also personally. (continued next page)

***Quantitative Methods in Predicting Voting Results*, *Elena Petuhova*, Center for Political Consulting "Niccolo M"**
The predicting procedure based on the following: 1. Turnout. The respondent's intense of taking part in future election in compare with his past electoral behavior (whether he took part in previous elections or not) and statistics of turnout in previous elections. 2. Candidates ratings. How many percents of electorate know each candidate, trust him, will vote for him and will never vote for him. 3. Situation of twin voting. Respondent's voting in the situation of only two candidates. 4. Candidates' ascribed chances. How many percents of electorate believe that candidate will win the elections.

The data analysis was compared to dynamics of whole electoral situation, which was chased for three months. On the results of the analysis we produced the procedure of predicting voting results. The procedure allows predicting voting results rather precisely. Thereby, election campaign was rather typical govemor's election in Russia and at the same time it had some peculiarities that made the campaign interesting from scientific and practice points of view. We consider this procedure as multi-purposed and could be used for different levels of elections (federal, regional, local).

WAPOR Session 5: PUBLIC OPINION AND MEDIA RESPONSES TO SEPTEMBER 11 — 10:45 a.m.-12:30 p.m.

***Outside the United States Public Opinion about U.S. Military Assistance to Fight Al-Qaeda Linked Terrorists in the Philippines*, Linda Luz B. Guerrero, Vladymir Licudine, and Mahar Mangahas, Social Weather Stations**
The Philippine government, which has a Mutual Defense Treaty with the United States, was very quick to ally itself with the U.S. in the war against terrorists responsible for the September 11 attacks. A Philippine national poll of November 2001 showed great apprehension about the country being targeted for terrorist attacks. Filipinos generally supported President Macapagal-Arroyo's pledge, particularly on allowing passage of U.S. military through the Philippines; however, they were divided about sending Filipino troops abroad, and demurred on sending Filipino civilians for noncombatant roles. On the other hand, they strongly (84%) endorsed an idea that the U.S. give military assistance aimed at eliminating the notorious, Al-Qaeda-linked, Abu Sayyaf group, which in the past few years has committed numerous terrorist acts in the Southern Philippines such as kidnapping of tourists, including two Americans still in their custody despite extensive efforts of the Philippine police and military to subdue it.

The realization that such assistance would not be limited to provision of military hardware or technology to Philippine armed forces, but would include deployment of U.S. troops to Philippine danger zones, created heated political controversy. Oppositors argue that an American military presence infringes on sovereignty, and has other undesirable implications, reminiscent of the former U.S. military bases, which the Philippines decided to discontinue in 1991. The Arroyo government argues that, in the context of a pre-existing Visiting Forces Agreement: (a) U.S. and Philippine troops are engaging in joint training exercises which for the sake of effectivity are located in danger areas; (b) the Americans come as trainers and not combatants, but are armed and may fire in self-defense; (c) the U.S. troops are limited to several hundred, and the exercises will end in six months. The November 2001 poll did not specify that U.S. troops might go into combat against terrorists in the Philippines. The proposed paper/panel presentation will discuss the results of a forthcoming poll to study opinions of a people who have long been sympathetic to the United States, but at the same time sensitive to foreign interference in domestic affairs.

***Impact of September 11 Terrorist Attack on European Public Opinion*, Nadege Comhaire and Christine Kotarakos, INRA ICO**
The European Commission's Standard Eurobarometer surveys gauge on a regular basis the opinions of European citizens on a variety of topics, which are part of the EC's areas of responsibility. One of the greatest advantages of this survey instrument is the recurrence of a series of questions which measure among other things Europeans expectations for the year to come (with regard to their life in general, the economic situation in their country, etc.), attitudes towards specific 'dangers' (a worldwide war, a nuclear conflict, terrorism, etc.), towards their country's membership of the European Union (whether or not it is a good thing, whether their country has derived benefits from it), towards the European institutions, the forthcoming enlargement, opinions about the level of involvement of the European Union in a series of areas (defence, currency, foreign policy, etc.), about their own level of involvement in the process of building Europe, etc. Significant shifts in European citizens' attitudes towards integration, enlargement, trust inEuropean institutions, national government, etc. are clearly visible, based on results collected prior to and after 11th September through the Standard Eurobarometer surveys, carried out simultaneously in all 15 European Union member states.

This paper intends to shed a light on the extent and direction of these shifts, with a special focus on results relating to trust in institutions, expectations, fears, attitudes towards integration, enlargement, EU membership, nationality, currency, defence, foreign policy. It will also highlight major differences between EU member states and analyse possible contextual sources of difference.

***The September 11th Incident in Cross-cultural Comparisons: Opinions and Communication, On-line & CATI, in the Czech Republic & Hong Kong*, Robert Chung, Hong Kong University and Hynek Jerabek and Eva Veisova, Charles University in Prague**
International on-line communication survey to the event of 11th September started two days after the attacks. It included both open-ended and closed questions about WHAT has happened? WHO did it? And YOUR EMOTIONS just after? We used a model of communications behavior. About 2000 Czechs and about 500 other nationals responded voluntarily to the questionnaires in three languages (English, German & Czech), mostly in two weeks after the terrorist acts. Another 322 telephone interviews, proportionally sampled in the Czech population, was conducted one day after the attacks, with some identical questions. Some days later 520 telephone interviews were conducted on a representative sample of Cantonese-speaking Hong Kong population using the questionnaire almost identical to the on-line one. We were faced with a difficult methodological task. Circumstances rendered it impossible for us to carry out an extensive comparative survey of probability sample respondents from different countries. We had only a limited access to small comparative representative samples. The majority of our data are voluntarily filled-in questionnaires of the most active population of highly educated frequent internet users.

***Post 9-11 Trust in Government in California*, Mark Baldassare and Jonathan Cohen, Public Policy Institute of California**
California has the national reputation of being a political oddity: a fiscally conservative state that is solidly in the Democratic column. The state is considered to be the birthplace of the tax revolt, and its voters have recently used the initiative process to limit the terms of state legislators, deny public services for illegal immigrants, and end government programs for affirmative action. Prior to 9-11, California voters consistently expressed distrust in both the federal and state governments in public opinion surveys, as well as a lack of willingness to raise their taxes, and a reluctance to increase the size of government. In recent gubernatorial and presidential elections, the Democrats have won landslide victories, and Democrats are in control of the executive and legislative branches of state government. We explore changing attitudes toward government and politics since 9-11 through the PPIC Statewide Surveys, an ongoing study of political, social, and economic attitudes that affect policy preferences and ballot choices. Each of the surveys includes 2,000 adult residents, and we have interviewed over 48,000 Californians since 1998. In a series of three PPIC Statewide Surveys conducted after 9-11, approval ratings for the GOP president and Congress increased sharply from earlier times, along with some dimensions of trust in the federal government. While optimism about the state of the state improved, the ratings of the Democratic governor and State Legislature did not show much change, and trust in the state government showed little improvement. We analyze several hypotheses about the increased trust in government at the federal level, as wells as the reasons for the lack of change in trust in government measures at the state level. We conclude with a discussion of the political implications of post-9-11 trust in government for the state's upcoming gubernatorial election, legislative races, and public policy preferences.

***Filipino Opinion on the 9/11 Terrorist Attacks in the United States*, Manuel Alfredo de Leon, Jr. Social Weather Stations**
A nationwide poll conducted by Social Weather Stations (SWS) two months after the 9/11 terrorist attacks in the United States shows interesting findings about Filipino attitudes toward the said attack. The survey found that Filipinos are much more worried than Americans or British about terrorist attacks in their respective countries. While Filipinos are much more worried about exposure to anthrax than Americans, they show much less support for the US military action against terrorism than Americans, but show slightly more support when compared to Russians. The survey also found that Filipinos trust George W. Bush and his father George H.W. Bush while they distrust Osama bin Laden and Saddam Hussein at respective points in time. Data indicate that news about 9/11 terrorist attacks spread very fast, with a third of Filipinos learning about it on the night of the 11th itself (morning in the US) and that by the next day, three fourths already knew about it. SWS will continue to track the Filipinos' opinion about terrorism in its forthcoming Social Weather Surveys and also make cross-cultural comparisons when possible.

1:30 p.m. - 3:00 p.m. WAPOR Session 6: VALUES AND BEHAVIOR

***Religion and Attitudes toward Marital Behavior: A Cross-National Cross-Religion Comparison*, Grace O'Neill and Sunghee Lee, Joint Program in Survey Methodology, University of Maryland**
Religion and its effects on an individual's behavior remain a salient topic to social scientists. Traditionally, research has viewed the connection between religion and behavior as a direct causal association. However, the relationship between the collective individual, culture and religion is reciprocal and conceptualizing the true relationship between these variables is especially important in understanding how an individual forms particular attitudes. This paper focuses on religion, religiosity, and an individual's attitudes towards cohabitation, premarital sex and extramarital sex, in order to understand how belief structures differ across different religions, cultures, and family religious background. The results are compared across religions and countries in order to understand how belief structures differ, especially between Western and non-Western countries. The data are provided by the International Social Survey Program (ISSP) 1998 Religion Study, a continuing program of cross-national collaboration for social research. Thirty-one countries participated in the Religion study and overall more than 39,000 cases were observed. The data were collected from February 1998 to March 2000 by the respective country's statistical organizations. We hypothesize that a person's religious background influences his or her religiosity; and the religiosity has an effect on the marital behavior or beliefs. We test this hypothesis in two stages of analysis, using a structural equation model. First, the model is tested by combining all available countries to examine how the constructs are related. Second, the same model is repeatedly tested in different countries and religions to measure the reliability of the model.

***Is Smoking Still Acceptable? Mass Media and Public Opinion on Cigarette Smoking*, Dietram Scheufele, Jim Shanahan, and Fang Yang, Cornell University**
Public opinion toward regulations of smoking and smoking advertisements is characterized by a considerable degree of ambivalence. On one hand, more than eighty percent of Americans recognize the health risks of smoking cigarettes and the majority of the public favors various anti-smoking policies, such as restricting smoking in public places. On the other hand, a majority also agrees that a person should have the right to smoke in public. Studies about communication effects on smoking are mostly concerned about the effectiveness of anti-smoking campaigns. How general media use, where few intentional anti-smoking messages are present, might affect smoking behavior and attitudes is less studied. In particular, media have been claimed to cultivate consumerism and to foster a favorite attitude toward individual free choice of smoking. Other studies found that general media use increases people's perception of societal risks from health related problems, thus, undermining public support for smoking. This study compares the relative impact of mass media on smoking behavior and stances on various smoking-related policy issues. In particular, we are interested in the role that mass and interpersonal communication play in influencing perceptions of the social climate surrounding cigarette smoking. Data come from a survey of about 800 respondents (RDD sampling) about media use, smoking behaviors, and attitudes toward smoking.

Results show that TV viewing not only influences perceptions of public support of smoking, more generally, but also concrete smoking behaviors. In fact, television viewing is directly associated with smoking behavior, while controlling for demographics and ideology. Since smokers are less likely to support a smoking ban in public. TV viewing indirectly undermines support for a smoking ban in public, operating through the self-interested consideration of smokers. It also indirectly undermines likelihood of asking people not to smoke in restaurants. However, TV viewing is also positively related to prevalence estimate of smoking. This prevalence estimate is positively related to support for a smoking ban attitude and likelihood to ask people not to smoke. Therefore, TV viewing also indirectly supports a smoking ban in public by way of increasing alarm of societal smoking rate. Overall, it seems that mass media contribute to the ambivalent climate of opinion concerning cigarette smoking rather than promoting non-smoking as a social norm.

Community Attitudes toward Science: A Study of Water Fluoridation across 50 Years, Xia Lei and Dietram Scheufele, University of Southern California
Since the 1950s, there have been fierce battles over public opinion on the fluoridation of drinking water in the U.S., and " to this day" public support varies greatly across communities. Using this issue as an exemplar, our study focuses on the dynamics of public opinion formation on scientific issues. Synthesizing research from sociology, communication science, and political science and technology studies, we examine the effects of mass media, discussion networks, community integration, political efficacy, science orientation, and dental health behavior on perceptions of and support for a controversial scientific and political issue, i.e., water fluoridation. We are particularly interested in outcomes related to various indicators of opinion quality, such as issue knowledge, issue awareness, and attitude strength.

Our longitudinal analysis over a span of 50 years (1950-2000) showed that media played a major role in promoting awareness of fluoridation in a community. However, our comparative analysis of the general adoption trend of fluoridation in the United States discredits the proposition that community pluralism is connected with diverse public opinions. In addition, media in less pluralistic communities did not show the presumed minimization of their coverage of conflictive situations. In sum, our analyses attests to a fairly consistent function of media in reporting risky issues pertinent to community health regardless of community structure.

Our final analyses are based on a telephone survey (RDD sampling) of about 500 respondents. Results showed that demographics were the strongest predictors of knowledge about fluoridation and issue awareness. Knowledge about local issues and attitudes towards science were also significant predictors of knowledge about fluoridation. In addition, issue knowledge was the strongest predictor in predicting issue awareness, support for and attitude strength related to a local issue. It confirms the finding that increased knowledge of an uncertain scientific issue will lead to distrust of the scientific community and possibly even rejection of scientific evidence as a veritable finding in public discourse. The fact that attitudes towards science did not exert much influence on the support for fluoridation suggests that people may perceive the fluoridation issue as a political rather than a scientific issue.

In addition to pre-existing attitudes, local newspaper use was positively related to knowledge of, awareness about, and support for a controversial local issue. In contrast, general television viewing was negatively correlated with support for fluoridation. In short, our study shows that the scientific literacy is too simplistic to adequately capture the dynamics that influence public opinion on scientific issues. Rather, there are a number of competing influences on public perceptions that all originate from mass media.

WAPOR Session 7: MEDIA USE ON THE INTERNET — 3:15 p.m. - 4:45 p.m.

***The Internet: A Comprehensive Look at Trends and Emergent Issues*, Jennifer Necci Dineen and Sam Best, University of Connecticut**
The Internet is now an intricate part of most aspects of American society. It is an important tool for interpersonal communication, education, the way we conduct business and economic transactions. The Internet has changed the way we interact both socially and professionally. This paper will provide the most comprehensive look at trends in Internet use and usage by including data from a wide variety of sources.

As the Internet evolves its users and usage are changing. This paper attempts to chronicle the changes in both users and usage that have occurred over the past seven years. The paper also uses trends to look at emergent Internet issues. Topics include the importance of the Internet as part of society, Internet frequency and tasks (news gathering, entertainment, political participation, communication/social interaction, etc.), motivations and barriers to use, security and privacy, and first amendment issues. The paper documents current public opinion in each of these areas, addresses how public opinion on each of these topics has changed since the early days of the Internet and looks at perceptions of the future of the Internet. This research uses data from a myriad of organizations. Organizations represented include (but are not exclusively) PSRA/The Pew Research Center for The People and The Press; The UCLA Internet Report; the Gallup Organization; CBS/New York Times Polls; CBS News Polls; The University of Connecticut/Center for Survey Research and Analysis; and NBC/Wall Street Journal.

***Deliberation Online: The effects of Interpersonal Communication Networks, News Media Use, and Traditional Participation on Online Deliberative Participation*, Seung-Ahn Nah and Hernando Rojas, University of Wisconsin-Madison**
This study examines how interpersonal communication networks and media use affect deliberative participation in the online domain. Given nontraditional forms of participation, namely, deliberation offline vis-α-vis traditional forms of participation, online deliberation can also play a crucial role in democratic decision-making process. Four groups of antecedents will be presented: (1) demographics; (2) interpersonal communication networks including network size, network heterogeneity, and frequency of discussion; (3) traditional political participation; voting, petitioning, writing a letter to the editor, and the like, and (4) media use conceptualized into two categories: informative/surveillance and entertainment.

Data for this study stems from a telephone survey of 352 adult residents of Dane County, Wisconsin. The fieldwork was conducted by the Mass Communication Research Center of the School of Journalism and Mass Communication, University of Wisconsin-Madison between October and November, 2000. Random digit dialing, based on probability sampling techniques, was employed to consider unlisted telephone numbers. Data analysis follows two steps. First, zero order correlations will be analyzed to test the relationships among interpersonal communication networks, media use, traditional participation, and participation in the online domain. Second hierarchical regression analyses will be conducted to determine the antecedents of online deliberative participation. These analyses will propose not just the relationships among interpersonal communication network, traditional participation, media use, and online participation, but also factors determining participation in online public forums. Thus, this study will enrich the understanding of new forms of participation, in particular online deliberation, compared to other forms of traditional and nontraditional participation offline.

***Imagery Effects on the Selective Reading of Internet Newsmagazines: A Cross-Cultural Examination*, Silvia Knobloch, Matthias Hastall, Dolf Zillman, and Coy Callison, Dresden University of Technology**

The encroachment of imagery into text, at times to the point where text is rendered secondary, is not exactly a novel phenomenon. The growing use of imagery has been characterized as the picture flood and became an issue among communication scholars. The attention-capturing capacity of pictures is treated as a truism, advises that "photographs can be used as strong lures to attract readers to text matter" (Gibson, 1991). The statement does not limit attention-getting to the images themselves, but suggests that the images inspire an interest in related news reporting. Oddly, this suggestion has not attracted much systematic research. The presented study aims to fill that gap. An experimental internet newsmagazine, with all essential features of on-line interactivity, was created. With text held constant throughout the employed general-interest reports, the imagery of some of the magazine's articles was manipulated. Both the display of headlines of available reports and the reports proper either presented no images, text-related innocuous images, or text-related agonistic images (i.e., depictions of impending or manifest victimization). During a fixed period of time, readers were free to sample articles and to read as much of them as they pleased. Unbeknownst to them, their selective exposure behavior was automatically recorded. Data were collected in Germany and the U.S. In both countries, it was observed that the incorporation of agonistic images in the display and text of articles fostered markedly increased article choices and reading times of the associated texts. The incorporation of innocuous images had similar but more moderate effects. Retrospective accounts of reading were consistent with the recorded exposure behavior.

Thursday, May 16, 3:15 p.m. - 4:45 p.m. WAPOR Session 8: VALUES AND BEHAVIOR

***Value Orientation and Happiness*, Ottar Hellevik, University of Oslo and MMI**

Biennial time series data from large surveys for the period 1985-2001 show a trend of increasing prosperity for the Norwegian population, while at the same time the level of self-reported happiness is completely stable. Multivariate analyses show that although economic factors such as income and material wealth have little impact on happiness, a feeling of economic optimism do. The question is why increasing optimism in Norway has not raised the level of happiness. The answer seems to be a change in value orientation that has taken place, in the direction of a stronger emphasis on acquisition of material possessions and consumption, what may be termed a materialistic value orientation. Such goals in life among other things increase the feeling of lacking adequate economic resources and of being disadvantaged compared to other members of the population, factors which have a negative effect on happiness.

***Social Sentiments Dynamics in Russia and Its Influence on Population Behavior*, Marina Krasilnikova, VCIOM**

The paper addresses problems of social sentiments complex measurement for describing the dynamics of social, political and economical attitudes and their influence on people' behavior in Russia. The analyses of the dynamics of such measure û Social Sentiment Index (SSI) in Russia in recent years was presented on WAPOR regional conference in Warsaw in November, 2001. The SSI is calculated using the data of the Russia' representative public opinion polls provided by VCIOM The paper proposed addresses the methodological issues of SSI measurement. Based on factor analysis of answers to a series of questions about the population attitude to the changes in political and economical life, evaluations of the present situation and expectations of the future the grounds for using the Social Sentiments Index (SSI) for generalized evaluation of the dynamics of social dispositions are provided. "Social sentiments" are considered as an independent factor of forming people's behavior in the process of their everyday activity. The hypothesis of influence of social sentiments on people's behavior at macro level is verified by the analysis of correlation of the SSI and country's retail trade (as measured by State Statistics Committee of the Russian Federation). The demand function for Russia's population including the SSI as an explanatory variable is estimated (function's parameters are evaluated by the method of regression analysis based on the data of 1995-2001 years). The analysis based on this function indicates that social sentiments are a significant factor of forming the dynamics of retail trade, though (and it's natural) their role is less significant as compared to the main economic factors of forming the dynamics of demand (e.g. personal money incomes). Increase in social sentiments promotes enhancing population's demand activity and its influence has been getting more intensive during the recent two years, the elasticity of the retail trade from SSI is increasing.

***Self Identification as a Political Cue*, Ulises Beltran, Centro de Investigacion y Docencia Economicas, Cide**

It is widely accepted that in a cost reducing strategy, individuals deal with the complexities of politics recurring to informational shortcuts or heuristics. Ideological concepts such as right and left or liberal conservative have been considered among the most obvious cues individuals use when sorting information to decide on political choices. They also are supposed to define social contours of political cleavages and in some way predict their collective political choices. Many studies have demonstrated that in Mexico right and left are concepts that do not consistently define political cleavages as they do in other countries. In these paper I explore the consistency among Mexican citizens of the self adopted concepts liberal-conservative with the valorative and attitudinal dimensions they are supposed to predict; as well as with historical heroes and political parties. The study is based on a national sample of individuals eighteen years or more, living in a household with telephone service taken through a telephone interview. A scale of values and attitudes is constructed using eleven questions related to topics such as tolerance to ethnic, religiuos and sexual orientation differences; abortion, family values and sources of legitimate authority within the family; religious practice, secular and religiuos providencialism, and so on. The study finds that liberal-conservative are self defined dimensions that are consistent with the values and attitudes we expect they represent, but that they are not consistent with the historical version that the official history has offered and, above all, they do not correspond to the identification of political parties orientations.

***Reconstructing Past Social Moods*, Leo Bogart, New York City**

Opinion researchers use surveys to record fluctuations in the public's morale. But is it possible to use other indicators to gauge the public mood during the centuries of human history before surveys were invented? Paintings of human faces provide a historical record of social interaction. When someone in a picture gazes back at the onlooker, this might reflect a spirit of openness in human relationships, and hence of relatively high social morale. Conversely, its absence could be linked to the occurrence of critical or traumatic historical events that have an adverse effect on the prevailing mood. An analysis was made of over 14,000 paintings, classified by date, nationality, and the number of individuals portrayed. Eye contact increased dramatically with the early Renaissance transition from religious to secular subjects and declined after the invention of photography in the nineteenth century. However, a country by country analysis found no consistent relationship between wars or other social crises and varying levels of eye contact. Contrary to the initial hypothesis, the relation of the painting subject to the viewer is not a useful indicator of social stress and its impact on the prevailing sense of well-being. Rather it seems to reflect complex social forces that constantly shape and reshape artistic subject matter and technique.

***Onlookers or Participants? Public Opinion on the Problems of Terrorism Since September 2001 in Countries Outside the US*, Philip Everts, Institute for International Studies, Leiden University, Netherlands and Pierangelo Isernia, University of Siena, Italy; everts@fsw.leidenuniv.nl**
The paper is a continuation of earlier work on the character of public opinion on the international use of military force and its impact on the political process (Everts and Isernia (eds), Public opinion and the international use of force (2001)), which focuses in particular on the factors conditioning the level of support for military actions. The terrorist attacks on the United States of 11 September 2001, however horrible in human and deplorable in political terms, have the advantage of offering a unique opportunity to study international attitudes in a situation that differs considerably from earlier conflict situations. The paper presents a description and analysis of the results of the public opinion surveys made in countries outside the United States. It mainly covers the period since 11 September and up to 31 December 2001. The analysis is deliberately comparative and focuses therefore on available data from international polls (including Gallup International and Eurobarometer surveys of Fall 2001). Poll results are primarily analyzed under the following headings: - attitudes on the nature and origin of the conflict - support for the military actions taken by the US - support for participation of one's own country in these actions - impact of (expected) casualties on support.

***The World Will Never be the Same*, Robert M. Worcester, Market & Opinion Research International (MORI) and Nick Moon, NOP World, UK ; worc@mori.com**
Not surprisingly, the impact of the events of September 11, and the subsequent "War against Terrorism", have been felt around the world. Equally unsurprisingly there have been polls in many countries measuring local reaction. This, the first of two joint papers, looks at British reaction to the terrorist attacks, to the idea of an Islamic jihad against the West, and to the military action in Afghanistan. MORI conducted seven surveys between September and October, including a number of trend questions on support for US policies and the paper examines the change in support for the US-led military action. One of the more interesting sidelines to emerge from the research in Britain is the effect of the war on the state of relations between Britain's majority and Asian populations. The paper comments on a survey of attitudes of British Asians towards the war, and in particular on differences between the views of Muslim Asians, and those of other Asian communities; and also a survey on how attitudes among the majority population towards Islam in general, and Muslims in Britain, had been affected.

***"You Follow, Find Yourself at War." A Special Relationship?*, Nick Moon, NOP World and Robert M. Worcester, Market & Opinion Research International (MORI), UK; nickm@nopworld.com**
The second of these two joint papers begins by examining British attitudes to other American military involvements, from Korea and Vietnam up to the Gulf War and other more modern conflicts, as well as events such as the bombing of Libya. Britain has on each of these occasions been the most supportive towards the US of the European nations, at least as far as its government has been concerned, but what about the British people? The paper examines levels of support for American action in various conflicts, and takes as a comparison attitudes to a purely British military action, the battle for the Falklands, and British involvement in the Gulf War, Bosnia and Kosovo. These are then compared with the British attitudes to the war in Afghanistan, as already outlined in the previous paper. Without trying to be exhaustive, the paper also compares British attitudes to America opinion on Afghanistan, and also opinion in some other key European countries.

***German Reaction to the 11th September Terror Attack in the USA: How People Learned About It and How They Reacted*, Karl-Heinz Reuband, Sozialwissenschaftliches Institut, Universität Düsseldorf, Germany; reuband@phil-fak.uni-duesseldorf.de**
The 11th September was a day amidst the local election campaign in Hamburg, Germany, and a day that fell within the field period of a mail survey that we were doing on the election, on anomie, fear of crime and reaction to crime. The paper will deal with how people learned about the event, how much they feared similar attacks and how they reacted to it. Since the leading terrorist lived in Hamburg for a while, the survey is of especial interest in the study on the societal reactions to the 11th September. The mail survey has an N of about 700 and can be seen as being representative of the adult population in Hamburg.

***Media Observations on World Opinion After September 11, 2001*, Frank Rusciano, Rider University, USA; rusciano@rider.edu**
In the aftermath of the tragic attacks on September 11, 2001, an editorial writer stated in The International Herald Tribune that the events heralded the first blow in a "clash of civilizations"-- Western versus Muslim.. The "clash of civilizations" refers to Huntington's assertion that in the post-Cold War era, the major conflicts were to occur between different "civilizations", or primordial groupings based around the complex of ethnicity, religion, and culture. "Global opinion theory", by contrast, argues that nations advance interpretations of "world opinion" whose structure and content are favorable to their interests and values. This paper studies discourse conventions on world opinion by focusing upon the aftermath of the September 11 terrorist attacks on the United States. The study utilizes ten newspapers representing all of the civilizations Huntington describes,. studying all references to world opinion on the attacks from September 12, 2001 through November 1, 2001, using a pre-designed and pre-tested instrument. The paper analyzes whether the discourse patterns in discussions of the terrorist act and its aftermath follow global opinion theory or the "clash of civilizations" theory, by studying the construction, agenda, and content of world opinion in the newspaper stories.

***Analyzing Longitudinal Data at the Community Level: Differentiating Local Trends from Regional Trends in 22 Years of Public Opinion Surveying in New Brunswick, New Jersey*, Patrick Murray, Eagleton Institute of Politics, Rutgers University; pkmurray@rci.rutgers.edu**

Community planners usually have little reliable information about the opinions of local citizens.. Being able to compare longitudinal opinion data for a local community to external factors (such as media coverage of the community and state trends) over a 22 year period is very rare indeed. Since 1978, 12 biennial telephone surveys have been conducted with residents of New Brunswick a small urban community of 48,000 people located in New Jersey. These longitudinal surveys have been conducted by telephone with a random sample of 1,000 New Brunswick residents in the spring of even-numbered years (1978, 1980, etc.). Each survey instrument includes a standard core module of approximately 20 questions evaluating city life and services. This paper will use this unique longitudinal data set to examine the impact of local changes (redevelopment projects, housing starts, social programs, etc.) versus larger "climate" issues (utilizing similar longitudinal public opinion data for the state of New Jersey as well as regional and national economic indicators) on community opinion. The paper will also examine the local media's impact (or lack thereof) on public opinion by analyzing residents' views on crime compared with number of crime stories in the city's newspaper (The Home News) versus actual crime rates as reported in the city's Uniform Crime Statistics reports.

***Chicken Little Economics: A Tale of Confusion and Malpractice*, Lydia Saad, The Gallup Organization; lydia_saad@gallup.com**

Despite clear survey evidence to the contrary, the Associated Press and many other news outlets came out with stories shortly after Sept. 11 suggesting that consumer confidence had plummeted in the wake of the attacks. The problem was partly one of sloppy journalism. the September consumer data released by the Conference Board in late September was widely assumed to represent post-attack attitudes, despite the fact that their press release made it fairly clear that the data was mostly collected prior to Sept. 11. The problem was compounded by a repeat of the mistake the following week with the release of the University of Michigan consumer data. At the same time, Gallup and ABC News/Money magazine data existed which showed the opposite -- that, at least initially, the public was rallying around the economy, just as it was rallying around the president and other leaders. This paper assembles all of the available survey evidence about consumer attitudes pre and post Sept. 11 in an attempt to set the record straight about how consumers reacted to the events of that day. The paper also relates these consumer attitudes to independent measures of consumer behavior. Indeed, after declining by 2.2 percent in September, retail sales soared by a record 7.1 in October -- the largest one-month gain ever recorded.

***Consumer Optimism: Is Conventional Wisdom Correct? Why Popular Indices Failed Post-September 11*, Tatiana Koudinova, Raghavan Mayur, and Clare Sherlock, TIPP, TechnoMetrica Market Intelligence; tkoudinova@technometrica.com**

The TIPP Economic Optimism Index is published each month in Investor's Business Daily and The Christian Science Monitor. Two other key consumer confidence indices are also available monthly: the Conference Board and the University of Michigan. During "normal times," the indices tend to behave similarly. However, this was not the case after September 11. Conventional wisdom dictates that an attack would have a negative effect on consumer confidence. However, the TIPP Index actually increased in October. The post-September 11 rally effect gradually faded, but optimism continues to remain much higher than pre-September 11. ABC News/Money polls, Gallup surveys, and economic indicators such as consumer expenditures, confirm TAPP data. The Michigan and Conference Board indices showed a mixed picture. The Michigan survey alluded to swings in the 2 weeks after the attack. During October and November, the Conference Board index declined, while Michigan went up. Why the different patterns? Our analysis showed that the Satisfaction with Federal Economic Policies component was the primary indicator for the rally effect. This component is unique to the TAPP index. The main objective of our presentation is to show the pros and cons of each index and discuss their behaviors during non-normal times.

***Trends in Attitudes Toward the Federal Government: Time for a Change?*, Robert W. Oldendick Institute for Public Service and Policy Research, University of South Carolina; oldendick@iopa.sc.edu**

The public's general feelings toward government, its institutions, and the political process are significant components of American politics. The confidence that citizens have in society's institutions, their trust in government, and feelings about their ability to influence the political process are critical to the stability of the political and social system. Using data from the American National Election Studies, the General Social Survey, and polls conducted by various media outlets in the wake of the events of September 11, this paper examines long-term trends in American's confidence in institutions, trust in government, political efficacy, and attitudes toward the power of the federal government. Trend analyses trace the decline in public support for political institutions from the mid-1960s through the Watergate era and events surrounding the impeachment of President Clinton, while demographic breakdowns of these items indicate that although the decline in support for political institutions has been evident across all groups that there are subgroups for which this decline has been particularly strong. The immediate response to the events of September 11 appears to have been an upsurge in support for the federal government and increased positive feelings about the political process.

BENCH MARKING WEB SURVEY RESULTS TO OTHER MODES

***An Experimental Comparison of Knowledge Networks and The GSS*, Tom W. Smith, NORC, University of Chicago; smitht@norcmail.uchicago.edu**

In February, 2000 an experiment was carried under which about three dozen questions asked on the 2000 General Social Survey (GSS) were asked at the same time to a Knowledge Networks (KN)panel. While many responses were similar across the two modes, there were important differences: 1) KN systematically produced more DKs, 2) support for governmental spending was lower in KN than in the GSS and the differences were largest on spending related to the urban underclass, 3) on 4 and five point agree/disagree scale, KN respondents were more prone to select the extreme responses (e.g. "strongly agree"), but there was little difference between KN and the GSS on the ratio to agree to disagree responses once categories were collapsed. Reasons for these differences are explored.

***Face-to-Face vs. Web-enabled Panel Interviews on Magazine Reading: A Mode Comparison*, Jay A. Mattlin, Knowledge Networks; jmattlin@knowledgenetworks.com**

The magazine and newspaper reading survey conducted semi-annually by Mediamark Research (MRI) is the principal source of magazine "audience" data in the U.S. for buying and selling advertising in magazines. With face-to-face interviewing of 25,000 adults every year, the MRI survey is one of the largest probability sample surveys conducted for the private sector. Knowledge Networks collects data in a completely different fashion. It has recruited a panel of households by telephone from a RDD sampling frame and provided each panel household with a Web TV unit through which panelists respond to surveys. A survey we had conducted on the magazines our panelists read yielded audience estimates which were uniformly higher than MRI's. We therefore undertook an experiment to design a survey for our panel which would yield more credible magazine reading data. Out of the four experimental versions we tested, three of them yielded magazine audience estimates for weeklies and monthlies that fell within an average of 10% of MRI's audience estimates. In addition, the correlations between the two surveys' audience estimates across the magazines covered in both of them were very high -- in spite of the difference in mode, in sampling methodology, response rates, and the wording of the questions.

***Online Live Exit Poll During Danish General Elections*, Mads Stenbjerre, Zapera A/S, Denmark; ms@zapera.com**

On Nov. 20, 2001 during the general elections in Denmark Zapera conducted an online exit poll with live reporting of results during the election day on the web. The respondents were members of a standing online access panel. Results were weighted live before immediate reporting on the web. The results of the poll were comparable to traditional exit polls conducted simultaneously. The paper compares the results to two traditional exit polls conducted by two other research firms (by CATI or face-to-face). Furthermore, the paper will discuss the methodological foundations of the exit poll (including sampling and weighting strategies) as well as the unique opportunities in Scandinavia (i.e., high Internet penetration and homogenous populations) for online market research. Finally, the implications for future of online data collection and reporting will be discussed. The exit poll is supplemented by a number of polls conducted in the last two months prior to the election.

***Triangulation: Three Modes Measuring HIV-Related Knowledge and Stigma in the U.S.*, Ron Fichtner, Sheila Knight, and Danelle Lentine, Research Triangle Institute; fichtner@rti.org**

To rank the capabilities of three distinct modes of data collection to assess HIV-related knowledge and attitudes, a standardized set of questions, designed by CDC to assess knowledge of HIV transmission and stigma, was administered in August, 2001 to RDD household samples in (1) a large state with low incidence of "high-risk behaviors" as measured by reported sexually transmitted diseases (STDs); and (2) a geographically-distinct MSA with high incidence of STDs. Within each sample, 50% of targeted respondents received a combined computer-assisted self-interviewing (CATI) and telephone-audio computer-assisted self-interviewing (T-ACASI) instrument; the other 50% of the sample received the CATI for the entire interview. Results from this experiment were compared with those obtained in September, 2000 using the standard set of HIV transmission and stigma questions administered to a national household sample of web-enabled respondents. In all three analyses, respondents were categorized as stigmatizing by responding that they strongly agreed or agreed that those who contracted HIV through sex or drugs deserved it. Response rates were similar for each of the two RDD locations, while he overall response rate for the Internet survey was significantly higher than for the RDD samples. Measurements of HIV-related knowledge and stigma (approximately 16%, significantly higher among whites) were similar for all three modes.

***Why Internet Samples Are Inherently Biased*, John P. Robinson, Alan Neustadtl, and Meyer Kestnbaum, Department of Sociology, University of Maryland at College Park; robinson@socy.umd.edu**

Surveys by Internet samples are becoming increasingly popular, questions arise about whether the respondents who can be reached by Internet are systematically different from non-users on variables that make generalizations from such samples highly problematic. For example, it is known that Internet users are younger, and more highly educated and white than non-users; however, one might be able to offset such biases in surveys by simply applying weighting to Internet samples to bring them into line with face-to-face or telephone samples. It became possible to test this assumption using data from the Internet module on the year 2000 General Social Survey (GSS). The GSS sample not only contains about half users to compare with half non-users, but data on more than 500 attitude and behavior variables on which to compare them - as well as extensive background factors on a sample of 2386 adults with over a 70% response rate. In brief, GSS Internet users are significantly different from non-users on well over 100 of these factors. While some of these differences can be explained by Internet users' higher education, lower age or other background factors, most others cannot, suggesting that no simple weighting factor or adjustment strategy can satisfactorily make Internet samples comparable to samples conducted by home or phone interviews.

SOCIAL DESIRABILITY AND SURVEY RESPONSE

***A Validation of the Marlowe-Crowne Scale*, Timothy P. Johnson, Survey Research Laboratory, Michael Fendrich and Amy Hubbell, Department of Psychiatry, University of Illinois at Chicago; tjohnson@srl.uic.edu**

Over the past four decades, research has consistently documented negative correlations between the Marlowe-Crowne (MC) social desirability trait scale and numerous measures of sensitive behaviors, conditions and opinions. These findings have been interpreted as evidence that persons with self-presentation concerns tend to under-report sensitive information. In contrast, others maintain that these correlations in fact reflect accurate reporting of both sets of variables, suggesting that the MC is not a sensitive indicator of the social desirability trait. We test these alternative interpretations by examining data from a recently completed survey that collected both self-reports of substance use behaviors and the biological specimens (i.e., hair, urine and saliva) necessary to validate the self-reports. Specifically, we use multivariate methods to determine if the MC scale is able to effectively discriminate between respondents who report recent substance behaviors that are and are not concordant with these biological tests. Based on these findings, we make recommendations regarding the usefulness of the MC for the detection of social desirability bias in survey research

***Social Desirability and Response Validity: A Comparative Analysis of Over-Reporting Turnout in Five Countries*, Jeffrey Karp, Faculty of Social and Behavioral Sciences, Amsterdam School of Communications Research (ASCoR), Universiteit van Amsterdam and David Brockington, Universiteit Twente, The Netherlands; karp@pscw.uva.nl**

The validity of self-reported turnout has been a problem confronting political scientists since the adoption of large scale voter surveys as analytical tools. It is not uncommon in election studies to find that the proportion of respondents who report voting is far greater than the aggregation of election returns. One of the theories commonly advanced to explain this discrepancy is the desire of respondents to give a socially desirable response. Although over-reporting may be a potential problem, it has been largely assumed that the social desirability bias is a general human trait that affects everyone equally. This assumption, however, may be unrealistic, particularly in cross national studies of voter participation. Social desirability is likely to matter more in countries that have historically high turnout than those with low turnout. Our paper draws on individual level data to test hypotheses regarding the variance in over-reporting across national settings. We find that over-reporting does vary across, as well as within national contexts. Cross-national variation of over-reporting is partially explained by the level of turnout in any given election, suggesting that elections with higher turnout (and, concomitantly, nations with historically high levels of turnout) lead to a higher probability that an individual respondent will offer the socially desirable response to a question on turnout, even if this response differs from that respondent's actual behavior.

***The Structure of Attitudes Toward Surveys and their Relevance for Socially Desirable Response Behavior*, Volker Stocké University of Mannheim Germany; vstocke@rumms.uni-mannheim.de**

This paper presents results about the determinants of socially desirable (SD) response behavior from a field experiment with a random-probability sample of 150 respondents. The interviewees answers about their attitudes towards foreigners is found to be influenced through the perceived desirability of a positive vs. negative ethnic attitude, the privacy of the response situation (mode of administration) and the respondents Need for Social Approval (SD-scale values). A statistically significant three-way-interaction effect between these factors captures the situationally and individually determined incentives for SD response behavior. The impact of these incentives is furthermore mediated by three orthogonal components of the respondents' attitudes toward surveys: the perceived utility of surveys (u-scale), their assumed reliability (p-scale) and the perceived burden through surveys (c-scale). The incentives are found to have significantly weaker effects for respondents with positive rather then negative values on the c-scale. The interaction of the p- and u-scale proves to be relevant in this respect as well: SD-effects are zero if both attitudes are positive, strongest if both are negative and medium under the mixed conditions. However, the attitude content is only relevant for respondents with fast response-latencies when reporting their survey-attitudes and if they are therefore endowed with high attitude-strength.

***Measuring Social Capital: The Case of Blood Donations*, Cristina Ling-Chard, University of Hawaii, Charlotte Steeh, Georgia State University, and Theresa W. Gillespie, Emory University; cgsteeh@gsu.edu**

Research on social capital relies on survey estimates of many behaviors. We present contradictory evidence from two RDD surveys that ask about the frequency of donating blood. Although official statistics tell us that only 5 percent of eligible adults actually donate blood, results from a national study conducted in 2001 indicate a significantly higher rate. A replication carried out in fall 2001 produced lower estimates, though never as low as 5 percent. We hypothesize that the over-reporting in the national survey stems from two factors-low response rates that bias the sample toward those who have donated blood and social desirability. The initial results suggest that low response rates do not account for the over-reporting. In the second survey, we conducted split-ballot experiments to manipulate social desirability pressures and also to explore question order effects. Past research has focused primarily on social desirability's effect on answers to questions about attitudes. In this research, we look at reports of helping behavior. Our results suggest that measuring social capital through surveys is not a straightforward process.

ROUNDTABLE: THE RELATIONSHIP BETWEEN RESPONSE RATE AND BIAS

Recent research has called into question how much response rate tells us about bias in the estimates from a survey. Keeter et al. (POQ, 2000) and Curtin et al. (POQ, 2000) report little evidence of bias resulting from nonresponse in the ranges that they examined. This panel will review the published research as well as more recent work on this topic. The discussion will focus on the many factors that could affect the relationship between nonresponse and bias. These factors include the level of nonresponse, the types of questions on the survey, the population being sampled, respondent and nonrespondent characteristics, the mode of administration, and the techniques used for nonresponse adjustment.

CULTURAL INFLUENCES ON MEASUREMENT AND DATA COLLECTION

***Cultural Challenges in Diverse Survey Populations: The Case of the California Health Interview Survey*, David Grant, Charles DiSogra, Ninez Ponce, and Wei Yen, Center for Health Policy Research, University of California at Los Angeles, Gordon Willis, National Cancer Institute, National Institutes of Health, and Elaine Zahnd, Public Health Institute; willisg@mail.nih.gov**

The increasing demographic diversity of respondents in population-based surveys creates numerous challenges for survey researchers. Chief among these challenges is linguistic diversity, particularly for Computer-Assisted Telephone Interview (CATI) surveys. A recent, large population-based survey of California, the California Health Interview Survey (CHIS 2001), completed over 70,000 interviews with adults and teens and was administered in six languages (English, Spanish, Chinese, Khmer, Korean, and Vietnamese). Based on CHIS 2001 field data, this paper explores the frequency with which households were screened and interviews completed in each language. In addition, an analysis of within-group language selection (English versus non-English) and length of interview by language is presented for various ethnic groups along several demographic characteristics. These results will inform several key issues that now face survey administrators, including a) the relative benefits of multiple language translation, in terms of likely effects on both survey operations and data quality, and b) the implications of these effects concerning questionnaire development and pretesting, interviewer selection and training, and case assignment. In summary, the analysis of CHIS 2001 language-specific data provide a novel and unique opportunity to answer several questions that are vital to the conduct of linguistically diverse surveys.

***Culture-Sensitive Context Effects: A Challenge for Comparative Surveys*, Norbert Schwarz, Institute for Social Research, University of Michigan; nschwarz@umich.edu**

Cultural differences in cognition and communication can elicit culture-sensitive context effects, resulting in misleading conclusions. East Asian cultures value "fitting in," which requires that individuals monitor their own and others' behavior to determine the "fit." This results in better memory for publicly observable behaviors, but not for unobservable private behaviors. Accordingly, Chinese and American respondents were equally affected by numeric frequency scales in estimating the frequency of unobservable behaviors, but only Americans needed to rely on the scale for estimating observable behaviors. Depending on the scale used, we would conclude that Americans show a given observable behavior more, or less, often than Chinese. East Asian cultures also prefer an indirect communication style that requires communicators to pay close attention to the common ground. This affects question order effects: Chinese respondents avoid the reiteration of information provided earlier, whereas Americans only do so when the redundancy is highly salient. E.g., the correlation between life- and academic-satisfaction dropped from r = .53 in the life-academic order to r = .36 in the academic-life order in China, but increased from r =.50 to r = .78 in the U.S. Such differential context effects invite misleading substantive conclusions.

***Chinese and Vietnamese Response to a Health Care Survey*, Brian R. Clarridge and Jennifer L. Moorhead, Center for Survey Research, University of Massachusetts-Boston; brian.clarridge@umb.edu**

Rumor abounds with respect to what one should expect in the way of survey response from the Asian-American segment of the US population. Even when researchers trouble themselves to create good quality bilingual questionnaires, there are often enough problems and inconsistencies in study execution to prevent drawing firm conclusions about achievable response rates. In a natural experiment involving both the pretest and production phases of a study, we examine differences in response rates across Vietnamese, Chinese-Mandarin, and Chinese-Cantonese subsamples. Three different data collection modes are examined: telephone only, mail with telephone reminder calls, and mail with telephone reminder calls and a modest monetary incentive. The production phase of the study will involve a sample of 4400 cases and will be done exclusively by the mode that includes the monetary incentive. There are 11 sites in 6 different cities. The data from the production phase will be available in March, 2002. From the pretest we already know that a 60% response rate is achievable across all three samples in the telephone only mode, while a 50% response rate is achievable using a mail questionnaire with telephone followup. Well applied standard techniques seem to work with these subgroups of the American public in much the same way they do for the non-Asian population.

***Skip Pattern Error: Do the Same Principles Apply in Chinese and Vietnamese Questionnaires?*, Jennifer L. Moorhead and Brian R. Clarridge, Center for Survey Research, University of Massachusetts-Boston; jennifer.moorhead@umb.edu**

This paper reports on our current effort to improve Chinese and Vietnamese versions of a self-administered questionnaire about health care service delivery. The goal of this project is to create a culturally sensitive instrument for a population unfamiliar with Western-based survey instruments. Respondents had the option to fill out the survey in English, Vietnamese, Mandarin, or Cantonese. Little research has been done on skip pattern nonresponse for limited English proficient Asian American populations. Previous studies suggest design principles, such as those applied in the Tailored Design Method, dramatically reduce rates of skip pattern error. We examine the prevalence of errors of commission and omission, attributes of problem questions, and respondent demographics of those committing these errors. Data from the national study from 2,000 respondents are expected by the end of March, 2002. This evaluation will provide recommendations to improve the overall response process in future public opinion research with limited English proficient respondents.

SAMPLE DESIGN, COVERAGE AND WEIGHTING

***Telephone Household Non-coverage and Mobile Telephones*, Sun-Woong Kim and James M. Lepkowski, University of Michigan; Jimlep@isr.umich.edu**

The number of mobile subscribers in most countries has rapidly grown since the early 1990's, and the percentage of households with a mobile phone has exponentially increased in many countries over the last few years. Owing to strong convenience and remarkable decreases in service price, mobile telephone service in many countries in the world has already experienced or is facing a "cross-over" point when mobile service subscription overtakes fixed line subscription, particularly since 1998. Furthermore this situation has resulted, in some countries, in an unexpected increase in "mobile only" telephone households, which could reduce coverage of households further for telephone surveys. In this paper, we deal with current non-coverage rates in European countries, which have reached the level where new sampling techniques for telephone surveys are being introduced. We analyze non-coverage due to non-telephone and mobile only service, characteristics of mobile only homes in a number of countries, and the differences of mobile service trends between countries. The findings are based on collections of materials on telecommunications services and the data of a telecommunication survey in Europe. In addition, we take a look at mobile service in North America and Asia, although the available data is comparatively limited at present.

***Traditional and Enhanced Field Listing for Probability Sampling*, Colm O'Muircheartaigh, Stephanie Eckman, and Charlene Weiss, NORC, University of Chicago; colm@uchicago.edu**

In this paper we describe a systematic evaluation of the US Postal Service carrier route list of addresses as a final-stage frame for area probability sampling. The evaluation focuses on 79 area segments that cover a range of area types (region, urbanicity, size) across the US. First, we conducted a traditional listing operation in each segment using NORC national field staff. We geocoded the USPS addresses to identify which of them fell within the defined boundaries of the segments. We then compared the listings with the USPS list in terms of accuracy and completeness. Second, for a subsample of 15 segments we carried out an independent (blind) listing; for this second listing we provided the listers with an appropriately ordered pre-printed listing using the USPS addresses for the segment; this we term enhanced listing. This enhanced listing provided an additional source for evaluation of the two listing methods, as well as providing useful comparative cost information.

***Evaluating the Importance of Telephone Service Weighting Adjustments for State Health Insurance Surveys*, Michael Davern, State Health Access Data Assistance Center, University of Minnesota, James M. Lepkowski, Survey Research Center, University of Michigan, Kathleen Thiede Call and Lynn A. Blewett , State Health Access Data Assistance Center, University of Minnesota, and Tracy Johnson, Health Policy Solutions, Inc. daver004@umn.edu**

Many states (at least 27) collect their own data on health insurance in an attempt to monitor the dynamics of insurance coverage within their state. The vast majority of these surveys use a Random Digit Dial sample frame and Computer Assisted Telephone Interviewing (CATI) technology. One of the major concerns with this approach for monitoring health insurance coverage is the bias introduced by not including non-telephone households in the sampling frame. According to the Current Population Survey (CPS) approximately 11% of the uninsured nationally live in households without telephone service. A solution to this problem was proposed by Brick, Waksberg, and Keeter (1996). The basic premise is that people who experience phone service disruptions during the past year are similar to those people without telephone service with respect to basic demographics. Thus, increasing the weights of those respondents with disrupted phone service reduces the amount of bias introduced to the estimates by not sampling households without telephones. In this paper we evaluate whether the phone service adjustment is appropriate for state-sponsored surveys of health insurance coverage by comparing data from several state surveys.

***Combining Samples vs. Cumulating Cases: A Comparison of Two Weighting Strategies in NLSY97*, Steven Pedlow and Colm O'Muircheartaigh, NORC, University of Chicago; colm@uchicago.edu**

Many survey data sets involve data collected from more than one sample from a population. A similar situation arises when a supplementary sample is selected to boost sample size in particular parts of the population; combining the supplementary sample with the main sample in the overall analysis of the data is a perennial problem. In NLSY97 a cross-sectional sample was designed to represent the various segments of the eligible population in their proper population proportions, and a supplemental sample was designed to produce, in the most statistically efficient way, the required oversamples of Hispanic and non-Hispanic black youths. We consider two competing approaches. In one approach the weights are determined within samples and then adjusted to allow combination of the samples. In the alternative approach the weights are determined across samples depending only on the overall probability of the individual element, giving a single unified set of weights for the cumulated cases. This paper tests the effectiveness of the two competing approaches in the context of NLSY97, and uses the data from the first four rounds of NLSY97 data to illustrate the principles involved and the practical effect of the choice of method.

SURVEYS OF PHYSICIANS AND OTHER ELITE POPULATIONS

***Physician Online Panel: Putting Research Results Into Action*, Mindy Schneiderman and Belle Lerner, American Medical Association; mindy_schneiderman@ama-assn.org**

The American Medical Association (AMA) has developed a physician online panel. The online panel allows physicians to provide input and have a voice on AMA advocacy issues through participation in surveys. This paper will describe the methodology used to develop and maintain the physician panel, the methodology used to conduct the research studies online, incentives used, several of the studies conducted with the panel, and how the research findings have been used for political advocacy in Washington, DC and AMA policymaking. In the paper, specific emphasis will be given to the benefits, challenges, and pitfalls of developing a online panel and conducting online research with physicians.

***Mixed Mode of Follow-Up Survey Administration in a Physician Study*, Todd Rockwood and Paula Henning, Division of Health Services Research & Policy, University of Minnesota; rockw001@tc.umn.edu**

This paper presents findings from an experiment in which three different modes of follow-up administration were used in a survey of physicians: mail, telephone, telephone and mail. Physicians who did not respond to the initial administration of the survey by mail (pre-notice, questionnaire, reminder, replacement questionnaire) were randomized to one of the experimental groups. The telephone (23%) and telephone plus mail (25%) had a significantly higher response rates than continued use of the mail mode (5%). The telephone mode also demonstrated a significant advantage over the mail mode in the identification of in-eligible respondents.

***Using On-Site Coordinators to Improve Physician Response Rates*, Patricia Gallagher and Carol Cosenza, Center for Survey Research, University of Massachusetts-Boston; patricia.gallagher@umb.edu**

Researchers are concerned about a continuing trend toward declining response rates to surveys from both the general population (Groves & Couper 1998) and from specific populations, including physicians (Asch, Jedrziewski & Cristakis 1997). Individualization strategies have proven helpful in motivating physicians to participate in survey research (Ward & Wain 1994; Maheux et al. 1989). Extending the idea of personalization, we recruited personnel at 91 HIV/AIDS clinics to serve as on-site coordinators for a longitudinal study that involved surveying multiple physicians at each site at two points in time (total n=531). The on-site coordinators identified clinic staff eligible for inclusion in the baseline and follow-up sampling frames, distributed the individualized questionnaire packets, and reminded nonrespondents to complete the surveys. The coordinators were provided a prepaid cash incentive. The use of on-site coordinators proved to be an effective strategy. The response rate to the baseline survey was 89%, and to the follow-up survey, 85% (AAPOR RR1). This paper describes our experiences in implementing this method for contacting physicians for a mail survey.

***Using the Internet to Reach an Elite Population: What Works, What Doesn't?*, Karen Grigorian, Annemarie Rosenlund, and John Sokolowski, NORC, University of Chicago; grigoria@norcmail.uchicago.edu**

The Survey of American Rhodes Scholars study goals were to understand the social origins, educational prestige, and career distinction of recipients of the American Rhodes Scholarship. The sample included the population of scholarship recipients from five generations covering 34 distinct class years and 1,016 living scholars. Using a paper questionnaire, field staff conducted 45 minute telephone interviews with the Scholars. A self-administered web questionnaire was developed for respondents who were unable to complete the telephone interview. As this sample is especially elite, it represented challenges for the interviewers. Many respondents are well known and have professional gatekeepers. To locate, reach and accommodate this prestigious, extraordinarily busy group of respondents, the survey team developed several different protocols using Internet technology, including the online version of the questionnaire. Ultimately, the approach to data collection yielded 853 complete interviews for 84.5% completion rate and 93.3% response rate. This paper details our approach to data collection and assumptions about our strategy, examines which protocols were effective with this elite population and which were not, and explores the reasons why some of our assumptions were incorrect. Finally, we make recommendations for effectively incorporating Internet technology in data collection protocols when surveying other elite populations.

***The Campaign Against Terrorism: Ramifications for U.S. Foreign Relations*, Alvin Richman, Office of Research, U.S. Department of State; richman@pd.state.gov**

The military campaign against the Taliban and al-Qaeda organizations received exceptionally high levels of support from the American public. For some months, it became Americans' top foreign AND domestic policy priority, displacing nuclear arms proliferation and domestic social and economic issues. Concomitant with it have been sharp increases in pride of country, trust in government, support for defense preparedness and active international engagement, as well as changes in how Americans view certain other countries. Future "stages" in the miliary campaign against terrorism are not likely to receive the near 90-percent support level experienced in Afghanistan. Survey data regarding the use of force in previous conflicts and various hypothetical situations might be used to estimate the approximate levels of public support for different types of stage II military interventions.

***The Campaign Against Terrorism: Views from Central Asia and Russia*, Richard B. Dobson and James Bell, Office of Research, U.S. Department of State; dobson@pd.state.gov**

Since the September 11 terrorist attacks, the Office of Research of the U.S. Department of State has commissioned surveys around the world to assess support for the campaign against terrorism. This paper presents results of national surveys conducted January-March 2002 in five countries: Azerbaijan, Kazakhstan, Uzbekistan, Kyrgyzstan, and Russia. Only in Uzbekistan do a majority (71%) say that the military campaign in Afghanistan is justified. However, in Azerbaijan, Uzbekistan, and Kyrgyzstan, at least half endorse military action against supporters of terrorism outside of Afghanistan. Although opinion varies on whether the U.S. will establish a permanent military presence in Central Asia, there is widespread opposition to such a presence. In short, publics in Uzbekistan and Kyrgyzstan tend to support the anti-terrorism campaign and view the U.S. as a benign force in the world, but nonetheless oppose a permanent U.S. military presence in the region. Publics in the other three countries are less supportive of the campaign and more critical of the U.S. Opposition is particularly pronounced in Russia, where two-thirds believe that the U.S. will establish a permanent military presence and thereby weaken Russian influence in Central Asia.

***Concern of Future Threat and Public Foreign Policy Attitudes during the Recent War on Terrorism*, Fang Yang and Ronald E. Ostman, Department of Communication, Cornell University; fy15@cornell.edu**

The September 11 terrorist attacks made international threats salient to public attention. Research has shown that a perception of threat would lead directly to public support for belligerent policies against the threatening nations or groups. However, protection motivation theory in fear appeal communication studies proposes complicated cognitive processes through which feelings of threat might result in risk-averse attitudes and behavior. Does concern over threats increase public support for war against terrorism? Are there mediating factors that might affect the relationship? Multiple regressions help answer these questions. National survey data collected by ABC News/Washington Post during September 25-27 before the beginning of the U.S-led military response provide the evidence examined. Our findings challenge a simple direct relationship between threat perception and support for belligerent policies. This relationship apparently is contingent upon the public's confidence in an American victory in war and concern regarding war costs. In fact, people who were concerned tended not to be confident of victory. When controlled for confidence, the more threatened people felt, the more likely they were to support war. This relationship disappears when costs of war were emphasized.

INTERGROUP SOCIAL ATTITUDES

***Multiracial Americans: Measuring the Attitudes and Experiences of a Growing Sector of the American Population*, Rebecca Flournoy and Mollyann Brodie, Henry J. Kaiser Family Foundation; rebeccaf@kff.org**

For the first time ever, the 2000 U.S. Census gave Americans the option to identify as multiracial. A 2001 survey by The Washington Post, the Henry J. Kaiser Family Foundation, and Harvard University's Kennedy School of Government explored some of the attitudes and experiences of this growing sector of the American public. The survey was conducted with a nationally representative, randomly selected sample of 1,709 respondents ages 18 and older, including an oversample of 230 African Americans, 237 Latinos, and 229 Asians. There were 169 respondents classified as multiracial. This paper will discuss difficulties faced in defining multiracial Americans, present findings on what multiracial Americans have to say about being multiracial, and explore the similarities and differences between the views of multiracial Americans and those of the rest of the population.

***Directive vs. Permissive Public Opinion*, David W. Moore and Jeffrey M. Jones, The Gallup Organization; david_moore@gallup.com**

In most public opinion polling today, the results of many policy questions are interpreted by pundits and other analysts as though they constitute "directive public opinion" -- that is, as though the results constitute an "order" from the public as to what the government should do. In fact, however, it could be that the public doesn't really have a fixed opinion on that matter and would be very willing to take the opposite point of view if they discover that officials (the president or the governor or the Congress, etc.) have adopted the opposite point of view. The latter process produces what might best be termed "permissive public opinion," which would seem much more relevant to what public officials need to know. In this paper, we examine several instances in which results that can be interpreted as "directive public opinion" in fact overstate the commitment of the public to a given policy position. The results suggest that while many people will give their own opinions when asked, such opinions should not be interpreted as what the public "wants," and that instead follow-up questions are needed to interpret how willing the public is to follow leaders and what the public will "permit" even though their own initial reaction may be in a different direction.

***A Clash of Civilizations—Or of Ignorance?*, Thomas A. W. Miller and Geoffrey D. Feinberg, RoperASW; gfeinberg@roperasw.nopworld.com**
RoperASW annually conducts a massive global research program, called Roper Reports Worldwide (RRW), which comprises 30,000 in-person interviews (1,000 in each of 30 countries, using probablistic sampling techniques whenever possible). Though primarily designed to provide market intelligence to subscribers, much of the information we collect--especially a battery designed to measure personal values--sheds considerable light on the sociological and cultural aspects of the countries we survey. After the terrorist attacks, we searched through the RRW database to see what information we might have that could help us understand the perceived and real cultural differences which divide the West and the Middle East. The result is a paper that summarizes findings from countries on all five continents—with a particular focus on Saudi Arabia and the United States—on how the prevalence of specific, shared personal values define national culture, and how the emphasis on certain values distinguishes one country from another. It also illuminates how Saudis view American culture, and the extent to which they feel affinity, or lack of affinity, for American values.

NONRESPONSE AND COVERAGE ERROR IN WEB SURVEYS

***Examining Global Response Rates among an Elite Online Audience*, Natalie Jobity and Sandra Bauman, Wirthlin Worldwide; sbauman@wirthlin.com**
The global repercussions of web-based methodologies are far-reaching. Regardless of geography or time zone, respondents who have online access can participate in web surveys. This not only speeds up the data collection process but also can reduce project costs significantly. Researchers can now deploy powerful survey management tools via the web to improve communications between project teams and clients. In spite of these benefits, researchers must understand that there are important differences among countries that need to be taken into account because they directly drive response rates up or down. This paper addresses these issues. Specifically, it closely examines the variation in response rates among 12 countries in Asia, Latin America and Europe in a two-phased panel study we conducted because of differences in: · Implementation on the part of the local facilities contracted · Incentive distribution to study participants · Cultural preferences · Level of cooperation among local firms in utilizing a web-based project database. We will also discuss the advantages of applying such web-based tools to facilitate project management and client communications alongside data collection in international studies. Our paper concludes with implications for similar studies among audiences in these regions using web based tools as the foundation of the research.

***Nonresponse to a Web Survey in an Experimental Multi-National Design*, Scott Crawford, MSInteractive, Steve Jones and Christopher Rowen, Decisions Research; scott.crawford@ms-interactive.com**
The Internet has brought local research organizations the capability to conduct multi-national research projects. Because of the lack of boundaries online, the allure of cost efficiency in conducting large multi-national research projects is strong. However, along with geographical borders come social and cultural variations that may significantly affect data quality if not accounted for in the research design. A study of Australian consumers use of online health resources, conducted in the fall of 2001, was created and fielded by two research organizations: one located in Australia, and the other in the United States. Sample from an online panel based in Australia was randomly assigned to experimental treatments that included: location of the research organization conducting the survey (USA vs. Australia), stated sponsorship of the survey (Non-Profit vs. For-Profit Organization), and stated funding source for the research (USA vs. Australian organization). Because the sample was from an online panel, some basic demographic information is known about all sample members, including nonrespondents. Significant and meaningful results were found in the nonresponse patterns between these treatments. We will discuss how those findings effected data quality, and what implications they have for International research.

***Participation in Telephone Pre-recruited Web Surveys: Who Comes Farthest?*, Katja Lozar Manfreda, University of Ljubljana, Slovenia, Silvia Biffignandi and Monica Pratesi, Department of Mathematics, Statistics, Informatics and Applications, Univers ity of Bergamo, Italy and Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana, Slovenia; katja.lozar@uni-lj.si**
In Web surveys, several stages of the survey process can be identified. Participation at each stage can be analysed as dependent on the outcome of the previous stage. For a specific type of Web surveys, e.g., telephone pre-recruited Web survey of Internet users, the following stages can be identified: pre-recruitment (telephone interview), contact (sending out email invitations to the Web survey), access to the questionnaire, and questionnaire completion stage. In the proposed paper, the above stages are distinguished in a Web survey targeting the general Internet population in Slovenia. The aim of the research is to find out which participants come farthest in the process of Web survey in order to evaluate survey results, develop adequate weighting procedures and strategies for reducing non-response. Particularly, we want to find out when and which participants move through different stages of the surveys process. The whole process is modeled using logistic regression analysis applied to the drop-outs at each stage.

***Nonresponse Follow-up and Mode Effects in a Web-enabled Survey*, Elizabeth F. Wiebe, Lisa Thalji, Michael J. Langer and Paul Pulliam, Research Triangle Institute; efw@rti.org**
Using an RDD-recruited Web-enabled panel to collect survey data allows the convenience of quick-turnaround, self-administered Web data collection along with the reliability of probability sampling. However, nonresponse becomes a concern because respondents have the potential to drop out, avoid contact, or refuse at four different stages of participation: RDD recruitment, WebTV installation, panel initiation through response to a profile survey, and finally, response to each unique Web survey. A nonresponse follow-up study (NRFUS) that attempts to contact and gather data from refusers at each of the four stages can improve overall response rates, and potentially offers a means by which to evaluate nonresponse bias. However, since telephone contact is needed to reach nonrespondents who never accepted or hooked up the WebTV device, the mode of data collection differs for NRFUS respondents from those two stages of nonresponse. The result is that mode effects tend to confound any difference that may be attributed to nonresponse bias. By including an initial telephone sample of Web panel members, this study attempts to isolate mode effects from nonresponse bias to obtain a clearer picture of the effects of nonresponse at each stage of panel survey participation.

***Characteristics of Respondents to a Web Survey of the General Public*, John Tarnai and Thom Allen, Social and Economic Sciences Research Center, Washington State University; tarnai@wsu.edu**

In the summer of 2001 we designed and conducted a web survey of the general public in Washington State on air quality issues, as a follow up to a telephone survey of this population earlier. A sample of 10,000 households was drawn from telephone directory listings, and a letter was mailed providing information about how to access the survey on the web.. A separate public-at-large version of the web survey was made available for others who wanted to respond to the survey. For the state sample version of the survey, 854 interviews were collected out of 10,000 letters sent to households resulting in a 9% response rate. An additional 197 completed interviews were collected in a separate general public-at-large version of the web survey. This paper describes the methods used to conduct the survey, and the rate at which respondents completed the survey on the web. Because of the very low response rate, the paper also compares the demographic characteristics of respondents to both the general public and the at-large version of the web surveys, with the census demographics. The results suggest that individuals who respond to web surveys are significantly different on several demographic characteristics from most of the general public.

QUESTION CONTEXT ORDER, AND WORDING

***Questionnaire Effects: A Test of the Impact of Question Ordering and Context on Responses to Children's Health Insurance Questions*, Martin Frankel and Lorayn Olson, Abt Associates, Marcie Cynamon and Stephen Blumberg, National Center for Health Statistics, Larry Osborn, Pamela Giambo and Sergei Rodkin, Abt Associates; martin_frankel@abtassoc.com**

It is both well-known and well-documented that survey responses to attitude and opinion questions are subject to variation due to question context, wording, and sequencing. Less well-known and well-documented is the potential for similar factors to influence responses to "factual" questions. In order to better understand variations in reported insurance levels in the CDC sponsored SLAITS National Survey of Children with Special Health Care Needs and other surveys, such as the National Survey of America's Families and the National Health Interview Survey, a randomized experiment was designed that varied question ordering and questionnaire context (child centered vs. family centered). It was hypothesized that person centric questions about insurance would lead to higher rates of reported coverage than family centric. The matched-sample experiment included 1,200 completed RDD interviews distributed over two treatment groups and a control group. Our findings are consistent with those recently reported by Hess, Moore, et al. (2001) in that person centric questions yielded different rates than family centric. The implications of the findings are interpreted in terms of the potential impact of questionnaire design on policy relevant social indicators.

***Party First, Ask Questions Later: Candidate Names and Voting for Congress*, Eric McGhee: University of California, Berkeley and Mark Baldassare, Public Policy Institute of California; ericmcghee@mindspring.com**

It is common in telephone surveys of public opinion to ask respondents for their vote for the U.S. House of Representatives without identifying the candidates in each respondent's district by name. Using a survey of the California public from the 2000 election that uses this standard question wording but also identifies respondents' congressional districts, we show that the practice is not without consequences. Without candidate names, challenger partisans and independents understate their support for the incumbent when compared to actual election returns. The results are not the same everywhere: estimates are better in competitive races. We argue this is largely because the question encourages partisan thinking, which in turn better reflects the actual voting in competitive races, where challenger partisans have returned to the fold. We speculate on the implications of our findings for telephone surveys and for the study of congressional voting behavior.

***The Forbid-Allow Asymmetry in Question Wording*, Karl-Heinz Reuband, Sozialwissenschaftliches Institut, Universität Düsseldorf, Germany reuband@phil-fak.uni-duesseldorf.de**

The most widely cited example of question wording effects in the survey literature concerns the use of the words "forbid" or "allow". Since Ruggs original experiment it has been repeatedly shown that response marginals vary to great extents depending on which word is used. In the paper it is argued that the results of past research are largely artifacts due to not specifying the response alternative. Based on a German population sample the original Rugg question on whether public speeches against democracy should be allowed is replicated using four variations in wording: the original ones and two further ones in which the alternatives are specified ("allow or not allow", "allow or forbid"). The paper discusses the effects of these wording experiments and the effects of respondents social characteristics and question comprehension.

***Measuring Sexual Assault Against Women in Washington State: Filter Questions and Question Interpretation as Factors of Questionnaire Design*, Danna Moore, Social and Economic Sciences Research Center, Washington State University; moored@wsu.edu**

Sexual assault is difficult to measure in questionnaires. Difficulties arise because people interpret these experiences or events differently. The challenge for survey designers is to determine what sequence of questions works best to elicit the information in the most accurate way as possible. Respondents' interpretation of questions relative to how they understand an event can lead to variation in measurements. For example, researchers rely on the ability of respondents to report how often they have experienced a particular event in their lives to define incidence rates. Filter questions in surveys are the means by which researchers sort out respondents who have experienced a particular event of interest from those whom have not. Filter questions define the event, and what is meant by sexual assault. Washington State researchers have made use of these two filter questions, not previously used, to further aid and define the measure for prevalence of sexual violence against women. This study describes the impact on measures and event histories of these concepts for respondents in Washington and compares results where possible to the national violence against women survey. These two filtering concepts may be important clarifying concepts for surveys designed to measure incidence and prevalence of sexual violence against women.

***Horse-Race Polling and Survey Method Effects—An Analysis of the 2000 Campaign*, Monika L. McDermott, Eagleton Institute of Politics, Rutgers University, and Kathleen A. Frankovic, CBS News; monikamc@rci.rutgers.edu**

Because horse-race polling plays such a central role in media coverage of elections, the way in which horse-race polling is conducted is an important issue to the field of survey research. This paper begins to address one aspect of this issue: What accounts for the differences in survey results across organizations? We hypothesize that at least some of the differences found from organization to organization stem from survey method effects. In this paper we focus on two specific effects - question form effects and question order effects. We analyze results from major national survey research organizations throughout the 2000 presidential election cycle to test this hypothesis. The analysis demonstrates that both question form and question order have a significant impact on horse-race results, with the largest impact being on the ability and willingness of respondents to make a choice among candidates in response to a horse-race question.

NONRESPONSE BIAS IN TELEPHONE SURVEYS

***Mechanical Screening Devices in a Low-Income, African-American Urban Community: Prevalence and Survey Effects*, Virginia H. Bartot and Martha Van Haitsma, University of Chicago Survey Lab and Man-chi Mandy Sha, NORC, University of Chicago; vhbartot@midway.uchicago.edu**

Phone interviews about children's health issues were conducted with parents/guardians at two elementary schools in a low-income, African-American Chicago neighborhood. 639 eligible households had working phones and 409 cases were completed. Almost half of the eligible cases (46%) had mechanical call-screening devices including answering machines, caller ID and/or privacy manager. Screening devices increased survey costs – the average number of calls to complete was 9.6 for those with devices and 5.6 for those without devices. Even with up to 37 attempts, the response rate for those with screeners was only 61%, compared with 67% for households without these devices, a significant difference. Number of attempts, screening devices, income and education were significantly correlated. Respondents who completed the interviews in fewer attempts and who did not have screening devices had significantly less education and lower household income than those who required more attempts and who had such devices. Since social class variables affect many health measures (such as type of health insurance) and attitude variables (such as concern about immunizations), restricting efforts to five or fewer attempts because of cost concerns risks producing biased estimates, even in this relatively homogenous community.

***The Relationship of Community Involvement to Residents' Participation in a Community Survey*, Douglas B. Currivan and Nancy Wacu Maina, Center for Survey Research, University of Massachusetts-Boston; Douglas.Currivan@umb.edu**

Current research continues to focus attention on specifying the factors related to survey participation, and the impact of these factors on survey findings (Groves, Singer, and Corning, 2000). This study adds to the literature by examining whether individuals who are more involved in their communities are more likely to participate in an omnibus community survey. Following the methodological approach of Curtin, Presser, and Singer (2000), we analyze the relationships among several indicators of residents' civic involvement and (1) whether the respondent previously refused a survey request and (2) whether the respondent required 6 or more calls to complete an interview. Our survey indicators of community involvement include interest in neighborhood and local affairs, attending neighborhood or community meetings, volunteering for community organizations, donating to community organizations, and voting in elections. Assuming residents who are more involved in their communities are more willing to participate in this survey, we hypothesize that (1) respondents who refuse an initial survey request are less involved in their communities than those who do not refuse and (2) respondents who require 6 or more calls to complete an interview are less involved than those who complete the interview within 5 calls.

***Utility of Tracking Difficult-to-locate Respondents*, Nathaniel Ehrlich, Alisa McWilliams, and Steven Heeringa, Survey Research Center, University of Michigan; nehrlich@umich.edu**

We attempted to interview over 2,300 individuals who had been in foster care for at least one year over the period 1987-2000. More than 60% of the sample were difficult to locate, i.e. required some amount of tracking. Ultimately, we collected 1,591 responses from individuals who were either found without tracking, found after up to 7, 30, 60, 90 or more than 90 days of tracking. We compared responses for all 6 six groups over 25 pre-selected diagnostic questions via 1-way analysis of variance and found no significant main effects for any one question or for the means of each of the 25 questions considered as grouped data. In our analysis, roughly 40% of the budget was expended on tracking, interviewing and recording the responses of the tracked individuals. Since the information provided by the hard-to-locate individuals was not significantly different from that provided by the easily-located individuals, we believe that it is important to consider stopping rules that balance the cost of extreme tracking efforts against likely reductions in survey error.

***(How) Do Easy-to-Reach and Hard-to-Reach Respondents Differ?*, Sid Groeneman, Groeneman Research & Consulting, and Gary Tobin, Institute for Jewish and Community Research; sid.grc@verizon.net**

Number of contact attempts is a central, heavily discussed issue in the administration of telephone and other surveys. Although rigorously conducted surveys involving multiple contact attempts (and sometimes other procedures such as advance letters, refusal conversions efforts, and respondent incentives) take more time and money to conduct, most informed researchers think they produce better results because greater rigor increases response rate and, on average, lessens the magnitude of non-response error. The proposed paper addresses this question by analyzing data from a recently completed national RRD survey about religious and ethno-cultural identification (N = 5,100). The approach compares sample demographics, responses to attitude and behavioral items, and amount of item non-response among sample subsets reached and interviewed after different levels of interviewer effort: from 1 contact attempt through 7 or more attempts. Analysis reveals differences on commonly measured demographics - largely in the direction according with prior research - but on few variables related to the substantive objectives of the survey. These findings imply that more rigorously conducted surveys involving additional call-backs can produce more demographically representative samples, but this does not necessarily improve the accuracy of the research results. With one exception unique to this particular survey, the present findings are in accord with prior methodological studies which reach a similar conclusion.

SYSTEMATIZING THE TRANSLATION PROCESS: ESTABLISHING PROCEDURES AND GUIDELINES FOR SURVEY TRANSLATION

***The Development of Guidelines and Best Practices for the Conduct and Monitoring of the Translation of U.S. Census Bureau English Language Data Collection Instruments into Non-English Languages*, Manuel de la Puente and Eleanor Gerber, U.S. Bureau of the Census; manuel.de.la.puente@census.gov**

The demand for non-English language data collection instruments in the U.S. is likely to increase given recent figures. The Census 2000 Supplementary Survey revealed that, nationwide, approximately 45 million people age 5 and older (or 18% of that age group) speak a non-English language at home. In some counties that proportion is much larger. Yet while most major national population surveys in the U.S. have at least a Spanish language translation of their instruments no clear guidelines exist for translating and pretesting the translated data collection instruments. As the nation's preeminent collector and provider of timely, relevant, and quality data about its people and economy, the U.S. Census Bureau must develop and use instruments that can be used by all segments of society. To successfully accomplish this mission the Census Bureau needs guidance in conducting and monitoring the translation of its data collection instruments and supporting materials into non-English languages. This paper describes how the U.S. Census Bureau is developing this guidance by formulating translation guidelines and best practices to help ensure that data from non-English speaking households in demographic surveys and the decennial census are of the same high quality as those from English Speaking households.

***Translation and Translation Assessment for the European Social Survey*, Janet A. Harkness, ZUMA-Mannheim, Germany; Harkness@zuma-mannheim.de**

Twenty-one countries are currently scheduled to participate in the first round of the European Social Survey (ESS) in 2002. The European Commission has funded a five-country co-ordinating and support programme for the survey, organised in the form of a 'central co-ordinating team' responsible for several work packages related to the design, testing, implementation, and archiving of the multi-national study. The Translation and Translation Assessment work package in the project, led by ZUMA and aided by a five-person Expert Panel, provides participating countries with a rich, perhaps first-of-its-kind package of guidelines and support materials to accompany each stage of the translation and assessment process. The paper explains the approach advocated for ESS translations and the materials developed for translators and co-ordinators and describes the rationale behind these.

***Establishing a Translation Unit in a Survey Research Organization*, Pat Montalván, Westat; MONTALP1@WESTAT.com**

Westat has been translating survey documents for many years, both data collection instruments and supporting materials. Although the majority of the work has been geared toward the Spanish-speaking population, some translation work has also been done from English to other languages. Because of the increasing demand for translation work in recent years, in 1999 Westat created a unit dedicated to coordinating translation work companywide. The unit provides projects with translation guidelines to meet client needs, conducts or coordinates the translations, and acts as a translation library. This paper will describe the role of the translation unit and report on emerging "best practices" drawn from several major studies. The focus will be on English to Spanish translations.

***Cross-national Research Translation Challenges*, Beth-Ellen Pennell, Institute for Social Research, University of Michigan; bpennell@isr.umich.edu**

The World Mental Health Survey is an initiative of the World Health Organization (WHO). The survey will eventually collect more than 200,000 120-minute interviews in more than 30 countries to obtain cross-national information about the prevalence and correlates of mental, substance, and behavioral disorders, and to identify modifiable barriers to obtaining treatment. The instrument is a revised version of the WHO Composite International Diagnostic Interview (CIDI). The WHO-CIDI is a lay administered psychiatric diagnostic interview that generates diagnoses according to the definitions and criteria of both ICD-10 and DSM-IV. This presentation will discuss the coordination efforts and translation guidelines provided to the participating countries. The impact of mode of interview (CAPI vs. PAPI) will also be reviewed with regard to the steps involved in producing different language versions of the survey. A translation method that uses forward translation, an expert panel, back translation of key items, international harmonization, cognitive interviewing techniques, and pretesting will be presented. Instrument content development was concurrent with programming and translation, an approach that required extensive version control protocols. As a tool for maximizing compliance with guidelines, the WHO established a process to document and certify whether each country followed the established guidelines.

***Using Standardized Translating Procedures to Maintain Quality Survey Documents*, Rosanna Quiroz, Research Triangle Institute; Quiroz@RTI.org**

Translation is a skill that begins with language acquisition and takes years to master. A good translation conveys the meaning of the original text rather than mechanically transferring words from one language to another. To achieve this, measures must be implemented at all levels, which involve being conscientious, detail-oriented, and methodical. This presentation will describe the steps to follow during the translation process, which are equally important for small documents or entire questionnaires. This process can be summarized in five steps: - Initial review of the document - Assignment of a professional translator and editor - Forward translation by a translator - Quality control performed by a second translator - Finished accurate product We will discuss the quality control procedures used on every translated survey instrument. At least two professional translators are assigned to every project and they conduct at least one of several types of quality control. These procedures can include editing and proofreading, back translation, terminology research, professional review, and testing methods such as cognitive interviewing. Evaluations of quality also apply when we implement other language activities related to survey translations, including: interviewers' language assessment and certification; bilingual focus groups; testing computer assisted interview instruments, bilingual monitoring, etc.

***The Development and Experimental Testing of an Innovative Approach to Training Interviewers to Avoid Refusals*, Charles D. Shuttles, Jennifer S. Welch, J. Brooke Hoover, and Paul J. Lavrakas, Nielsen Media Research; Chuck_Shuttles@tvratings.com**

The quality of interviewing in a survey research center is closely linked with the ability of interviewers to achieve positive outcomes (completed interviews) while simultaneously avoiding negative outcomes (refusals). Along with noncontacts, refusals are the bane of survey response rates. This paper will present the results of a highly innovative approach to developing and testing a training curriculum to help telephone interviewers reduce the proportion of their call outcomes that end as a refusal. The training curriculum, adapted from previously successful programs at the University of Michigan, Research Triangle Institute, the Bureau of Labor Statistics, U.S. Department of Agriculture, and U.S. Bureau of the Census, was targeted for deployment within sampling households for Nielsen's television diary research A 10-hour course was designed to improve interviewers' skills to quickly tailor their approach to a reluctant household, by prolonging the interaction with the household, appropriately diagnosing and then quickly and accurately responding to the specific reasons for the household's reluctance. Our presentation will describe the process by which the training program was devised, the delivery of the training course, and the methodology and results of a randomized experiment to test the effects of the training upon interviewers' performance in recruiting household for the television viewing diary survey.

***A Test of Responsive Virtual Human Technology as an Interviewer Skills Training Tool*, Michael W. Link, Polly P. Armsby, Robert Hubal, and Curry I. Guinn, Research Triangle Institute; Link@rti.org**

Research on survey non-response suggests that among the best strategies telephone interviewers can employ for obtaining survey participation are advanced communication and listening skills, allowing them to identify and address respondents' concerns immediately with appropriate, tailored language. Yet, training on interaction skills is typically insufficient, relying on role-playing or passive learning through videos. Rather, repetitive, structured practice in a realistic work environment is required. This research examines acceptance by trainees of an application based on responsive virtual human technology (RVHT) as a tool for teaching refusal avoidance skills to telephone interviewers. The application tested here allows interviewers to practice confronting common objections offered by reluctant sample members. Trainee acceptance of the training tool as a realistic simulation of "real life" interviewing situations is the first phase in evaluating the overall effectiveness of the RVHT approach. Data were gathered in three areas: (1) observation of users in a controlled usability lab setting, (2) structured debrief questionnaires administered to users of the application, and (3) focus group observations with a subset of RVHT-based trainees. The application was tested with a group of 30 telephone interviewers of varying skill and experience levels. The research presents findings from these acceptance evaluations and discusses users' experiences with and perceived effectiveness of the virtual training tool.

***"Hi, I'm Calling from...": Interviewer Behaviors that Lead to Success*, Kathryn Downey-Sargent, Maria Cralley, Sheila Cross, and Monique Ardell Goodger, Methods Development and Evaluation, Arbitron, Inc.; kathryn.downey-sargent@arbitron.com**

This study examines interviewing techniques that lead to success in gaining respondent cooperation in a telephone interview. While strong arguments can be made for standardized interviews to lower measurement error, it has also been found that permitting interviewers to tailor a script in order to address a respondent's specific concerns can increase response rates and benefit data quality. In this study, we examined the relationship between interviewer behaviors and respondent cooperation rates. A total of 165 interviews were monitored and coded to characterize content and delivery of the interview. The primary purpose of the interview is to gain household consent to be in a radio diary survey, collect information on the composition of the household, and address listeners' reluctance to participate in the survey. Behavior coding of interviews included identification of phrases used to tailor the interaction with the respondent and rating of delivery characteristics such as rate of speech, volume, pronunciation, and confidence. These features were then analyzed in relationship to interviewer success rates at completing the interview and gaining respondent cooperation. The techniques and phrases associated with higher response rates will be considered for incorporation into the interview script and training of interviewers.

INNOVATIVE APPLICATIONS OF SURVEY RESEARCH TO THE LAW AND REGULATION

***The Cat and Canary: Napster in Court*, E. Deborah Jay, Field Research Corporation; edj@field.com**

In 1999, 18 different recording companies sued Napster, Inc. in federal court in Northern California for contributory and vicarious copyright infringement. Napster, an Internet start-up company located in California, was incorporated in May 1999 to facilitate the sharing of MP3 files on the Internet. In its complaint the recording industry asserted that "Napster is a commercial enterprise that enables and encourages Internet users to connect to Napster's computer servers in order to make copies of plaintiffs' copyrighted sound recordings available to other Napster users for unlawful copying and distribution." Both plaintiffs and defendants conducted surveys of Napster users on the issues of space-shifting, sampling and the extent to which Napster use had an impact on CD sales. This author is currently serving as an expert in the Napster case on behalf of the recording industry. In my presentation I will discuss the surveys offered by both plaintiffs and defendants in this case, the court's opinions in this case, the extent to which the court relied on the survey evidence in granting the recording industry's motion for preliminary injunction, and the reasons the court gave for its decision to rely on plaintiffs' survey and not defendants' survey.

***Verdict on Terror: Pan Am Flight 103*, John Boyle, Schulman, Ronca, and Bucuvalas, Inc. and Dean Kilpatrick, Medical University of South Carolina; j.boyle@srbi.com**

In December 1988, 270 persons died when Pan American Airlines Flight 103 was destroyed by a terrorist bomb over Lockerbie, Scotland. In May 2000, two Libyan nationals were put on trial for the bombing. This paper examines the attitudes of surviving family members about the process and outcome of this case. A survey of surviving family members (N=300) was conducted in the fall of 2000 for the Office of Victims of Crime (OVC), U.S. Department of Justice. At that time, only 34% expected the defendants to be found guilty, 22% were not sure what to expect, while 41% expected a verdict of "not proven", and 1% not guilty. In January 2001, one suspect was found guilty while the other was "not proven". A follow-up telephone survey, after the verdict, was completed with 241 of the family members interviewed earlier. Only 59% of the family members were satisfied with the verdict and only 47% were satisfied with the sentence. This paper shows how victims' satisfaction with process (apprehension, notification, trial preparation, services, etc.) changes over the course of the trial and how expectations before the verdict and satisfaction with the trial outcome influence victims' satisfaction with criminal and judicial process.

INNOVATIVE APPLICATIONS OF SURVEY RESEARCH TO THE LAW AND REGULATION

***Elite Messages and Opinion Formation: The Case of the Ohio Supreme Court*, Matthew W. Courser, The Ohio State University; courser.1@osu.edu**

This paper uses data from an experimentally-based study to explain opinion formation processes in the face of multiple, competing messages from political elites. The study involved an RDD survey of randomly-selected Ohioans conducted in July and August, 2001 that included measures of support for the Ohio Supreme Court as an institution and support for its specific decisions. This study was conducted at a time when the Court was in the process of deciding a landmark case regarding the constitutionality of the state's system of public school funding, and political elites were polarized and extremely vocal in their view of the case and of its proper resolution. It took advantage of the controversy surrounding the Court by randomly assigning respondents to one of seven conditions that prefaced the support items with a variety of elite messages on the merits and impact of the case. This design permits a real-world test of Zaller's (1992) argument that the public will polarize along ideological lines if political elites are divided on a highly salient issue, and resist messages that are inconsistent with their political predispositions. Data from this study will inform descriptive and multivariate analyses that test the impact of elite messages on observed levels of support for the Court.

POSTER SESSION I

Friday, May 17, 11:30 a.m. - 12:30 p.m.

***The Impact of Privacy and Security Concerns on the Willingness to Provide Sensitive Information about Self via the World Wide Web*, Michael G. Elasmar and Kumiko Aoki, Communication Research Center, Boston University; elasmar@bu.edu**

This paper presents the results of a study conducted to determine the impact of privacy and security concerns on providing sensitive information about self via the World Wide Web (WWW). The context of this study is online purchasing transactions during which individuals have to provide such information as home address, telephone number and credit card number. The dependent variable of this study is the willingness to engage in such transactions in the future. A series of multiple item measures capturing relevant beliefs, attitudes and behaviors, including privacy and security concerns, were adapted from the literature to fit this study's purpose. The measures were administered to a pre-test sample (n=90) prior to actual usage in the study. The instrument was especially developed for administration via telephone. This study utilized a Random Digit Dialing sample of Massachusetts households, stratified by county. A total of 875 respondents participated in the survey. Results were analyzed using regression routines. In general, consistent with previous investigations, our study reveals that the higher the privacy and security concerns are, the less the willingness to provide sensitive information about self online.

***Interviewing Under Emotional Distress for the Public Response to a National Tragedy Survey*, Lynn A. Hamilton, Tiffani Dobush, and Karen Grigorian, NORC, University of Chicago; hamilton-lynn@norcmail.uchicago.edu**

After the September 11th tragedies, NORC conducted a Public Response Survey of US households regarding their feelings and reactions to this crisis. Over 50 NORC interviewers and staff participated in the administration of the telephone questionnaire for this study. The data was collected between September 13th and September 27th, 2001. Because of the unique nature of this project, interviewers faced extremely difficult circumstances while collecting the data. However, the quality and productivity of the interviewers remained extremely high. This paper reviews how we prepared and supported our interviewing staff for this very difficult and sensitive data collection effort.

***Examining Item Non-Response in a Mixed Mode Customer Satisfaction Study*, Michele Burr, Theresa Famolaro, and Kerry Y. Levin, Westat; MicheleBurr@Westat.com**

The purpose of this paper is to report on item non-response differences in a customer satisfaction study using a mixed mode design with choice of completion method. In the spring of 2001, customers of a Federal Government agency were mailed a paper survey but also given a web site address and instructions for completing the survey over the Internet. Of the 2,231 respondents, 23% (n=515) chose to use the Internet to respond. A preliminary comparison shows a significantly higher proportion of web respondents than paper respondents skipped the close-ended items while a significantly higher proportion of paper respondents skipped the open-ended questions. In addition to examining the relationship between mode and item non-response, the data will also be analyzed to determine whether mode is an important predictor of non-response when taking control variables into consideration. The results will show whether mode or other factors such as respondent demographics, department with which the customer does business, and/or customer attitudes and experiences best predict item non-response for both close and open-ended questions.

***Mode-Effects in Web Surveys?*, Wolfgang Bandilla and Michael Bosnjak, Center for Survey Research and Methodology, ZUMA Mannheim and Patrick Altdorfer, Forsa, Berlin, Germany; bandilla@zuma-mannheim.de**

The module 'environmental attitudes and values' of the International Social Survey Programme (ISSP) was administered both as a paper-and-pencil questionnaire to a representative sample of the German population and as a Web-based survey to an online access panel representative for the German Internet users. These two samples differ significantly with regard to sociodemographic and substantive variables. An attempt to weight the data of the Web-based sample on the basis of distribution characteristics of several socio-demographic variables resulted in rather inconsistent findings for the comparison of substantive items. However, if only respondents with similar educational levels are compared, neither relevant differences in item means nor differences in selected inter-item correlations are observable. This means that for high coverage groups (e.g. subjects with a high educational level), the data gathered via the Web are basically identical to those obtained in a traditional self-administered mode.

***"What Do You Do?" Occupational Coding Vs. Respondent Self-Classification of Occupation Status*, Isabel C. Farrar, Survey Research Laboratory, University of Illinois at Chicago; isabelf@srl.uic.edu**

In a statewide telephone survey of over 900 respondents, we compared respondent and data reduction coder assessments of occupational status. First, all employed respondents were asked to describe their occupation and daily duties and activities at their main job. These responses were recorded verbatim by the interviewer and then later coded into 13 occupation categories by coding staff. Secondly, all employed respondents were read a list of the same 13 occupation categories and asked to choose the one that best fit their occupation. The respondents' self-classification and the occupational coding matched only 40% of the time. This poster will examine how the responses differed, and explore the pros and cons of respondent self-classification versus occupational coding.

***Increasing Response Rates in a Panel Study: An Innovative Approach*, Karen Foote Retzer and Jennifer Parsons, Survey Research Laboratory, University of Illinois at Chicago, John Mirowsky, Sociology Department, The Ohio State University, and Vince Parker, Survey Research Laboratory, University of Illinois at Chicago; karenr@srl.uic.edu**

This poster session will illustrate how we increased response rates and the number of completed interviews in the 3rd wave of a panel study to explain the relationship between age and changes in the sense of control over one's life. We started the third wave at a disadvantage because it was undertaken after we thought the study was over and thus didn't have any updated tracking information. Both this disadvantage and the recognition that many individuals in the sample may have seasonal addresses forced us to modify our usual protocol. In addition to fielding all of the cases during one period in the usual manner, we decided to reintroduce cases that had been dispositioned as 'no answer', 'answering machine', 'respondent not available', and 'not able to interviewed during the survey period' again. These cases were called again approximately 3 months after the initial field period ended. The additional field time for these selected cases resulted in an increase in our response rate (from 55.5 to 58.7 percent) and in the number of completed interviews (from 1,056 to 1,115). Because one stratum of our sample was composed of older individuals, we are interested in measuring the likelihood of exiting the sample because of death and how to adjust for that loss.

***What Do People Fear and Why? Assessing the Validity and Usefulness of the Scales Used to Operationalize Grid-Group Cultural Theory*, Matthias Kretschmer, ZMG, Frankfurt/Main, Germany and Erin Carriere, University of Connecticut, Stoors; Mkretschmer@gmx.net**

Theories of risk purport to explain what people fear and why. Grid-Grid Cultural Theory (GGCT) by Douglas and Wildavsky is one theory. It attempts to categorize people according to four personality types: egalitarians, hierarchists, fatalists, and individualists. The literature suggests that egalitarians are most pro-environmental. An analysis of the 2000 ISSP dataset for Norway and New Zealand indicates that the operationalization of the Worldviews as put forth and implemented by Grendstad (1993) does not enable us to categorize people according to the four personality types. Furthermore, across the two countries we see a pattern of two distinct factors. One of these new 'worldviews' can be called 'economic liberalism' while the other can be called 'group structuralism'. However, while Grendstad's operationalization of GGCT does not yield the same categories as suggested by Douglas and Wildavsky, there is support for the notion that the way in which people organize their lives has an effect on the behaviors they exhibit. Individuals who are considered 'economic liberals' are less likely to act on behalf of the environment than others. Also, those who perceive environmental risks are more likely to act on behalf of the environment than those who do not perceive those risks.

***The Formation of Third-Person Perceptions*, Jennifer L. Lambe, University of Delaware, and Douglas M. McLeod, University of Wisconsin; jlambe@udel.edu**

Research on the third-person perception has burgeoned in the years since Davison (1983) introduced the idea that people perceive others to be more strongly impacted by media messages than they are themselves. The emphasis in the literature is no longer on simply documenting the existence of this robust perceptual phenomenon, but on understanding how these perceptual judgments are made and the consequences they have. Accordingly, this study looks separately at the process of estimating effects on self and on others. It also extends the consequences of third-person perceptions to nine separate expressive contexts. This study also compares results using a college student sample (common in this area) to a sample of adults. The findings of this study lend support to past research (Eveland et al., 1999; McLeod et al. 2001) that questions the extent to which the third-person perception really represents what conventional interpretations make it out to be. Ego-enhancement is the traditional explanation for the effect's existence, but this study indicates that the effect may instead be due to a simpler heuristic, where individuals judge effects on others based on perceived exposure to the content in question.

***An Approach for Measuring Survey Nonresponse for Racial and Ethnic Groups*, Deborah H. Griffin, U.S. Bureau of the Census; Deborah.Harner.Griffin@census.gov**

The Census Bureau has proposed replacing the Census long form with the American Community Survey (ACS). The ACS will produce socioeconomic, housing and demographic data for the nation, states and numerous sub-state areas, including data for racial and ethnic subgroups. To ensure high quality data, the ACS must maintain high levels of overall survey response as well as consistently high rates of response across population sub-groups. The Census 2000 Supplemental Survey (C2SS), a nationwide test using ACS methods that was conducted in 2000, had an overall survey response rate of 96.4 percent. This study was designed to determine if population subgroups in the C2SS had an equally high level of response. Measuring survey nonresponse for a specific population group can only be done indirectly since the true characteristics of the nonrespondents are unknown. To get around that issue, we calculated survey response rates for areas that Census 2000 indicated had high, medium and low concentrations of selected racial and ethnic subgroups. The analysis showed that the C2SS had high survey response rates regardless of the dominant racial or ethnic group but that differential levels of nonresponse existed across these groups. These results suggest the need for additional analysis to better identify ways to reduce this differential.

***A Comparison of Telephone and Non-Telephone Households in a Survey to Determine Public Benefits' Eligibility*, Ingrid Graf and Linda Owens, Survey Research Laboratory, University of Illinois at Chicago; ingridg@srl.uic.edu**

It is commonly believed that households with telephone service differ significantly from households without. This poster will examine differences between the two kinds of households. Data for the presentation will be drawn from a face to face survey about public benefits eligibility conducted in Cook County, Illinois where respondents were asked if there was currently a working telephone in the household. Eligibility criteria for the survey required that household income be at or below 250% of the poverty level.

***Gender Differences in Attitudes toward Terrorism and War Before and After September 11*, Lonna Atkeson, Department of Political Science, University of New Mexico; atkeson@unm.edu**

Women and men have been shown to hold differing opinions toward war and the military with women being less supportive of war and the military than men. Using national public opinion data collected since 1993. I expand our understanding of differences between men and women not only in attitudes toward war, but also in attitudes toward national security generally and the likelihood of a variety of terrorist attacks (including biological, chemical and nuclear warfare) both before and after September 11. In addition, I examine how men and women differ in their confidence in government's ability to handle terrorism including biological, nuclear and conventional warfare. Where possible, I will introduce explanations to explore why differences occur between men and women including maternalism and gender, which are traditional arguments for understanding war and aggression differences between men and women.

***Capturing Complex Concepts: Cognitive Results in Developing an Item on Vocational Certificate*, Sylvia Fisher, Bureau of Labor Statistics, Kathleen Sorenson, Department of Veterans Affairs and Edie MacArthur, Department of Education; Fisher_S@bls.gov**

The Inter-Agency Committee on Measurement of Educational Attainment (ICMEA) is a federal group charged with identifying an appropriate item(s) that could be used on various government surveys to assess respondents' attainment of vocational certificates (VCs). Previously, ICMEA has developed an item to assess educational attainment of degrees which has been effectively implemented on the CPS and other government surveys. However, ICMEA recognized this item could not account for a multitude of educational experiences that fall outside of "traditional degrees," and determined that it would be appropriate to develop a brief set of 1-2 item(s) to successfully capture these additional educational experiences. The task of developing these items is complicated by the difficulty in securing a functional and satisfactory operationalization of the concept of "vocational certificates." This poster describes the results of initial cognitive work undertaken to operationalize the concept of "vocational certificates," including 24 intensive interviews with educational experts, and two rounds of iterative cognitive testing. Cognitive interviews evaluated several versions of the VC items conducted with respondents in many professional areas. Specific cognitive testing procedures and results and their implications for wording of the VC item(s) are described.

***Effects on Survey Estimates from Reducing Nonresponse in the National Survey of America's Families*, Simon Pratt, Adam Safir, Rebecca Steinbach, Timothy Triplett, and Kevin Wang, The Urban Institute; kwang@ui.urban.org**

The National Survey of America's Families (NSAF) focuses on the economic, health, and social characteristics of children, adults under the age of 65, and their families. The survey consists of a short screening interview, used to determine household eligibility, and a longer extended interview, which gathers detailed information on the characteristics of sampled household members. NSAF uses standard survey methods to reduce nonresponse, such as multiple contact attempts and refusal conversion, as well as more extensive efforts, including monetary incentives and an extended field period. This paper presents the results of research conducted to analyze the effects of these extensive efforts to reduce potential nonresponse bias in NSAF survey estimates. We compare the characteristics of those easily interviewed with the characteristics of those who were difficult to contact or who had temporarily refused to do the survey. We also compare information from the sampling frame for possible differences between various types of respondents and nonrespondents. Finally, we provide a preliminary analysis of data from an independently conducted follow-up survey of 2000 randomly selected NSAF respondents and nonrespondents.

***Lessons Learned from an ATM Respondent Payment Plan*, Shawn Marsh, Matthew Mishkind, and Rita Stapulonis, Mathematica Policy Research, Inc.; mmishkind@mathematica-mpr.com**

Traditional methods for providing respondent payments to individuals in Welfare and other low income populations often pose challenges for respondents. We have learned that many individuals in these populations do not have bank accounts and are thus unable to cash checks conveniently and without incurring large administrative fees. Mathematica Policy Research (MPR) has been interested in altering our respondent payment program to alleviate these constraints. We conducted a pilot program to examine the effectiveness of providing respondent payments via Automated Teller Machines (ATM). Our goal for the ATM card program was to develop a respondent payment system that is easy and convenient for the sample member and allows them to retain the full amount of their payment, while providing MPR with a system for streamlining our internal respondent payment processes. This paper examines the process involved in implementing an ATM respondent payment system including techniques that did and did not work and problems that arose during the process. Specifically, we will discuss the financial and administrative savings associated with ATM payments, differing rates for accessing payments among respondents, administrative accountability and control, and comparisons with traditional check payments.

***Tabular Presentation of Response Rates*, Michael Butterworth, CBS News; mxb@cbsnews.com**

In Standard Definitions, final disposition codes and outcome rates are well suited to use by survey specialists, especially those involved in relations between contractors conducting surveys and their customers. The public, and subject specialists interpreting survey results, have different requirements: they need outcome rates that can be interpreted in terms of response bias. For this audience more flexibility in presentation is desirable, since the important sources of response bias vary with item, target population and methodology. The challenge is to achieve this flexibility without the appearance (or reality) that sources of response bias may be hidden by the choice of outcome rate. A possible approach is to allow the investigator to categorize outcomes as seems appropriate for the study, but require that the ratio of completed interviews to target population be explained quantitatively. This approach is tested by presenting the response to a media survey in several ways, varying in amount and type of detail, and in definition and estimation of eligibility. All presentations account for the interview:target ratio by breaking it down in tabular form; we hypothesize that this will make the presentations consistent, although some will be more informative than others.

***Surveying Teens: Issues Related to Data Collection in Substance Abuse Surveys*, Karen Nyland and Jennifer Joseph, Survey Research and Methodology Department, University of Nebraska-Lincoln, Trent Buskirk, Department of Mathematics and Statistics, University of Nebraska-Lincoln; karen_nylund@hotmail.com**

Teenagers, parents, alcohol, drugs, cigarettes and surveys, may be a complicated mix. Surveying adults about their substance abuse presents difficulties in data collection due to the sensitive nature of drug use. Surveying the teenagers of these adults about their own substance abuse creates an even more complicated response structure since minors often need parental consent in order to participate in substance abuse surveys. Such parental consent issues complicate data collection from any teenage target population. Because some sampling plans will include a frame in which the teenager is the primary sampling unit while others access teenagers through either households or schools, there may be no uniform model to regulate consent issues surrounding sensitive topics or data collection in general. Variations in state laws may also create additional consent requirements for data collection from the teenage population. In this paper we plan to explore issues pertaining to the data collection relating to substance abuse among teenagers. In particular, we will look at interactions between state and federal regulatory boards and how these bodies affect consent in substance abuse surveys among teenagers. Surveys such as the National Survey of Parents and Youth and State Youth Tobacco Survey will be some of the sources for our discussion

***Coder Variability in the Florida Ballots Study*, Joseph Murphy, NORC, University of Chicago; murphy-joseph@norcmail.uchicago.edu**

The Florida Ballots Study, conducted by NORC, employed teams of coders to examine approximately 175,000 uncertified ballots from the November 2000 Presidential Election. About 65,000 of these ballots were examined by teams of three coders who each made independent evaluations of the markings on each "chad" on the ballots; 2,232 of these ballots were examined a second time by the same coders. This poster will graphically present the results of an investigation into the levels of reliability attained by the coders in the original codings and the recodes. A detailed analysis of the coding frames used for the punch-card and optical scanner will be included. Correlated components of coder variation will be presented in terms of Cochran's Q and intraclass correlation coefficients and figures pertaining to the reliability gained with the addition of a second round of codings (the recodes) will be incorporated into color charts. The conclusions will address implications of these results on training and supervision of coders and the construction of coding frames to improve reliability. The costs and benefits of a second round of coding will also be presented.

Friday, May 17, 2:00 p.m.- 3:30 p.m.

ATTITUDES TOWARD CIVIL LIBERTIES, IMMIGRATION, AND DEMOCRACY IN THE WAKE OF 9/11

***Extraordinary Measures: Who Loves Military Tribunals and Who Wants to Listen to Suspects and their Lawyers?*, Robert J. Blendon and Stephen Pelletier, Harvard University, Mollyann Brodie, Matt James, Drew Altman, and Rebecca Flournoy, Henry J. Kaiser Family Foundation, and Marcus Rosenbaum, National Public Radio; Spelleti@hsph.harvard.edu**

Surveys conducted since the terrorist attacks of September 11 show that Americans are willing to grant the government wide latitude in pursuing suspected terrorists. In general, the public is overwhelmingly supportive of the administration's handling of the war on terrorism. This paper will delve more deeply into the popular support for the war on terrorism and will provide a portrait of who supports two of the most controversial components of President Bush's war. This paper will examine in detail (1) who supports the use of military tribunals to try people accused of terrorism in the United States, and (2) who supports the government's plan to listen in on conversations between suspected terrorists in jail and their lawyers. The paper will be based on a secondary analysis of a variety of media polls - including the NPR/Kaiser/Kennedy School civil liberties study, and polls conducted by the Washington Post, the Gallup Organization, and others. The authors will analyze a number of variables (including gender, age, income, region of the country, education, race, party identification, and ideology) in order to draw a portrait of who supports (and who opposes) these two components of the war on terrorism.

***Immigrant, American, or Terrorist: American Attitudes Toward Muslim Immigration and Civil Liberties*, Kathleen M. Moore, Chase Harrison, and Ben Adams, University of Connecticut; KMoore@uconnvm.uconn.edu**

In this paper we explore evolving American attitudes toward Muslim immigrants to America and the civil liberties of Muslim-Americans. We pay particular attention to changes in attitudes toward Muslim Americans following September 11. We draw on two sources of data: a survey conducted in 1998 which measured American attitudes toward Muslim immigration and a two-wave panel survey conducted in October of 2001and April 2002. The pattern of American acceptance of different immigrant groups involves at least two dimensions. First, for a particular immigrant group to be accepted, Americans must have generally favorable attitudes toward that particular group. A second dimension of immigrant acceptance is the willingness to accord full civil rights and liberties to a particular ethnic or minority group. Our paper addresses both of these topics by paying particular attention to American acceptance of Muslim immigrants and attitudes toward Muslim civil liberties. We will first compare overall favorability toward Muslim immigrants relative to other groups. We will also compare changes in acceptance of Muslim immigrants using data from May 1998, October 2000, and April 2001. We will conclude with an exploration of differing attitudes toward the civil liberties of Muslim-Americans compared to Americans in general.

***An Examination of Racial Differences in Attitudes Toward Civil Liberties*, Sarah Dutton and Jennifer De Pinto, CBS News; sld@cbsnews.com**

As part of the current war on terrorism, the Bush Administration has proposed and sometimes enacted changes in certain civil liberties. CBS News Polls, as well as other polls, showed some variation in attitudes towards civil liberties depending on the respondent's race. This paper will examine those differences in more detail. Using past polling data on civil liberties as a backdrop, this analysis will draw on data from CBS News Polls conducted in 2001-2002 as well as trend data from past years to determine whether the race of the respondent makes a difference in attitudes towards the government and civil liberties in general, and toward specific proposals and changes made by the Bush Administration. We also intend to use some controls for education and region of the country when comparing the views of African-Americans and whites.

ATTITUDES TOWARD CIVIL LIBERTIES, IMMIGRATION, AND DEMOCRACY IN THE WAKE OF 9/11

continued

***Freedom, Equality, and Interests: Views of Democracy Before and After 9-11*, Kimberly Downing, Institute for Policy Research, University of Cincinnati, John Dedrick, Charles F. Kettering Foundation, and Eric Rademacher, Institute for Policy Research, University of Cincinnati; kim.downing@uc.edu**

Since September 11 and during America's war against terrorism Americans have visibly shown their patriotism. But, do citizens express their opinion about what is important to them about living in a democracy differently since the events of 2001? Two surveys, one conducted in the winter of 2000 and the other in the fall of 2001, asked residents of Greater Cincinnati about their views of democracy. This research looks at whether the public's view of democracy is similar or different in these two time periods. In two separate telephone surveys, one conducted in February 2000 with 500 adult residents of the Greater Cincinnati region and one conducted in November/December 2001 with 1500 adult residents, we asked several questions about citizens' views of democracy. Specifically, the survey asked residents of the Greater Cincinnati region about what was important to them about living in a democracy. In addition, the survey asked several questions about: decision making in a democracy; the role of citizens in a democracy; importance of local vs. national issues; individual vs. community interest; volunteerism; and trust in government. This research explores citizens' views of democracy and how political circumstances may influence those views and perspectives.

***Effects of 9/11 on Arizonans' Attitudes toward Racial Profiling*, Kelly P. McCarrier and M. Christopher Stringer, Social Research Laboratory, Northern Arizona University; kpm2@dana.ucc.nau.edu**

Prior to September 11th, research performed by the Social Research Laboratory of Northern Arizona University assessed public response to both the rate at which the practice of racial profiling is perceived to be in use, and the degree to which respondents approve of such law enforcement tactics. The Grand Canyon State Poll, fielded between February 23rd and March 9th, 2001, surveyed a random sample of 505 adult Arizona residents. The survey findings indicated that most people in Arizona disapproved of the practice of racial profiling; yet, 45 percent of people in the state, including 60 percent of people of color, believe the practice of 'racial profiling' is widespread. More than one of every four people of color in Arizona believes he or she has been stopped by the police because of race or ethnicity. This study will replicate the same set of racial profiling questions in the upcoming fielding of the Spring 2002 Grand Canyon State Poll. The aim of this study is to understand the effect (if any) of the terrorist attacks of September 11 on respondents' attitudes towards racial profiling law enforcement tactics in the state of Arizona.

ELECTION CAMPAIGN EFFECTS

***Which Campaigns Matter? The Influence of Message Intensity, Message Density and Campaign Length on Voter Learning*, Travis N. Ridout, University of Wisconsin-Madison; tnridout@polisci.wisc.edu**

The old consensus that campaigns have "minimal effects" has been replaced by a new consensus that campaigns can matter, either by reducing misperceptions about candidate issue positions or by altering the criteria by which candidates are judged. Yet saying that campaigns can matter leaves one question unanswered: which campaigns matter? I argue that while the number of messages that a candidate sends--the standard measure of the campaign environment--influences voters, the length of the campaign and the density of the messages matter as well. I advance three hypotheses about the impact of the campaign environment on voter learning. First, and consistent with previous work, increasing message exposure should aid voter learning. Second, longer campaigns, which give voters more time to process candidate messages, should also promote voter learning. Finally, and perhaps counterintuitively, a denser information environment--more messages per unit of time--should decrease learning. I test these hypotheses statistically, using both polls conducted during the 2000 presidential primaries and advertising tracking data. The tracking data, which describe the number and density of candidate messages, were obtained through the Campaign Media Analysis Group, an organization that tracks all advertising in the country's top 75 media markets, recording each ad's sponsor, and its time and place of airing.

***Are Vote Intentions in a "Lockbox"?: Campaign Effects in Election 2000*, D. Sunshine Hillygus, Stanford University; hillygus@stanford.edu**

Recent elections have witnessed declining levels of party identification and increasing levels of campaign efforts, reopening the debate surrounding campaign effects. Unfortunately, recent research has stalled on the vague and overly simplistic question of "do campaigns matter?" This research has been conceptually constrained by insufficient data that has, in turn, impaired our understanding of the relationship between campaign activities and voter preferences. With the 2000 election, detailed panel data of the American electorate were collected, finally allowing a critical analysis of vote choice dynamics. The Knowledge Networks election dataset includes 29,000 respondents, 102,000 responses to the vote intention question, and a rich set of demographic, political, and attitudinal variables. Using a transition model to compare individual candidate preferences before and after major campaign events (party conventions and presidential debates), we identify the individuals most susceptible to changing their vote preference in response to these campaign events. We find that politically interested Independents, Undecided voters, and mismatched partisans were most responsive to the campaign events, but exactly how these groups responded differed for each event. These findings not only offer evidence of campaign effects on vote preference, but they also offer insights into when and how campaign events shape voter decision-making.

***Effects of the 2000 Presidential Campaign*, Michael Hagen, Annenberg School for Communication, University of Pennsylvania, Richard Johnston, University of British Columbia, and Kathleen Hall Jamieson, Annenberg School for Communication, University of Pennsylvania; mhagen@asc.upenn.edu**

How much difference does campaigning make? The 2000 presidential election took the form of a sort of natural experiment, one that can provide leverage on the question of campaign effects. Some aspects of the presidential campaign--the conventions, the debates, national news coverage--were available to every member of the electorate. But those that involve the greatest expenditure of a candidate's resources--personal appearances and television advertising--were aimed almost exclusively at residents of the subset of states deemed by both sides to be winnable: the battleground states. We estimate the impacts of the campaign on the perceptions and intentions of voters, against the backdrop of voters' pre-existing commitments and orientations, and taking into account differences among voters in their susceptibility to the campaign. This analysis is made possible by the Annenberg 2000 Election Study, a rolling cross-sectional survey designed to identify with precision the pace and scope of changes in the electorate during the campaign, and to capture in depth the individual-level characteristics critical to understanding the influence of the campaign. The result is, we think, a uniquely comprehensive description and explanation of presidential campaign effects.

***The Partisan Child: Role Reversal and Political Empowerment in the Family*, Michael McDevitt, University of Colorado at Boulder; michael.mcdevitt@colorado.edu**

This paper provides a model of adolescent partisan identification that reverses the roles of child and parent as conventionally understood in political socialization. Findings are derived from an evaluation of an innovative curriculum taught to seventh through ninth graders in Lubbock, Texas, during the 2000 election campaign. While disconcerting to scholars of constitutional democracy, the election and its wrenching aftermath provided a unique opportunity to examine the family as a setting for political socialization. The study incorporated a panel survey in which 620 students were interviewed in mid October, prior to the final presidential debate, and then again in late November. Path modeling showed that the students increased significantly their degree of partisanship during the final weeks of the campaign. A survey of the parents, meanwhile, showed that the students were, in fact, effective at increasing their parents' attention to campaign news. The paper concludes with a discussion of the theoretical implications for this scenario of "trickle up" influence, particularly the need to consider the social utility of partisanship as an explanation for civic growth. The results also highlight the effectiveness of intervention strategies that originate from a careful analysis of how political communication serves developmental goals of family members.

MODE EFFECTS IN WEB, MAIL, AND TELEPHONE SURVEYS

***Mode Effect in Web Surveys*, Vasja Vehovar and Katja Lozar Manfreda, Faculty of Social Sciences, University of Ljubljana, Slovenia; katja.lozar@uni-lj.si**

Web surveys suffer from a variety of observational and non-observational survey errors. Among them, there are errors that occur because of the Web survey mode itself (mode effect): respondents can answer differently to the same question in Web compared to telephone or mail survey mode. Here, we are interested in the extent of the marginal effect of Web survey mode on survey statistics, assuming all other attributes of the design are the same as in an alternative survey mode. The effect of the Web survey mode is measured with a panel design study within the RIS (Research on Internet in Slovenia, http://www.ris.org, University of Ljubljana) project. Responses from two groups of survey participants, who were all surveyed twice, with the Web and another survey mode, are compared. The compared groups are: 1. Web – telephone 2. Web – mail Meta-analysis across survey variables repeated in these two groups will be presented. The results show that differences occur mostly for attitudinal and less often for behavioral or factual questions. The differences are especially significant in the comparison of Web as self-administered and telephone as interviewer-administered survey.

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

In this presentation we report the results of an experiment that tested the public's willingness to provide Census data using computer-mediated data collection methods instead of the standard paper forms. The experiment, conducted as part of Census 2000, had two experimental factors. The first factor assigned respondents to one of three experimental response mode conditions: (1) a call-in Computer-Assisted Telephone Interview (CATI), (2) an interactive voice recognition (IVR) system, or (3) the Internet. The respondents were given the option of using their assigned alternative response mode or mailing back the paper form. The second factor assigned respondents to one of two incentive conditions. Half the respondents were offered a calling card if they responded by the alternative mode, while half were not offered this incentive. In addition, a control group was selected that allowed the results of the experimental groups to be compared to the results of the standard mail-only Census procedure. The results point to two main conclusions: 1) offering an incentive increased the number that used the optional mode, and 2) offering an incentive slightly decreased the overall response rate (i.e., combining both computer-mediated and mail responses).

***Comparison of Response Rates and Quality of Response in a Survey Conducted by Mail, Email and Web* ,Virginia M. Lesser and Lydia Newton, Survey Research Center and Department of Statistics, Oregon State University; lesser@stat.orst.edu**

This study examines the response rates and compares similarity of response for a survey administered by mail, email, and the Web. A survey requesting faculty to provide information about their current needs for statistical consulting and their views on a proposed statistical consulting service at Oregon State University was conducted in the spring, 2001. The population of 1233 faculty was divided into five groups distinguished by the type of correspondence and questionnaire delivery. The five groups included: (1) Email-email. All correspondence and the questionnaire were by email. (2) Paper-email. The first two correspondences were by email; the final correspondence was by campus mail. The questionnaire was in the email for the first two correspondences, the last was a paper copy. (3) Paper (random). All correspondence was by campus mail. The questionnaire was a paper copy. (4) Email-Web. All correspondence was by email. The web site that listed the questionnaire was sent with the email. (5) Paper-Web. The first two correspondences were by email; the final correspondence was by campus mail.. The randomized paper version obtained the highest response rate in this study, while the email-Web version had the lowest response rate. Response rates and differences in responses for all questions across all survey modes were compared.

***Transitioning Phone and Mail Studies to an Online Venue: Factors for Consideration*, Jennifer M. Park and Don Collier, NFO WorldGroup; jmpark@nfow.com**

The primary objective of this study is to assist researchers with transitioning studies previously fielded via telephone or mail to an interactive venue. The study will also provide information on changes in the online and offline population since 1999. Results will compare the following: differences in concept acceptance/rejection when concepts presented via different methodologies; differences in product consumption among respondents in the three venues; media consumption differences, lifestyle differences, technology product ownership differences, and most importantly – psychographic differences among the three samples. As a follow-up to previous benchmarking studies, NFO fielded the study in November of 2001 (with minor changes reflecting current product usage) to samples of 1,000 traditional panel members contacted via mail, 1,000 online panel members contacted via email and 500 traditional panel members contacted via phone. Implications for transitioning phone and mail studies will be discussed with the emphasis on understanding data differences that result from online fielding. The data will be compared on a weighted basis to account for response bias using standard demographic and market variables.

NEW RESEARCH ON RESPONSE CATEGORIES

***More Is Not Necessarily Better: Effects of Response Categories on Measurement Stability and Validity*, Randall K. Thomas, Harris Interactive, Brian Uldall and Jon Krosnick, The Ohio State University; thomas@proquality.com**

Some studies have found that test-retest reliability is linearly related to the number of response categories that are used. In contrast, others have concluded that there is no correspondence between reliability and the number of response categories used. In two separate studies, we varied the number of response categories using a between-subjects design to examine the temporal stability of self-report measurement of attitudes. We report two studies here, the first was administered in a paper-pencil format and varied the number of response categories from 2 to 9 across 5 different topics. The second study was a web-based survey and included an increased range of categories (from 2 to 11) and expanded consideration of other scale types (e.g., unipolar measures of frequency and likelihood versus bipolar measures of liking and agreement) across two different topics. Based on our findings, we discuss the implications for scale development and validity.

***Theme and Variations in the Scale of Five: The Effect of Verbal Anchors in Bipolar Satisfaction Scales*, Thomas M. Guterbock and Brian J. Meekins, University of Virginia; TomG@virginia.edu**

We conducted a statewide highway satisfaction survey in 2001, commissioned by the Virginia Department of Transportation (VDOT). Previous surveys, conducted for the FHWA in 1995 and 2000 and VDOT in 1997, utilized different response scales, making comparison difficult. We conducted a survey experiment to allow more direct comparison of the scale used in 2001 with those from other 5-point scales. In addition to the scales used in the previous surveys, three others, designed to isolate key differences, were tested using a single RDD sample of 609 Virginians. The design consists of an initial split ballot between the two scales used in the 1997 and 2001 surveys. Each respondent was then re-asked a sub-set of the initial questions using a different scale. Results indicate that scales anchored verbally only at the extreme points have different response patterns and levels of satisfaction than fully anchored scales. The wording of the extreme anchors makes a difference. The presence of the "neutral" category label drives respondents toward both ends of the scale, but the extent and direction of movement is dependent upon the level of satisfaction. Contrary to what we expected, the fully anchored version of the scale produces greater measurement error in tests of construct validity.

***Assessing the Frequency of Rare Events: Stretching Rating Scales Increases Accuracy*, Bärbel Knäuper, McGill University, and Christine Stich, Free University of Berlin; bknauper@psych.mcgill.ca**

Survey research sometimes requires the assessment of events that are very unlikely. For example, respondents may be asked how likely it is that they are infected with HIV, or how likely it is that they will become the victim of a terrorist attack. The present research shows that low likelihood events can be assessed more accurately with rating scales that are stretched in the lower part of the scale (e.g., 0.01%, 0.1%, 1%, 10%, 25%, 50% 100%). In Experiment 1 with N = 96 German University students, three different assessment formats were compared to assess the estimated percentage of Germans who are currently infected with HIV: a rating scale that is stretched in the lower part of the scale, a rating scale with equal intervals, and an open response format. The findings show that, compared with real infection rates, the stretched rating scale results in the most accurate prevalence estimates. Experiment 2 with N = 132 Canadian students demonstrates that estimates are more accurate because the stretched-out scale gives respondents clues about the probability magnitude that is reasonable for a given type of event. Implications for risk assessment are discussed.

***Reliability and Validity of Web-based Surveys: Effects of Response Modality, Item Format, and Number of Categories*, Brian R. Uldall, The Ohio State University, Randall K. Thomas, Harris Interactive, and Jon A. Krosnick, The Ohio State University; thomas@proquality.com**

Systematic investigation of the reliability and validity of web-based surveys has been limited. We had over 5,500 respondents initially complete a web-based survey. We randomly assigned them to 1 of 4 response modalities (numeric box, fully anchored grid, end-anchored only grid, and semantic differential), 1 of 2 question formats (agree-disagree or antonym), and 1 of 4 response category formats (3, 5, 7, or 10 categories). Each person answered 5 questions about 6 different attitude topics. While question format had no major impact on reliability, response modality and the number of response categories did. We discuss our results and make some recommendations for effective scale design in web-based surveys.

***Determining Call Strategies for Various Types of Call Outcomes*, Rachel Harter, Colm O'Muircheartaigh, Whitney Moore, Carol Emmons, and Cynthia Howes, NORC, University of Chicago; moore-whitney@norcmail.uchicago.edu**

The Reach 2010 project required a minimum of seven call attempts to complete a household screener. For a period of time, the call system rules actually had a much higher limit on the number of call attempts. The resulting data provided a wealth of information for determining call strategies for various types of call outcomes. For the purposes of analysis, we created subgroups of cases based on "promising" and "non-promising" outcomes, where we tested various definitions of "promising" cases. We then determined the benefits of making additional calls to the promising cases. Calls per completes were determined at different stages, as was productivity per call, and cut-offs were established based on the results. Implications for response rates and sample sizes were determined. This paper/poster will present the techniques used in these analyses, the results of the analyses, and the decisions that were made based on these results.

***Please Leave a Message after the Tone: Survey Pre-alert Messages Via Phone*, Lester Jones and Barbara O'Hare, Arbitron, Inc.; barbara.o'hare@arbitron.com**

The response rate benefit of respondent pre-notification of survey selection is widely recognized. Typically, pre-alert notification is sent through the mail, but the effectiveness of the notification depends on having good mailing addresses for sample units, and on the message being noticed by the household. Drawing on well-documented findings that more respondent contacts lead to higher response rates, mail notifications were supplemented by pre-alert messages left on phone answering machines. New telephone technology allows for "blast" phone messaging of a common message to multiple households within minutes. In this study, this technique was tested for delivering a survey pre-notification message to households selected to be in the survey. We hypothesized that there would be a positive effect on cooperation rates among unlisted non-mailable households that had received no other pre-alert mailing. Among households that received pre-notification mailings, it was anticipated that there would be a benefit from two pre-survey contacts through differing modes. This paper presents the results of two tests of this new technology. Phone survey completion rates of those households that received pre-alert phone messages to those that did not are compared. Possible applications of automated phone messages in survey procedures are discussed.

***The Results and Cost-effectiveness of a Mailed Follow-up for the National Survey of Veterans*, Michael Wilson, Theresa Famolaro, Martha Stapleton Kudela, and John Helmick, Westat; WilsonM1@Westat.com**

The recent trend in response rates for telephone surveys has been generally negative. This paper quantifies the marginal increase in response and cooperation rates realized by a mailed follow-up letter to nonrespondents of a telephone survey. It also evaluates the cost-effectiveness of the follow-up effort. The surveyed population was U.S. military veterans. The samples for this study were 13,000 randomly selected households (RDD sample) and 7,000 veterans randomly selected from Veteran's Administration (VA) administrative files (list sample). The mailing of follow-up letters to telephone refusals began about halfway through the field period. Before that, we used standard telephone refusal conversion methods. The lag between the beginning of data collection and the beginning of mail follow-up provides randomly formed comparison groups. Of interest is the marginal increase in response and cooperation rates, if any, observed for the mailed follow-up group. In estimating differences between the two groups, covariates reflecting the level of effort expended during the screening and interviewing phases of data collection will be used. Costs-to-complete (total interviewer time plus any additional costs) will also be calculated for each group. Using this information we will determine the additional cost per completed interview of cases in the follow-up group.

***Reducing RDD Data Collection Costs Related to Non-Contact Cases*, Mary Cay Murray, Jessica Cardoni, and K.P. Srinath, Abt Associates, Robert Wright, National Center for Health Statistics, Paul Buckley, Consultant, Patrick Cagney and Michael Battaglia, Abt Associates; mary_cay_murray@abtassoc.com**

The National Immunization Survey is a random-digit-dial survey conducted by Abt Associates for the National Immunization Program and the National Centers for Health Statistics for the Centers for Disease Control and Prevention. Each year this ongoing survey starts with a sample of over 2.5 million telephone numbers, makes up to 12 million calls, and reaches over 900,000 households. Immunization interviews are conducted for about 36,000 children aged 19-35 months. A new sample of about 750,000 telephone numbers is selected each quarter of the year. Towards the end of each quarter, telephone numbers that are non-contacts, and all contacted cases where screeners or interviews have not been completed, are given additional effort. We have recently conducted considerable research on the number of call attempts and bias in the estimates of vaccination coverage. This paper will explore the effects on bias and the CASRO rate of reducing attempts on non-contact cases from 15 or 16 to 10. The cost savings of reduced attempts will be measured in reductions in interviewer hours.

SOCIO-CULTURAL FACTORS: THE FORGOTTEN INFLUENCE ON SURVEY AND QUESTION RESPONSE

***Images of "the Survey": Cultural and Experiential Factors in Respondent Behavior*, Eleanor R. Gerber, Center for Survey Methods Research, Statistical Research Division, U.S. Bureau of the Census; eleanor.gerber@census.gov**

This paper focuses on a socio-cultural factor that arises from the general context in which surveys occur, and has important affects on survey response: the respondent's own cultural understanding of surveys: what they are, how they function, and what the social role of "respondent" entails. Cultural knowledge of surveys, taken from prior experience with varied data collections and from media representations, affect respondents' attitudes towards their own role and the roles of those asking questions. Using 80 in depth interviews on the subject of privacy, supplemented by cognitive interviews on a variety of subjects, respondents views of the survey as a social institution are described, and a model for understanding the effects of these factors is proposed. Among the factors included in the model are culturally based understandings of the following: who is collecting data and what their motivations might be, the overall purpose of the survey, the specific uses to which data will be put, the way data is handled and maintained, the benefits to self or community that may occur if data is provided, as well as intrinsic and extrinsic risks of providing the data. These understandings affect willingness to participate in surveys as a whole, perceived question sensitivity, item nonresponse and data quality.

SOCIO-CULTURAL FACTORS: THE FORGOTTEN INFLUENCE ON SURVEY AND QUESTION RESPONSE
continued

***Social Cognition and Organizational Processes: What the Literature Says and its Implications*, Sylvia Kay Fisher, Office of Survey Methods Research, Bureau of Labor Statistics; Fisher_S@bls.gov**

Establishment survey research has generally focused on the question-answering response model and examined some of what goes on within establishment. Edwards and Cantor (1991) have identified some of the factors that are involved in the response process for establishments handling survey requests. Sudman et al. (2000) have extended this original model to accommodate the needs of large organizations and have done a good job describing the processes these large establishments must undergo in order to fulfill governmental survey requests. Although these models have been very useful in describing the steps involved in collecting data, they do not provide a more comprehensive view at the process level of factors that are likely to impinge on decision points throughout the organization. Tomaskovic-Devey et al. (1994) have emphasized the complexity of the organizational response process and its implications for collecting data from establishments and have alluded to these issues, but little survey research has examined social and cognitive processes that exist in organizations and what they might mean for establishment data collection. This theoretical paper will explore various theories of organizational dynamics in the organizational research literature and identify those that are likely to impact on establishment survey data collection.

***The Role of Social Location in Question Response: A Comparative Analysis of Urban and Rural Poor Experience Answering General Health Questions*, Kristen Miller, Office of Research and Methodology, National Center for Health Statistics; KSMiller@cdc.gov**

Theoretical models depicting the phases of question response are primarily informed by psychological principles, such as memory and cognitive burden, and focus specifically on internal, individualistic aspects of the question response process. It is often noted, however, that respondents' background and knowledge play a significant role in question response, especially in the cognitive stage of comprehension and question interpretation. Even so, little actual attention has considered the socio-contextual factors that shape respondent's understanding of survey questions. This paper will address the issue by introducing the concept of social location to question response theory. The discussion will articulate how sociologists have traditionally used the concept of social location to better understand social context and its relationship to individual knowledge and action, and describe how this concept can be used to better understand the question response process. The discussion will draw heavily from a comparative analysis of approximately 35 cognitive interviews that were conducted in both Washington DC and rural Mississippi. The paper will explore how respondent social location impacts respondents' interpretation, judgment and response to questions and will illustrate problems that may arise when respondent social location is not adequately considered in question design.

***Socio-Cultural Factors and "Real" Health in Subjective Health Questions*, Paul Beatty, Office of Research and Methodology, National Center for Health Statistics; Pbeatty@cdc.gov**

The subjective health measure that reads "In general, would you say your health is excellent, very good, good, fair, or poor" is one of the most widely administered survey questions of all time. It is useful because it predicts mortality and morbidity beyond more objective health measures, and is also seen as a convenient summary measure of health– characteristics that have made the question of great interest to both health researchers and survey methodologists. Over the past decade, research efforts have focused on what the question actually measures: does it capture some unique self-knowledge about health that cannot be obtained through more objective questions? More recently, researchers have become interested in the role of cultural and social factors in responses to this question. Do people conceptualize their health differently across cultural groups, and attribute different meanings to the scale points? If so, does this mean that answers to the question reflect both a "health" and a "socio-cultural" component? Can health as a "pure" concept be measured separately from social and cultural influences? This paper will consider what this question actually measures and whether health and cultural distinctions can be usefully made.

PRIVACY AND CONFIDENTIALITY ISSUES RELATED TO SURVEY DATA

Special invited Paper Presented by Norman M. Bradburn, Assistant Director Directorate for Social, Behavioral, and Economic Sciences, National Science Foundation; nbradbur@nsf.gov

Issues of privacy and confidentiality of data are becoming increasingly salient in social and behavioral research. We are moving into a new regulatory climate in which Institutional Review Boards are taking a more restrictive view of what is permissible. In addition, technological developments, particularly the world wide web, have presented new challenges to our ability to maintain confidentiality when data are shared. This paper will discuss the main issues in the debate, various organizational and technical means for protecting confidentiality when data are shared, and their implications for the future of social science data sharing.

ROUNDTABLE: IMPROVING INCOME MEASUREMENT

The Census Bureau established the SIPP Methods Panel project to evaluate and redesign the core instrument for SIPP, a recurring, nationally representative, longitudinal survey of people and their socio-economic characteristics. The program of experimental research consists of three phases, designed to allow for three iterations of testing and refining the Wave 1 core instrument and two iterations for Wave 2. Each phase culminates in a split-sample field test of about 2,000 interviewed Wave 1 households — 1,000 randomly assigned to each of the control treatment (receiving the standard SIPP instrument) and experimental treatment (receiving a modified instrument). This roundtable discussion presents findings from the second field test conducted in summer and fall 2001 and uses that to promote dialogue on successful approaches to designing instruments for complex longitudinal surveys. Topics to address include approaches to reducing item nonresponse and income underreporting, methods of collecting earnings and their impact on response rates and data quality, nonresponse follow up techniques and their success, methods of improving interviewer efficiency and assessment of interviewer satisfaction, the success of new methods of assessing within household coverage, and a cognitive assessment of dependent interviewing techniques.

***Public Reaction to September 11th Terrorist Attacks*, Tom W. Smith and Kenneth A. Rasinski, NORC, University of Chicago; smitht@norcmail.uchicago.edu**

The public's immediate responses to the 9/11 attacks are compared to a) how Americans responded to Kennedy's assassination in 1963 and b) the prevailing values of Americans prior to the attacks as measured by NORC's General Social Survey. Among the findings: 1) negative psychological effects were greater following Kennedy's assassination than after 9/11, 2) while many values shifted notably, the structure of values on average changed little - 9/11 did not united the country by erasing sub-group differences, and 3) while most attitudes closely related to the events did change, most social and political attitudes were not changed by 9/11.

***How America Responded: Public Opinion after 9/11/01*, Michael Traugott, Center for Political Studies, Institute for Social Research, Robert Groves, Survey Research Center, Institute for Social Research, and Courtney Kennedy, College of Literature, Science, and the Arts, University of Michigan; mtrau@umich.edu**

This paper presents results from a two-wave panel study conducted by the Institute for Social Research in the aftermath of the attacks on September 11. The analysis covers economic and social attitudes, tolerance, attitudes about civil liberties, and support for government policies. Reinterviews were conducted across one month from mid-September to mid-October and then from late January to late February, 2002. The analysis shows that a loss of a sense of personal safety and security was highly correlated with a willingness to give up civil liberties and depression symptoms. It was also related to depressed levels of consumer attitudes and expectations.

***Following the Storm: Public Opinion Changes and Political Reactions in Surveys*, Natalie Shook and Jon A. Krosnick, The Ohio State University, and Randall K. Thomas, Harris Interactive; thomas@proquality.com**

We examined how public opinion changed in the weeks following the events of 9/11. For our pre-event comparison, we had data from two waves of respondents who had completed a political issues survey in July and October, 2000. We obtained two additional waves of respondents in September and October, 2001. They completed a shorter survey containing many of the same questions as the pre-event surveys. Respondents for each wave were randomly drawn from Harris Interactive's panel of respondents and their data were weighted to be nationally representative. Compared to pre-event opinions, we found a significant shift in public support for some issues but not others. We analyzed these public opinion shifts for evidence that the public would adopt attitudes more closely attuned to the views advocated by the president for unrelated issues.

***Changes in American Public Opinion Since 9/11?*, George Bishop, University of Cincinnati; George.Bishop@uc.edu**

Following the terrorist attacks of September 11 numerous indicators of American public opinion changed dramatically. This paper addresses the question of whether the shifts in these various indicators represent real changes in public opinion or simply changes in how respondents interpret such questions. A cardinal assumption in asking any survey question is that it should mean the same thing to all respondents (the same stimulus principle). And, likewise, when it is repeated over time the question should mean essentially the same thing to respondents at time 2 as it did to respondents at time 1 (the constant stimulus principle). Using examples from polls conducted by various survey organizations, the author makes the case that changes in public opinion indicators like presidential approval, trust in government, the influence of religion, and the like are more apparent than real, representing largely changes in how such questions are being interpreted by respondents. The paper also raises the larger issue of whether it is possible to assess changes in other well-established indicators of American public opinion when there has been a change in social context and a decline therefore in the comparability of the meaning of a question over time, or whether it is all merely an illusion of change.

***Impact of September 11: A Natural Experiment Using the Wisconsin Continuous National Survey*, G. Donald Ferree, Jr., University of Wisconsin Survey Center and Department of Sociology, University of Wisconsin, Madison; gferree@ssc.wisc.edu**

Since the late 1980s, the University of Wisconsin Survey Center has been conducting its "Continuous National Survey (WISCON)", in which a small number of cases are introduced each day making up a national sample which can be analyzed between selected time points. Cases completed before and after September 11 provide a measure of short-term impact of the terrorist attacks not only on standard "political" questions, but a wider panoply of lifestyle issues, including respondents' subjective emotional well-being, religious practice and the like. The proposed paper will examine pre- and post-attack responses for evidence of changes associated with the terrorist actions, as well as describing the persistence or transience of those changes. One particular focus will be a special module, examining attitudes to science and technology, but the "core" instrument is rich in the variety of characteristics it taps, and provides a natural experiment to investigate changes in the mindset of the American population related to the attacks and their consequences. Because the survey is continuously in the field, it provides an unusual resource to examine persistence and shift in the answers respondents give, rather than simple discontinuous "point" estimates.

PRE-ELECTION POLLING

***Ballots and Crowns: Election Forecasting in Post-Communist Bulgaria*, Christopher D. Karadjov, State University of New York-Oswego; karadjov@oswego.edu**

This paper analyzes election polls and accuracy of election forecasting in Bulgaria since the first democratic elections of 1990. It devotes specific attention to the parliamentary and presidential elections of 2001, when an exiled king's party shockingly won in a landslide, making the former king a Prime Minister, and a former Communist became the president in this East European state with a functioning political democracy. The study examines media framing in the pre- and post-electoral coverage of polls. It addresses attitudes toward political survey research among political leaders, journalists, and the public. In-depth interviews with leading pollsters affirm their adherence to objectivity in polling. Bulgarian media express wide-spread distrust of pollsters based on discrepancies between predictions and actual election returns. These discrepancies are often framed by the media in terms of the belief that polls are a major device of political manipulation, and not an objective research tool. A survey of politicians and journalists indicated a prevailing belief that polling results are biased and inaccurate. Data from surveys of the public yield support to the notion that election polls in Bulgaria are viewed as a partisan business, and the public trust in pollsters' impartiality is low.

***Horse Race, Issues, and Character: Trends in Media Polls from 1970 – 1996*, Chase H. Harrison, Center for Survey Research and Analysis, University of Connecticut, and Richard L. Clark, Carl Vinson Institute of Government, University of Georgia; chase.harrison@uconn.edu**

News media polls are often criticized as focusing too much on "horse race" questions– those which focus on who is ahead in the polls a any given time – at the expense of issue questions. In this paper we will examine publicly released national media polls over a 26 year period and quantify several types of survey questions: horse-race questions, questions which deal with issues, and questions which measure personal characteristics of political candidates and leaders. We will test several hypotheses to explain the rise in horse-race questions over time. Our data are derived from the Roper Center for Public Opinion Research's POLL database, and include virtually all survey questions released by major media organizations from 1970 through 1996. In Section I, we review the literature concerning the changes in the nature of media polls over time and the implications of this for democratic governance. In Section II, we will measure actual trends in the number and type questions asked by media polls over time. In Section III, we will test a multivariate model that will explain relative impact each of these types of questions while controlling for other variables. In Section IV we discuss the implications of our findings.

***When Should Vote Intention Questions Be Asked in Election Surveys: At the Beginning or at the End?*, Patrick Fournier, Université de Montréal, Canada, and Mathieu Turgeon, University of Texas at Austin; patrick.fournier@umontreal.ca**

Neither academic nor commercial surveys have an established procedure with regards to the positioning of voting intentions questions. Some place them at the start of the interview, while others place them at the end. The first approach guarantees that responses to these questions are free of contamination from any preceding questions. The second approach supposes that a deliberative function is served by the survey experience, and that individuals provide more accurate indications of their eventual behavior after having thought and talked about their attitudes towards the candidates/parties competing in the election. The 1988 Canadian Election Study allows us to resolve this issue. In the campaign wave survey, the questions about voting intentions were part of a split-sample question order experiment. Half of respondents were asked about their vote intentions at the beginning of the questionnaire, just after a bloc of questions about political interest and media attention. The other half were asked near the end of the questionnaire, just prior to sociodemographic background questions. We ascertain whether the location of the vote intentions questions affects the distribution of responses to those questions. With this research, we hope to clear up a fundamental issue in survey design, an issue which may influence the accuracy of poll results.

***Improving Tracking Poll Performance Using Bayesian Methods*, Charles H. Franklin, University of Wisconsin, Madison; franklin@polisci.wisc.edu**

The 2000 election cycle produced dramatic swings in national tracking poll estimates which did not appear reasonable. To some extent these fluctuations may be due to sampling variation, unit nonresponse and post-stratification methods. Improvements in these areas may improve the performance of such polls. However, the fundamental difficulty of tracking polls is how to optimally use the available data to create the best possible estimates of daily candidate support. The current practice of discarding all data outside the tracking window of two to four days makes extremely poor use of information and exposes the polls to the maximum vulnerability to one-day anomalies of sampling or non-response. This paper develops and applies a Bayesian time-series and forecasting model to optimally estimate daily candidate support using several tracking polls conducted during the 2000 campaign. The extent to which the estimates are stable on a daily basis while still reflecting campaign events will be addressed, as will a comparison of the overlap among different tracking polls when these methods are used to assess the uncertainty of survey estimates. The payoff is a more reliable method of conducting tracking polls with no increase in data collection costs.

MOBILE PHONES IN TELEPHONE SURVEYS

The penetration rate of cellular phones has topped 80 percent in some countries. Even though it is still considerably smaller in the US and many European countries, we need to consider the mobile phones when designing telephone surveys. Different problems are related to these telephone devices: *Coverage*: In some Scandinavian countries the proportion of people that do no longer subscribe to traditional household telephone service and relay on a mobile phone only as reached 30 percent in specific segments of the population. This raises the question of how to cover this population and how to incorporate them into a general sampling frame. *Sampling*: In some countries the frame of mobile phones is separated from the traditional household telephone number frame. In these countries we deal with the problem of designing and drawing appropriate samples based on available directories. In addition, the proportion of listed mobile phones is usually considerably lower compared to household telephones, and the turnover of new numbers is fast due to a rapidly growing mobile phone market. This raises the question efficiency of traditional sampling procedures. Considering sampling procedures is especially important when taking into account that a cell phone sample would not be a household sample but rather a sample of persons. In other countries cell phone numbers are incorporated into the general frame telephone numbers. In these countries we deal with the problem of multiple phone numbers in a household, some on a personal base some o a household base. *Non-Response*: The increasing penetration with cell phones might help reduce unit non-response in the hard-to-reach population. However, little is know about the willingness of respondent to answer questions using a mobile phone and the reluctance to do so when they are surprised by an interviewer calling them in an inconvenient situation and when the conversation might be overheard by others. *Measurement*: When answering a survey over a mobile phone researchers have less control over the interview situation. The respondent might be in a car, on the street or at work. This raises questions regarding the validity of responses provided in terms of item non-response and response sets. These are some of the questions that need to be addressed in a round table bringing together people from different countries and professional backgrounds.

***Computer Assisted Pretesting of Telephone Interview Questionnaires (CAPTIQ)*, Marc Deutschmann, Frank Faulbaum, and Martin Kleudgen Survey Research Center, University of Duisburg, Germany; deutschmann@uni-duisburg.de**

Observational or standard pretesting of CATI-Questionnaires is not unproblematic because the recording of observed respondent behavior has to be done during the proper interview. In this paper we present a method for Computer Assisted Pretesting of Telephone Interview Questionnaires (CAPTIQ) which allows the coding of respondents' behavior during the interview. The coding by the interviewer is done without any disturbance of the proper interview. In fact, the respondents are not able to perceive that pretesting is taking place. The pretest data for each question and each respondent collected by CAPTIQ can be considered as longitudinal data which can be represented by a graph called IPG (Interview Process Graph). The IPG like an electrocardiogram reveals the problem zones occurring during the complete interview. By this method, it is possible to identify problems with response scales as well as the learning processes initialized by the respondents while going through extensive item batteries. Problems of understanding and weaknesses in question wording manifest themselves in oscillations of the IPG. The paper presents the CAPTIQ-Method as well as several exemplifications of the IPG by evaluating CATI-Questionnaires used for surveys with large sample sizes, and the routinely-use capability of this method is shown.

***Designing Questions for a Multi-mode Survey of Health Plan Members*, Vickie L. Stringfellow and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts-Boston; vickie.stringfellow@umb.edu**

Dual-mode data collection protocols are often employed to achieve high response rates, requiring the development of instruments that produce comparable data across modes. We compared mail and telephone results from two versions of an instrument to test for the effects of mode on survey answers. The Consumer Assessment of Health Plans Study (CAHPS) was created to gather plan members' reports and ratings of their medical health care. As part of the testing of the questionnaire design, some items were split into two questions, making questions shorter and easier to understand but creating the potential for mode effects. Respondents to the mail version are able to see the follow-up items and change their previous answers accordingly. This opportunity obviously does not exist for telephone respondents. Half of a probability sample of 2000 commercial plan members in Washington state was assigned to complete the standard CAHPS instrument and the other half was assigned to complete the alternative version. Half of each subsample was then randomly assigned to receive the instrument by mail, the other half was assigned to complete a telephone interview. This design enables us to compare responses to 1- and 2-question versions between and within modes of administration.

***From Meta-analysis of Case Studies to Tailored Designs for Surveys of Educators*, Asaph Young Chun and Kevin Carter, American Institutes for Research; ychun@air.org**

Surveys of teachers, principals, and district/state education administrators face challenges different from those for household or business surveys. In this paper we review those challenges by analyzing over 200 education survey instruments archived in the American Institutes for Research, representing most surveys conducted for cross-sectional or longitudinal education research by governmental or non-governmental survey institutions since 1980s. A dearth of research on designing education surveys is clear while data from educators and school systems significantly contribute to guiding the nation's education policy. Reviews and analyses led us to identify a set of major response errors specific to educators, along with corresponding principles for reducing these errors, and establishing a set of principles for designing surveys especially of teachers and principals, the significant contributors to the nation's education future. We also discuss under what measurement conditions educator's responses are both valid and reliable. While some principles we proposed here for survey of educators should be subject to further experiments, we conclude that tailoring survey strategies for educator surveys should take into account that educators are completing questionnaires in their unique role as school representatives.

***What Does It Really Mean to be "User Friendly" When Designing an Expenditure Diary?*, Jeanette Davis, Consumer Expenditure Surveys Branch of Research and Program Development, Linda L. Stinson, Office of Survey Methods Research, and Nhien To, Consumer Expenditure Surveys Branch of Research and Program Development, Bureau of Labor Statistics; Davis_Jeanette@bls.gov**

Evidence from numerous research studies, expert reviews, and the reports of interviewers and respondents alike clearly indicate that the Consumer Expenditure Diary (CED) currently used by the Bureau of Labor Statistics (BLS) is not a particularly user-friendly data collection instrument. From the perspective of the respondent, the main problem with the current CED is that it is difficult to navigate; its logic and structure are not apparent.. In addition, respondents have reported that CED instructions are not easy to read and follow. Likewise the example pages in the current diary have been reported to be somewhat overwhelming and often contribute to, rather than ameliorate, respondents' confusion. Finally, the large size and atypical top-to-bottom layout (as opposed to the more typical book format) makes it difficult for many respondents to read and use the diary. In response to these concerns, the BLS designed a new prototype diary. This prototype evolved through (1) work with a contract designer, (2) internal review by BLS managers, (3) a series of formal discussion groups held with over 100 BLS staff, and (4) review of expenditure diaries from other countries. This paper presents a brief history of the evolution of the new prototype diary and summarizes lessons we learned about the characteristics of a user-friendly expenditure diary.

***QUAID: A Computer Tool that Helps Survey Methodologists Improve the Comprehensibility of Questions*, Arthur C. Graesser, University of Memphis, Ashish Karnavat, CHI Systems, Frances Daniel, Elisa Cooper, Zhiqiang Cai, Shannon Whitten, Max Louwerse, Kathy Bartlett, Rajani Tenneti, and Vemula Ratnakar, University of Memphis; a-graesser@memphis.edu**

Survey methodologists need analytical tools that help them identify problems with questions with respect to comprehension difficulty. We developed a computer tool (called QUAID) that assists survey methodologists in improving the wording, syntax, and semantics of questions. QUAID stands for "Question Understanding Aid." The input to QUAID consists of a question on a questionnaire, context information, and answer alternatives. The output is a list of potential problems with the question, including: unfamiliar technical terms, vague or imprecise relative terms, vague or ambiguous noun-phrases, complex syntax, and working memory overload. QUAID is currently available on a web facility (http://mnemosyne.csl.psyc.memphis.edu/quaid/quaidindex.html). We have evaluated how well QUAID diagnoses five categories of problems with questions. We analyzed 550 questions sampled from 11 surveys of the US Census Bureau. Experts in language and cognition rated each question as to whether it had the five problems; the expert ratings were compared with QUAID output. Analyses of hit rates, false alarm rates, and discrimination scores confirmed there is a significant correspondence between QUAID and the judgments of experts. Eye tracking data have also been collected from respondents as they answer questions. We explored whether the patterns of eye fixations can be predicted by particular problems with questions.

***Nonresponse in Wave 1 of the National Survey of Child and Adolescent Well-Being*, Kathryn Dowd, Paul Biemer, and Sara Wheeless, Research Triangle Institute; KLD@RTI.ORG**

NSCAW data were collected from 6,231 children who had contact with the child welfare system, and from their caregivers, caseworkers, and teachers. These children were selected from two groups: 5,504 entering the system due to investigations for child abuse or neglect during the reference period, and 727 children who had been in foster care for about a year. Given the population and the challenges of gaining cooperation, considerable attention was paid to potential nonresponse bias. We compared nonrespondents and respondents for some characteristics including type of abuse, outcome of the investigation, service provision, placement status, and family demographic characteristics. For nonrespondents, data from agency systems provided for sampling and from caseworkers interviewed were used in the comparisons. An estimate of the nonresponse bias was calculated as the difference between the sample estimate (from respondent data) and a version of the sample estimate based upon respondents and nonrespondents. One indicator to gauge bias due to nonresponse was the count of items in the child and caregiver data for which respondents and nonrespondents differ significantly-statistically and practically-and the likelihood of the differences occurring by chance. Conclusions led us to caution analysts using items related to severity of abuse and substantiated cases.

***Race/Ethnicity as Predictors of Overall Response Rates and Consent to Genetic Research in the National Health and Nutrition Examination Survey 1999-2000*, Raynard S. Kington, National Institutes of Health, Kathryn Porter, National Center for Health Statistics, Maria Agelli, National Cancer Institute, and Gerry McQuillan, National Center for Health Statistics; KingtonR@od.nih.gov**

There is growing interest in obtaining genetic samples within the context of a wide array of population surveys. Little is known about the willingness of participants to agree to collection of genetic material for research. The National Health and Nutrition Examination Survey (NHANES), conducted by the National Center for Health Statistics, is the only nationally representative US health survey that includes clinical examination data, and beginning in 1999, NHANES included a new consent procedure to obtain permission from participants to have their genetic samples included in a repository for genetic research. The overall response rates for participation in the household interview and examination among selected individuals in 1999 and 2000 were 71.6% and 79.7% respectively. Of those who agreed to the interview and examination, overall 84.0% in 1999 and 85.5% in 2000 agreed to research on their genetic samples. In each racial/ethnic subgroup at least 73% agreed to the genetic research. In each year, Mexican Americans were most likely to consent to genetic research (1999: 87.2%,2000: 87.3%) and non-Hispanic blacks were least likely (1999: 73.4% and 2000: 81.6% versus 1999: 85.6% and 2000: 86.2% for non-Hispanic whites). These results indicate a high rate of participation in both a health examination survey and genetic research can be achieved across racial and ethnic groups studied.

***Nonresponse Bias in the Consumer Expenditure Quarterly Survey*, John Dixon, Bureau of Labor Statistics; dixon_j@bls.gov**

The estimates of consumer expenditure categories will be compared using longitudinal data from the Consumer Expenditure Quarterly Survey to detect the magnitude and direction of bias. The respondents which were nonrespondents in previous or subsequent panels will be used to provide the estimates of bias using methods related to "gross flows".

MEASURING RACE AND ETHNICITY

***Differences Between Hispanic "Origin" vs. Hispanic "Identity"and Their Implications*, Paul J. Lavrakas, Nielsen Media Research, Matthew Courser, The Ohio State University, and Lillian Diaz-Castillo, Westat; pjlavrakas@tvratings.com**

The 2000 U.S. Census suggested that the Hispanic population is about 14%. However, the wording of the 2000 question that generated those data was changed from the 1990 Census wording by eliminating the word "origin." The 1990 item was worded to measure an objective demographic characteristic, whereas the 2000 item wording appears to measure a subjective perception. We will report findings from a national RDD survey conducted in 2001 of 1,913 18-34 year old adults, interviewed in English or in Spanish depending on their language preference. The questionnaire asked: (1) all respondents whether or not they were Spanish/Hispanic/Latino, (2) if they said "No," they were asked if any of their ancestors were of Spanish, Hispanic or Latino origin, (3) all were asked what races or races they consider themselves to be (with "Hispanic" answers recorded), and (4) what race or races were their grandparents. There were considerable differences across our measures in defining the size of the "Hispanic" group depending upon how the "Hispanic" construct was defined. We will report these and other findings, including multivariate profiles of those respondents of "Hispanic origin" who are not captured to be "Hispanic" by the wording used in the 2000 Census.

***Understanding the Effects of Interviewer Behavior on the Collection of Race Data*, Theresa Leslie, Dave Raglin, and Laurie Schwede, U.S. Bureau of the Census; Theresa.F.Leslie@census.gov**

We conducted a national test of the American Community Survey (ACS) in 2000 and produced summary data products. We compared race distributions from this test to those found in Census 2000 and found several discrepancies. The most dramatic finding was that more persons in Census 2000 identified as "Some other Race" while in the ACS test more persons identified as "White." Closer analysis showed that these differences were highly concentrated in the data collected by interviewers. We designed several research projects to better understand why these differences were found. One of these studies is a self-administered questionnaire to learn more about how ACS interviewers ask the race question and how they deal with refusals and unclear responses. The debriefing questionnaire was mailed to over 1,100 Census Bureau interviewers who work on the ACS. The questionnaire probed for interviewer behavior that might explain why they are collecting fewer "Some other Race" responses and more "White" responses. A second research project compared the race responses in the ACS test to those in Census 2000 for a set of matched persons. This match study allows us to directly assess the level of response variance in the reporting of race.

***Estimating Response Reliability and Bias from the Same Reinterview Data*, Paul Biemer, Research Triangle Institute; ppb@rti.org**
For some survey and census evaluations, reinterview surveys serve a number of research objectives, some of which are related to bias and some related to response variance. Often in such situations, the reinterview design is compromised so neither the assumptions for test-retest or gold-standard reinterview are precisely met. In this paper, we show that it is possible to estimate both reliability and bias measures from the same reinterview survey under a set of assumptions that are quite plausible and, to some extent, testable in most survey applications. The method uses latent class analysis (LCA) to relax the traditional reinterview assumptions by substituting assumptions about the interactions between the error components and other explanatory variables in the model. Using (LCA), reinterview designs that satisfy neither the replicate nor gold standard assumptions can be analyzed to provide valid measures of both reliability and measurement bias. After developing the model, we apply it to data from the 1998 Census Dress Rehearsal in order to estimate the reliability and bias of the multiple race question. In presenting the results of our analysis, the meaning of measurement bias in the context of race membership will also be discussed.

***Race and Ethnicity—Does Question Order Make A Difference?*, Jinghua Zou and Michael Butterworth, CBS News; zou@cbsnews.com**
This paper explores the effects of question order in responses to race and Hispanic questions. There are plausible arguments for either order leading to respondents perceiving Hispanic as a racial identification, with various possible effects on the answers to both questions. In its national RDD surveys, the CBS News/New York Times poll asks both the race and the Hispanic questions, and for the last year has rotated the two questions to minimize any possible question order effects. These data show that asking the Hispanic question first reduced the number of DK/NA responses to BOTH the Hispanic and race questions. We discuss the effects of the reduction in DK/NAs on respondents' choice of ethnicity and race. Aside from the redistribution of DK/NAs, there does not appear to be an effect of question order. These conclusions also seem to hold true for different geographic areas.

ROUNDTABLE: REGULATING AND REVIEWING SURVEY RESEARCH TO PROTECT HUMAN SUBJECTS—EMERGING TRENDS ON THE NATIONAL SCENE

This session was organized in response to growing concerns among survey researchers with how federal human subjects regulations are being applied to social and behavioral research at the local and national level. This session will enhance AAPOR member awareness of actions taking place at the national level to ensure behavioral science input into regulatory policy. Attendees will have an opportunity to hear directly from Greg Koski, the director of the Office for Human Research Protections (OHRP), the federal agency charged with interpreting, monitoring, and enforcing regulations regarding human subjects research. Richard Campbell will summarize the current status of NHRPAC's recommendations to OHRP and provide his perspective on issues related to subject "identifiability" in public access data sets. Eleanor Singer will summarize the current status of recommendations made by the National Academy of Sciences Panel on which she serves and provide her perspective on unanswered questions about survey risk which need to be empirically addressed. Greg Koski will conclude the session by providing his perspective as OHRP Director. Ample time for discussion and questions will be provided.

SURVEY RESEARCH IN THE SERVICE OF CONSUMER COMMUNICATION, CHOICE AND HEALTH

***A Web-Enabled Panel Case Study: The Health Consumer Information Study*, J. Michael Dennis, William C. McCready, and Rick Li, Knowledge Networks, Laurence Baker, Stanford University, and Todd Wagner, Stanford University and the Department of Veterans Affairs; mdennis@knowledgenetworks.com**
In a case-study approach, this paper will illustrate the use of the web-enabled panel for conducting health services research, providing information on the sample design, the informed consent procedure as established in consultation with IRBs at the Research Triangle Institute and Stanford University, and the data collection methodology for the Health Consumer Information Study, as implemented by Knowledge Networks in partnership with the Research Triangle Institute. In addition, measures of panel conditioning will be provided. The study involves approximately 8,935 completed interviews, with oversamples of U.S. military Veterans and persons age 50 and over. The study is an examination, in part, of health consumers' use of the Internet for informing health care decisions. Subpopulations of persons with self-reported diabetes, hypertension, heart disease, and cancer are administered specific questionnaire modules to collect information on treatment history and severity of illness. Pre-banked profile data on demographic characteristics and the disease history of research subjects is integrated into the analysis datafile. The attendee of this presentation will learn in depth of an application of the web-enabled panel to health services research and in the process will become familiar with the operational and data quality aspects of employing the web-enabled panel.

***Using Research to Design an Employee Benefits Communication Program for Florida's Public Employees*, David Rockland, Graham Hueber and Mary Elizabeth Dunleavy, Ketchum and Jay Rayburn, Florida State University; david.rockland@ketchum.com**
Paper reviews research conducted over a 12 month period including a segmentation study, focus groups, one-on-one interviews conducted by telephone and in person as well as numerous other research methodologies. The findings were used to design a communication strategy aimed at delivering complicated financial and retirement benefit information to a diverse population of over 600,000 members. Qualitative and quantitative research and segmentation analysis lead to profiles of three "typical" members representing the universe of 600,000. These profiles were used to cast actors to portray typical members of the Florida Retirement System.

SURVEY RESEARCH IN THE SERVICE OF CONSUMER COMMUNICATION, CHOICE AND HEALTH
continued

***Innovative Research Techniques to Aid in Evaluation of Parenting and Health Communication Materials*, Wendy Constantine and Susan Obarski, Center for Community Wellness, University of California at Berkeley and Victoria Albright, Field Research Corporation; wconstantine@attbi.com**
The California Children and Families Commission (CFCC), funded by tobacco taxes, provides education and services to benefit children ages 0-5 and their families. The CCFC produced the "Parent's Kit" for distribution to California's 500,000 new parents. We are conducting an evaluation of this kit, which includes longitudinal surveys of an intervention group (parents who received the Kit through a variety of programs), and a comparison group (parents from the same or similar programs who did not receive the Kit). In this presentation, we will report the results of several innovative research techniques used for this complex quasi-experimental design evaluation. These new techniques include the sampling of rare populations and interviewer effects. Snowball sampling was used to develop a sample frame for a rare population (mothers with children 9 to 18 months old, which comprise less than 2% of the population). We will discuss the effectiveness of this approach and its implications for the analysis and compare two techniques used to recruit snowball nominations. A split-ballot experiment was also conducted to determine whether the data collected by health care providers trained in research interviewing were comparable to data collected by professional interviewers to assess whether health care provider interviewers influenced study subjects, making it more difficult to isolate the effect of the parenting materials.

***Hungry Red Planet: Can Interactive Interventions Affect Pre-teen and Teens' Nutritional Behavior?*, D. Michael Anderson, Health Media Lab, Sarah Fulton, Jennifer Airey, Sandra Bauman, and Todd Abel, Wirthlin Worldwide; sbauman@wirthlin.com**
Health care professionals, marketers, advertisers, and parents have been trying for some time to determine how to best get their messages about good health habits accepted by pre-teenagers and teenagers. Health Media Lab, under the sponsorship of the National Institutes of Health, created "Hungry Red Planet" with the aim of educating children age 10-15 about nutrition and health. Under the premise that kids will be more likely to internalize, retain and use information that is presented in a compelling, interactive game-like atmosphere, Wirthlin Worldwide designed an experiment to test the efficacy of the Hungry Red Planet software. Children aged 10-12 and 13-15 were recruited and randomly assigned to one of four groups. Group 1 received a 90-minute lecture/seminar-type presentation of the nutritional information. Group 2 used the software and were given a 60-minute lecture. Group 3 used the software with minimal guidance, and Group 4 was the control group with only pre-and-post-test surveys. A total of 190 children are included in the study. This paper will present the results from the experiment, including the impact of the software vs. the lecture on children's awareness of various health issues, their knowledge of these issues and key behaviors related to these issues.

THE PSYCHOLOGICAL IMPACT OF THE 9/11 TERRORIST ATTACKS ON AMERICANS, PART I

***Psychological Impacts of September 11th on New York City Residents*, Michael J. Bucuvalas, Schulman, Ronca and Bucuvalas, Inc., Sandro Galea, New York Academy of Medicine and Mark Morgan, Schulman, Ronca and Bucuvalas, Inc.; m.bucuvalas@srbi.com**

One month after the Sept 11th attack on the World Trade Center (WTC), more than one in eight residents of Manhattan south of 110th Street evidenced either post-traumatic stress disorder (PTSD) or major depression (MD) related to the attack. Four months after the attack, current WTC-related PTSD and MD had both receded to less than half their levels at the one-month measurement. The New York Academy of Medicine and Schulman, Ronca & Bucuvalas, Inc. surveyed a random sample of 1,008 Manhattan residents (living south of 110 St.) in October/November 2001, and 2,011 residents from throughout New York City in January/February 2002 to measure psychological impacts and the correlates of those outcomes. The main predictors of early post event PTSD were Hispanic ethnicity, two or more prior stressors, panic attack, residence south of Canal Street, and loss of possessions. For major depression, the main predictors were Hispanic ethnicity, two or more prior stressors, panic attack, low level of social support, death of close fried or relative, and loss of job due to the attack. Overall, the pattern suggests that PTSD is more closely tied to direct event experiences, while depression is more closely related to loss and stress.

***Psychosocial Impact on the New York State Population of the Terrorist Attack*, David W. Smith, Center for the Study of Services, Washington, DC, Thomas A. Melnik and Colleen Baker, New York State Department of Health and Robert Backfill, New York City Health Department; dwsmith2@nycap.rr.com**

Seventeen questions on the effect of the attack on the World Trade Center on September 11, 2001 were added to the New York State Behavioral Risk Factor Survey (BARFS) for October-December, 2001, with a possible extension through March 2002. The BARFS is an ongoing surveillance system conducted by each state under the sponsorship of the Centers for Disease Control with interviews every month. The added questions measure exposure to the disaster and its sequelae, disruption of work, changes in smoking and drinking, psychological impact--including anxiety, depression, and psychological distress--and coping. Since the BRFS includes questions on general health including disability measures, access to care, and demographic characteristics, the relationships with these characteristics can be estimated. Additional questions designed to be consistent with the monthly surveillance approach used by the BRFS can be included both immediately after a disaster and in the long term, to assess changes over time. This approach is highly cost-effective but yields more limited information compared with a special survey of the population. Short supplements to the BRFS System can be used to estimate the population impact of natural and man-made disasters, such as the recent attacks on the World Trade Center and the Pentagon or the bombing in Oklahoma City in 1995.

***Distance and Degrees of Affect: Reactions to 9-11*, Kelly L. Sand and Jennifer T. Nersesian, Star-Ledger/Eagleton-Rutgers Poll; klsand@eden.rutgers.edu**

The events of 9-11 are something that have affected us all... though perhaps to varying degrees. The Star-Ledger/Eagleton-Rutgers Poll surveyed New Jersey residents in the week following the attacks and has been measuring attitudinal changes over the past months. This study will describe the self-reported emotions, reactions and behaviors of people immediately after the terrorist strikes and how they have (or have not) changed over time, with an emphasis on differences in demographic characteristics. In particular we will examine how distance affects psychological response, given New Jersey's proximity to Ground Zero. State data will be analyzed according to distance from Manhattan, then the aggregate New Jersey data will be compared to both New York City and national data. The question we will address will be whether and to what extent distance from the events has affected the nature of Americans' responses. In the process we will also take into the account the effect of the media on people's reactions, as New Jersey is split between two major markets: New York City and Philadelphia. We will measure local news coverage in each market and compare the results with survey results on attitudes and reactions to the events within those respective markets.

POLITICAL KNOWLEDGE AND ATTITUDES

***The Knowledge Gap: A Reexamination of Gender-Based Differences in Political Knowledge*, Mary Anderson, Damarys Canache, and Jeffery Mondak, Department of Political Science Florida State University; jmondak@garnet.acns.fsu.edu**

A persistent finding in research on social and political knowledge is that men know more than women. Much of this research draws on data from surveys on which respondents are asked to answer a series of factual items about various topics. We hypothesize that the knowledge gap has been overstated as a consequence of survey protocols that create response-set effects that attenuate knowledge scores for women. Specifically, we hypothesize that women are more likely to answer "don't know" on knowledge items than are men; as a result, the average "knowledge" score for men is inflated because some items are answered correctly purely by chance. We test this hypothesis using data from multiple sources, including the 1998 NES Pilot and the 1990 Citizen Participation Study. Our analyses demonstrate that approximately 50 percent of the observed gender gap stems from male respondents' general aversion to answering "don't know."

***Understanding Short-Term Variation in Party Identification*, Larry Hugick and Margie Engle, Princeton Survey Research Associates; larry.hugick@psra.com**

While political party identification is often regarded as a fixed characteristic, there are many examples of short-term changes in this measure from survey to survey that cannot be explained by sampling error alone. Real world events, such as political conventions and the media coverage they receive, can be shown to move party ID numbers in surveys on a consistent basis. Anecdotal evidence also suggests that party identification reported by survey respondents can be influenced significantly by the content of the questionnaire, as respondents, for example, identify more with the Republicans on crime or foreign policy or the Democrats on health care or the environment. This paper examines short-term variation in party ID recorded in surveys conducted over the past decade Princeton Survey Research Associates over the past decade for NEWSWEEK magazine and other organizations. It illuminates the factors underlying shifts in party ID and the dangers of relying too much on a survey's party ID distribution as measure of the quality of its sample.

***Modeling Changing Party Identification*, Craig Gordon, Georgia State University; arccsg@langate.gsu.edu**
Forty years after the publication of Campbell et al.'s, The American Voter, political scientists continue to debate whether individual level party identification changes and whether the change can be attributed to political forces such as presidential approval. While the most current research supports the view of stable party identification at the individual level, we find that short term individual level change in party identification does occur. Using a latent curve analysis applied to four NES panel studies (1956-1960, 1972-1976, 1980 Major Panel and 1992-1996), we find that, after controlling for measurement error, using the traditional seven point party identification scale as an ordinal measure and using a random coefficient model, party attachment can change significantly over the period of a few years and even over the course of one election. The level of presidential approval was found to be a significant predictor of party identification change. In previous studies, similar results were found at the macro level that changes in presidential approval ratings were highly correlated with changes in party identification. Latent Curve analysis is shown as an important tool to analyze panel data, particularly to gain insight into the mechanisms of change.

***Black Cities/White Cities: Evaluating the Mayors*, Susan Howell, Department of Political Science, University of New Orleans, and Huey Perry, Political Science Department, Southern University; sehowell@uno.edu**
This research compares the relative influence of a Performance Model and a Racial Model in explaining approval of black mayors and white mayors. Performance models have been the norm in research on national and state executives, but the vast literature documenting racial polarization in the elections of black mayors casts doubt on the applicability of this model to these officials. Identical surveys were conducted in two cities with white mayors and two cities with black mayors. The Racial Model is represented by race or respondents and racial attitudes. Performance is measured by evaluations of a variety of urban conditions. Findings indicate that; 1) performance matters in evaluating black and white mayors, and its influence is not related to the race of the mayor; 2) performance has more explanatory power and more impact on mayoral approval than race, a pattern that holds for both black and white mayors; 3) race has more impact on the approval of black mayors than on white mayors; and 4) racial attitudes are not significant predictors of mayoral approval. Performance has remarkably similar effects in models of presidential approval and models of mayoral approval.

DATA QUALITY AND MEASUREMENT ERROR ACROSS DIFFERENT SURVEY MODES

***CASI, Privacy, and Social Desirability: Results of an Experiment*, Eleanor Singer, Mick P. Couper, and Roger Tourangeau, Survey Research Center, University of Michigan; esinger@isr.umich.edu**
Audio-CASI has been widely adopted by the survey industry for administering questionnaires on sensitive topics. However, only one study has explicitly compared audio-CASI to text-CASI, and found only modest advantages for audio. Experimental research on human-computer interaction suggests that adding humanizing cues (e.g., voice) to the computer may increase social desirability effects and reduce the quality of data on socially sensitive behavior. This paper reports on a study designed to disentangle these apparently contradictory findings by varying the context in which the questions are asked. We carried out a 3×2 experiment that crossed the mode of administration (text-CASI versus audio+text CASI versus audio-only CASI) and the degree of privacy (high versus low) in a laboratory setting (n=50 subjects per cell). In the low privacy treatment, the interviewer remained in the room during completion of the survey. In addition, a confederate entered the room several times during the interview on the pretext of checking whether the equipment was working correctly. A variety of sensitive items — including drug use and sexual practices — taken from existing surveys were administered to respondents, followed by a debriefing questionnaire. We report on the results of the experiment and their implications for survey research.

***Comparing Self-administered Computer Surveys and Auditory Interviews: An Experiment*, LinChiat Chang, Strategic Research Group, and Jon A. Krosnick, The Ohio State University; chang.284@osu.edu**
At AAPOR 2001, we presented evidence from a national survey experiment showing that data collected over the Internet by Knowledge Networks and Harris Interactive manifested higher concurrent and predictive validity than data collected over the telephone by The Ohio State University Center for Survey Research. In order to ascertain whether the differences are due to response processes inherent in the modes per se, or to differences between the characteristics of the Internet and telephone samples, an experiment was conducted in a controlled lab setting. Participants were randomly assigned to answer survey questions privately on a computer or orally over an intercom system. Replicating findings from the national surveys, data from the lab experiment suggested that there was higher concurrent validity and less socially desirable responding in the computer mode than the intercom mode. The mode difference in concurrent validity was sometimes more pronounced among participants with more limited cognitive skills, less experience completing surveys, less political knowledge, and those who had not received instructions to think carefully.

***Not Sure About "Don't Know"?: Effects of Response Choice in Mixed Mode Surveys*, George Terhanian, Randall K. Thomas, John Bremer, and Renee Smith, Harris Interactive; thomas@proquality.com**
One issue we face when migrating telephone surveys to web-based surveys is what do we do with item non-response so that we can obtain comparable data? When a survey is conducted on the phone, typically a "Don't know" or "Not sure" response is not explicitly given as a response choice. In the case of converting a phone survey to an Internet survey, inclusion or exclusion of the "Don't Know" or "Not Sure" response is problematic. We conducted two parallel phone and Internet studies to further examine this issue with regard to opinion questions. Online respondents were randomly assigned to one of 3 conditions: Not offering either a "Don't Know" or "Not Sure" alternative; Offering a "Don't Know"; Offering a "Not Sure". We develop some recommendations for developing data comparable to RDD telephone surveys as a result of our analyses and findings.

***Paper and Pencil versus Web Survey. Measurement Effects and Mode Differences*, Marek Fuchs, Catholic University of Eichstaett-Ingolstadt, Germany; marek.fuchs@ku-eichstaett.de**
So far, certain problems of web surveys have received great attention: coverage problems, sampling issues and response rates as well as screen design and usability issues. However, little insight is available regarding the cognitive processes at work in a respondent's mind when answering a survey question on the internet. We assume that the cognitive capacity available when answering a survey question is impaired by the respondent's navigational efforts when working though the questionnaire. Thus, working through an online survey reduces the respondent's attention for any given survey question. In order to assess the respondent's attention for the content of a survey questionnaire, we use the results of experiments on measurement effects: the larger the effects the greater the respondent's attention (otherwise the effects would not appear). In this talk we present results from a large scale field experiment (n = 5,000) on measurement error in mixed mode survey (p&p and online) among the German youth conducted in spring of 2001. In this survey, 6 experiments on measurement error were incorporated: 2 experiments on question order, 2 experiments on response categories, and 2 experiments on response order in long lists. The results suggest that measurement effects are generally smaller in the web portion of the survey.

***Internet Use and Sociability: A Time Diary Study*, Norman H. Nie and D. Sunshine Hillygus, Stanford University; nhnie@stanford.edu**
Few would dispute that the Internet has transformed economic and social life. At the same time, however, the Internet's impact on interpersonal communication and sociability remains a source of heated debate. One literature has concluded that the Internet leads to more and better social relationships by creating an additional medium of communication, and by enabling the creation of new relationships through Internet interactions. In contrast, other researchers find Internet use to be socially isolating, because time on the Internet replaces other social activities and face-to-face interaction. In this paper, we will move the debate beyond this dichotomous view and delineate more specific contours of the relationship between time spent on the Internet and time spent in face-to-face interactions. Using exciting new time diary data, we explore the complex ways in which the Internet affects interpersonal communication and sociability. We find that Internet use at home has a strong negative impact on time spent with friends and family, while Internet use at work is related to decreased time with colleagues (but has little effect on social time with friends and family). Similarly, Internet use during weekends is more strongly related to decreased time with friends and family than Internet use during weekdays.

***Development and Validation of the Nielsen TV Diary Placement Interviewer Monitoring Form*, Kenneth W. Steve, J. Brooke Hoover, Paul J. Lavrakas, Charles D. Shuttles, Jim Crabtree, and Jennifer S. Welch, Nielsen Media Research; kenneth_steve@tvratings.com**
Nielsen Media Research conducts paper diary surveys of television viewing among 210 local markets across the United States several times a year sampling more than 3 million households annually. As part of Nielsen's efforts to increase the quality of these surveys, a large amount of formal monitoring is done of the telephone interviewing quality. The monitoring form that had been used for several years was not developed with any systematic application of knowledge regarding survey research. Thus, in late 2000, a project was undertaken to devise a new monitoring form that was targeted to the monitor the specific verbal behaviors that interviewers were trained to utilize during diary sampling. Specifically, the goal was to create a monitoring form that allowed the quality monitoring team to record "observable" interviewer behaviors, help the quality training staff identify interviewer strengths and weaknesses, and form the base for interviewer performance evaluations. The paper/presentation will contain a description of the development process including focus groups, item generation, feasibility and reliability pilot testing, preliminary item analysis and revision, scoring, validation and production roll-out. A description of the resulting monitoring form and supporting training materials and procedures will also be presented.

***Individual Diaries in Consumer Expenditure Surveys*, Parvati Krisnamurty and Lisa Lee, NORC, University of Chicago; krishnamurty-parvati@norcmail.uchicago.edu**
The United States Consumer Expenditure Survey uses a household diary for recording expenditures. An alternative to household diaries, an individual diary, is used in many other countries. In the individual diary, each household member keeps his/her own diary of expenditures. Information from all household members' diaries is combined to arrive at total household expenditure. Individual diaries are a promising tool for reducing underreporting of expenditures because they allow other household members to report their expenses directly. However, the experience of other countries is that individual diaries are associated with lower response rates. In this presentation we discuss issues to consider in designing and implementing an individual diary for the U.S. Consumer Expenditure Survey. These issues include visual design, length, and contents of the individual diaries, the categories of expenditures to be included in each person's diary, duration of the diary-keeping period, alternatives to paper-and-pencil diaries, and ways to handle problems such as duplication of purchases across individual diaries in the household. In addition, we discuss possible strategies for reducing respondent burden and maintaining response rates.

***How Do You Measure a Day? Best Practices for Online Diary Studies*, Russ Roenick, Microsoft Corporation, K.K Davey and Rachel Harrison, Knowledge Networks, Inc.; russroe@microsoft.com**
Fielding a large-scale Online Diary Study can be a difficult proposition. Although tricky to execute, the Online Diary allows us to draw conclusions as to what activities are "common" versus what ones are "uncommon" during a typical day. In this study, based on a methodology invented by Norman H. Nie, we have created a robust online Diary Survey to track the activities and work patterns of over 3,000 respondents. Both personal and work activities are tracked in half-hour increments, with special attention paid to frequency and duration of the activities recorded. The survey is also designed to identify collaborative activities, multi-tasking, and use of computer and/or Internet for each activity. This data helps us paint a picture of a "typical" day for various segments of our population. The data collected will be used to address the following research questions: (1) What days of the week and times of day should respondents be contacted?, (2) What demographic segments of the population are most likely to participate in an Online Diary?, (3) How is multi-tasking tracked using an online Diary?, (4) How should collaborative activities be tracked through an online Diary?

STRATEGIES FOR REDUCING UNIT AND ITEM NONRESPONSE IN FACE-TO-FACE SURVEYS

***Attaining High Survey Participation in an Era of Growing Public Antagonism*, Pat Montalván, Westat, Glenn Pinder, Benny Kottiri, and Carolyn Petty-Martin, National Center for Health Statistics, Centers for Disease Control and Prevention; GDP1@cdc.gov**
Since 1960, the National Health and Nutrition Examination Survey (NHANES) has been collecting information to assess the health and nutritional status of people in the United States. Over the years, the survey has maintained interview response rates of better than 80 percent and examination rates approaching 80 per cent. In 1999, the first year of the current program, the survey suffered a significant decline in response. Beginning then and over the intervening months, staff began to brainstorm approaches for improving participation in the face of declining public cooperation. Gradually an extensive program of individual and community outreach was developed. This paper will briefly present the response history of the current program, provide a comprehensive description of the outreach process, and briefly summarize a study that investigated decisions regarding participation in the survey. Outreach efforts included many new printed materials aimed at potential participants and at a broader community audience, more emphasis on local support, and an enhanced publicity and media campaign. To gain further insight into decisions regarding participation in NHANES, small groups of both respondents and nonrespondents in three geographical locations were interviewed individually or in focus groups. Study observations support conclusions that supplementary outreach efforts fostered survey participation.

STRATEGIES FOR REDUCING UNIT AND ITEM NONRESPONSE IN FACE-TO-FACE SURVEYS

***Does a Familiar Face Increase Response?*, Kathleen E. Ott, National Agricultural Statistics Service, U.S. Department of Agriculture; kott@nass.usda.gov**

Often in agricultural surveys implemented by USDA's National Agricultural Statistics Service (NASS), the same farm or ranch operation is selected multiple times during the year and over a period of several years. It is widely accepted at NASS that these multiple contacts are considered burdensome to respondents. It is hypothesized that if we had a personal relationship between interviewers and these operators, multiple contacts would not seem as burdensome, creating more positive responses from these operators. In order to see if developing a more personal relationship with operators would increase response rates on agricultural surveys, a sample of operations was chosen across all surveys in one state. Each operation in this sample was assigned an interviewer who made all survey contacts for the operation. This operation-interviewer pairing continued for a period of two years. Response rates for these operations were compared to operations who were not assigned the same interviewers for each contact. Also, operation response rates from the two years with the permanently assigned interviewers were compared to those from the two years prior to the assignment of the permanent interviewers.

***A Sense of Community: Combating Nonresponse in Face-to-Face Surveys*, Jenneve Lynch and Brian H. Roff, Eagleton Institute of Politics, Rutgers, The State University of New Jersey; JENNEVELYNCH@aol.com**

Problems of nonresponse plague survey research. Especially affected by nonresponse are the urban areas that provide diverse pools of participants. However, infiltrating urban centers can be difficult for the survey researcher. Social environmental factors such as urbanicity, population density, and crime rate may deter residents from participating. Recognizing variation in socio-demographic characteristics and cultural concerns, this research submits community identification as a foremost factor affecting response rates. We hypothesize that a shared sense of community identity between the interviewer and the respondent plays a critical role in reducing nonresponse. We test this hypothesis by examining response rates to a second wave face-to-face survey of 1694 at-risk clients for HIV in New Jersey. The expectations theory of community identity versus the tailoring version of community identity will be discussed. The experimental design, findings of a logit equation, and implications will be reviewed during this paper presentation.

***A Method for Reducing Item Nonresponse to Critical Survey Items*, Rachel A. Caspar, Michael A. Penne, and Elizabeth F. Wiebe, Research Triangle Institute; caspar@rti.org**

Technological advances in the survey industry over the past 15 years offer the ability to better combat item nonresponse. Specifically, computer-assisted interviewing (CAI) has been of great benefit, because it helps eliminate missing data caused by confusing skip instructions and difficult-to-find answer spaces. However, self-administered CAI instruments have the potential to increase "Don't Know" and "Refused" responses because the interviewer has little opportunity to probe or follow up on incomplete responses. In this paper we will present a methodology designed to reduce item nonresponse to critical items in the 2000 National Household Survey on Drug Abuse (NHSDA). Respondents who provided "Don't Know" or "Refused" responses to key drug use items were presented with tailored follow-up questions designed to simulate an interviewer probe. The 2000 NHSDA data will be analyzed to determine the effectiveness of the followup question methodology. We will present data on the percentage of respondents who triggered the followup questions and the percentage who gave substantive answers to the followup questions. In addition, we will compare data from the followup questions to data obtained from respondents who answered the original survey items to determine the extent to which the "quasi-nonrespondents" differ from the regular respondents with regard to their drug use.

STUDYING RACE IN SURVEYS AND EXPERIMENTS: METHODOLOGICAL AND SUBSTANTIVE ISSUES

***Race of Interviewer Effects in a Survey of Atlanta Whites*, Monica McDermott, Stanford University; mcderm@stanford.edu**

In the Multi-City Survey of Urban Inequality, about 20% of white respondents in Atlanta were interviewed by a black survey taker. This provides an excellent opportunity to assess the impact of a black interviewer upon the responses of whites to a variety of racial attitude measures. The effects of this variable are typically quite strong, suggesting that responses to a set of questions asked of respondents in Atlanta is highly influenced by the race of the participants in the conversation. The effect of race of interviewer is much greater for a question assessing support for special hiring preferences for women, Hispanics or Asians than it is for a number of racial stereotype questions. This effect holds in spite of controls for demographic variables, and it persists in multilevel models that partial out the effects of any geographic clustering of the sample. By considering the similarities of the types of questions that elicit a race of interviewer effect for whites, we can assess the types of issues that reflect broader social norms about the acceptability of expressing various racial attitudes.

***Education's Effect on Intergroup Attitudes: A Re-examination*, Charlotte Steeh, Georgia State University, ARCCGS@langate.gsu.edu**

The effect of education on intergroup attitudes has been a major focus of Mary Jackman's research. She has maintained that education shows a weak and inconsistent relationship to liberal social attitudes, at least among white respondents. Her work on this subject has been based on data collected in 1975, and, although her conclusions have been challenged, no one has attempted to replicate her study. In 1994 the policy items from her 1975 study were included on the Detroit Area Study as part of a split-ballot experiment designed to gauge the efficacy of using a self-administered booklet during a personal interview as Jackman did in her 1975 survey. A random half of the sample received Jackman's questions in a self-administered booklet while the remaining half received them in an interviewer-administered format. Using multivariate methods and the same set of independent variables, this paper will compare results across time and mode of administration. The analyses will also broaden the discussion by including black attitudes as well as current topics such as affirmative action and explanations for inequality. The findings will test the Jackman thesis, explore black attitudes on these issues, and add to the methodology of mode effects in surveys.

STUDYING RACE IN SURVEYS AND EXPERIMENTS: METHODOLOGICAL AND SUBSTANTIVE ISSUES

continued

***Public Opinion, Crime and Race: Survey-Based Experiments on Support for the Death Penalty and the War on Drugs*, Lawrence Bobo, Harvard University, and Devon Johnson, University of California at Los Angeles; bobo@wjh.harvard.edu**

The simultaneous wars on crime and drugs have hit the African American community with unusual force and contribute to an acute concern with finding less punitive responses to the problem of crime. Yet many analysts argue that the current punitive tilt of criminal justice policy is a direct response to public demand. This paper address two intersecting concerns raised by these conditions: (1) the potential malleability of public opinion on issues of crime, punishment, and race; and (2) black/white differences in the potential malleability of public opinion on crime. We report on 4 sets of survey-based experiments spanning three national surveys that include large samples of African Americans. Our results indicate substantial black-white differences in punitiveness, which are only partly explained by group differences in perceived bias in the criminal justice system and racial prejudice. To the extent experimental manipulation of cues of racial bias influences opinion it typically has effects of parallel direction and magnitude among blacks and whites. The general pattern, however, appears to be one of considerable inflexibility. We discuss the implication of the results for theories of public opinion on crime and the practical matter of criminal justice legitimacy given such sharply differential social outcomes of social policy by race.

***Measuring Racial Attitudes Virtually: Respondent Reactions, Racial Differences, and Race of Interviewer Effects*, Maria Krysan, University of Illinois at Chicago, and Mick Couper, University of Michigan; krysan@uic.edu**

In an earlier paper examining race of interviewer effects in a between-subjects experiment comparing live and virtual interviewers, Krysan and Couper (2001) found that African Americans provided less liberal racial attitudes to white interviewers in both conditions. Unexpectedly, whites gave more conservative answers to the live white (compared to black) interviewers, but more conservative responses to the virtual black (compared to white) interviewers. This paper explores these contrasting effects and the questions they raise about the virtual interview. Two hundred subjects (100 whites; 100 blacks) participated in a laboratory experiment. Each subject was randomly assigned to a white or black interviewer, and then answered a battery of questions twice: once with a live interviewer and once with a virtual interviewer (the order of conditions was randomized). They were then asked debriefing questions about the two interview conditions. In this paper we explore the puzzling findings in three ways. First, we use the debriefing questionnaire to test racial differences in reactions to the virtual interviewer. Second, we use the debriefing questions as predictors in an analysis of the substantive responses. Third, we use the within-subjects design to examine the effect of race of interviewer on whether a respondent changes their answer.

ROUNDTABLE—PUBLIC OPINION ON INTERNET PRIVACY AND INFORMATION SECURITY

This panel will discuss the latest opinion data regarding Americans' attitudes and opinions toward information privacy and security on the Internet. This distinguished panel testified in May 2001 to the U.S. House Subcommittee on Commerce, Trade and Consumer Protection. Humphrey Taylor, chairman of The Harris Poll, will use Harris Interactive's more than 30 surveys in the last 23 years on privacy issues as his context. Harris' research finds that privacy is a "landmine issue" which can "very quickly become a major issue based either on bad personal experience or on negative media coverage of offensive violations of privacy." Lee Rainie, Director of the Pew Internet & American Life Project, will talk about the project's surveys that have focused on the social impact of the Internet and information privacy. Pew's research finds that "privacy" means different things to different people. For some, it's "anonymity." For others, it's "confidentiality" or "security." Frank Newport, Editor-in-Chief of the Gallup Poll, will report the findings of Gallup's research relating to Internet privacy. Specifically, Gallup's data show that Americans are concerned about the privacy of their personal information on the Internet, but the issue does not seem to be one that's moved to a "front-burner" for most users. Sandra Bauman, Vice President of Wirthlin Worldwide, will discuss Wirthlin's studies which show that Americans are willing to part with personal information over the Internet – even when they are concerned about privacy – in exchange for certain information or to complete a transaction.

Saturday, May 18, 10:15 a.m. - 11:45 p.m.

THE PSYCHOLOGICAL IMPACT OF THE 9/11 TERRORIST ATTACKS ON AMERICANS, PT II

***Psychological Effects of the September 11th Terrorist Attacks: Results from the National Tragedy Study*, Kenneth A. Rasinski, Tom W. Smith, Marianna Toce, and James Henderickson, NORC, University of Chicago; rasinski@norcmail.uchicago.edu**

This report documents the psychological impact of the September 11th terrorist attacks on the nation as a whole and on the people in New York City. The data are from the National Tragedy Study, an RDD survey of 2,126 respondents, conducted by NORC between September 13th and September 27th. This report focuses on the types of psychological reactions reported by respondents by comparing them to responses to the 1963 assassination or President Kennedy, comparing New York City residents to the rest of the nation, and looking at responses of individuals with differing social and demographic backgrounds. Respondents were asked whether they experienced any of 15 symptoms when they heard about the attacks. Results indicate that the nation as a whole did not react as strongly to this event as it did to the assassination of President Kennedy. New York City residents, however, responded as strongly and in some cases more strongly than did the nation in 1963. The report examines factors affecting the duration of the response and will examine the relationship between the psychological impact of the attack and political attitudes. The results will also include data from the follow-up study to be conducted in January, 2002.

***Findings from the National Study of Americans' Reactions to September 11 (N-SARS)*, William Schlenger, Juesta Caddell, Lori Ebert, Kathleen Jordan, Kathryn Rourke, Lisa Thalji, and David Wilson, Research Triangle Institute, and John Fairbank, Duke University; BS@RTI.ORG**

The National Study of Americans' Reactions to September 11 (N-SARS) involved a sample from the Knowledge Networks web-enabled panel that would allow us to study in detail high-level exposures to the September 11 attacks and also provide information about the general US population. Therefore, the sample included oversamples of the New York and Washington, DC, areas and samples representing the rest of the U.S. Questionnaires were e-mailed to sample members beginning October 12, and the field period lasted until November 12. The presentation will focus on selected indices of exposure to the events of September 11 and their relationship to mental health and substance use outcomes. The exposure indices include: [1] physical proximity to the crash sites on September 11; [2] whether the participant knew any persons who were injured or killed in the attacks; and [3] whether the participant or any relatives or loved ones are currently in the military, including the reserves. The primary mental health measures include the PTSD Checklist and the Brief Symptom Inventory-18. We will report on indices of anxiety and depression in the month following Sept 11, nationwide and in the high-exposure areas, and the association of these outcomes to the Sept 11 exposure measures.

THE PSYCHOLOGICAL IMPACT OF THE 9/11 TERRORIST ATTACKS ON AMERICANS, PT II
continued

***Predictors of Psychological Well-Being After the September 11th Terrorist Attacks*, Jennifer Berktold, NORC, University of Chicago; jberktol@midway.uchicago.edu**
Mental health studies on disaster victims have found that, in addition to the traditional predictors of income, gender, and age, proximity to the event is key in the emergence of stress symptoms. This paper argues that the definition of proximity needs to be modified to incorporate notions of both time and space. The September 11th terrorist attacks provide an interesting case study because the attacks and the subsequent collapse of the World Trade Center happened over a 2-hour period, rather than a matter of minutes. Shortly after the terrorist attacks, the National Opinion Research Center conducted the National Tragedy Study (NTS), a random telephone survey of 2,126 United States residents with New York, Washington, and Chicago oversamples. Data from the NTS suggest the following conclusions: 1) Americans who heard of the attacks very early on (within the first, but not the second, hour) reported higher levels of psychological stress; and 2) Americans surrounded by many others when first hearing of the attacks were more likely to report more symptoms of psychological stress than those who were alone, suggesting that the emergence of stress symptoms may have a social, as well as psychological, component.

OPINION EXPRESSION AND CHANGE

***The Influence of Presumed Influence*, Albert Gunther, Department of Life Sciences Communication, University of Wisconsin, and J. Douglas Storey, Johns Hopkins University; agunther@facstaff.wisc.edu**
Although direct influences of media on opinions and subsequent behaviors have been the primary focus of mass communication research, recent theoretical developments suggest the potential for powerful and important indirect effects as well. The indirect effects model proposes that people (1) perceive some effect of a message on the opinions and attitudes of others and then (2) react to that perception. The general "influence of presumed influence" model was tested with evaluation data from a maternal health campaign in Nepal. A key aspect of the campaign, a serial radio drama, was directed not at the general public but at clinic health workers. Results showed, however, that many women of child-bearing years in the general population (what we'll call the client population) also listened to the serial. The program had no direct influence on public opinion in this population. But those individuals in the client population who perceived that the radio serial did influence the intended audience (clinic health workers) demonstrated a number of significant outcomes.. Thus we find that mass media content can have a significant indirect influence on attitudes and opinions (and subsequent reported behaviors) when mediated by perceptions of impact on the target population.

***Group Influences on Opinion Expression and Change*, Lilach Nir, Vincent Price, and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania; vprice@asc.upenn.edu**
How do the statements made by people in group discussions affect other people's willingness to express their own opinions, or argue for them? And how does group interaction ultimately shape individual opinions? We examine carefully whether and how the normative opinion climate in a group (indexed by mere opinion statements) and the informational climate (indexed by reasons and arguments) shape both (a) individuals' expressive behavior in the discussions, and (b) changes in personal opinions. Data come from a series of 60 online group discussions, involving ordinary citizens, about the tax plans offered by rival presidential candidates George W. Bush and Al Gore. Results suggest that the argumentative "climate" of group opinion indeed affected post-discussion opinion change. A primary mechanism responsible for this effect appears to be an intermediate influence on individual participants' own expressions during the online deliberations.

***Biomedical Literacy, Attitudes, and Behaviors: A Conceptual and Empirical Re-examination*, Jon D. Miller and Linda Kimmel, Center for Biomedical Communication, Northwestern University Medical School; j-miller8@northwestern.edu**
In a recent book Biomedical Communications: Purposes, Audiences, and Strategies (Academic Press, 2001), Miller and Kimmel present a model of biomedical communication for consumers/patients and a separate model for communication to influence public policy concerning biomedical issues. In both models, the level of biomedical literacy is viewed as an important component of each individual's personal health schema, with influence on individual attitudes and behaviors. Since the completion of the book, Miller and Kimmel have constructed additional empirical models of these processes to estimate the relative importance of biomedical literacy in the processing of messages (receipt, retention, recall, and use). This paper will present the results of this continuing work. The structural equation models utilize LISREL to examine data from the 1993 NIH Biomedical Literacy Study; the NSF Science and Engineering Indicators Studies from 1988 through 1999; and the 1997-98 Biotechnology Study. In the first stage, the models will estimate the relative influence of gender, age, educational attainment, number of college-level science courses, personal health status, and media use on the level of biomedical literacy. A second set of models will then estimate the relative influence of background variables and the level of biomedical literacy on personal health behaviors and in participatory behaviors designed to influence public policy regarding biomedical issues.

***Interpersonal Network Heterogeneity and Willingness to Express Opinions*, Jaeho Cho and Heejo Keum, School of Journalism and Mass Communication, University of Wisconsin-Madison; jaehocho@students.wisc.edu**
Although perception of the opinion climate, as the spiral of silence theory suggests, matters to a certain degree for particular issues and situations, the mixed evidence implies that climate of opinion is not the only factor affecting people's public expression of opinions. Alternative explanations to Noelle-Neumann's original formulation have been offered by other studies attempting to reveal other factors to influence willingness to engage in public expression. Evidence from previous research indicates that issue involvement and interest, strength of conviction in one's position, level of issue knowledge, self-efficacy, and demographic factors affect willingness to express opinions. Most the discussions have been focused on factors at an individual level. However, we argue that factors like interpersonal network characteristics can have to do with people's willingness to express opinions as well. For instance, if one's interpersonal network is heterogeneous in terms of religious and political views, he or she can practice and learn how to communicate with those expressing different views. Using data from a probability sample of 379 adults, we found that interpersonal network heterogeneity influenced people's willingness to express opinions at a hypothetical forum where people with different views could express their opinions even after controlling for demographics, knowledge, self-efficacy, issue involvement, and news media use variables.

APPLYING WEB RESEARCH IN MULTI-MODE DESIGNS

***A Nonresponse Analysis of a Mail-Web Mode Comparison*, Carol Boyd, University of Michigan Substance Abuse Research Center, Scott Crawford, MSInteractive, Sean McCabe, University of Michigan Substance Abuse Research Center and Mick Couper, Survey Research Center, University of Michigan; scott.crawford@ms-interactive.com**

Sample coverage has dominated the discussions of non-observation error in web surveys to date, and is a key determinant in the selection of mode. As web surveys improve and coverage increases, our attention shifts to nonresponse. In the Spring of 2001, the Student Life Survey was conducted among 7000 randomly selected undergraduate students at the University of Michigan. The UM Student Life survey is conducted every other year and was designed to measure attitudes and behaviors regarding drugs, alcohol and other student topics. The sample was randomly split into two equal survey mode groups: web and mail. A small set of demographic variables for the entire sample was provided by the University, and allowed us to evaluate and compare how nonresponse patterns differed between modes. After the data was collected via web and mail, a rigorous follow up of a sample of nonrespondents from each mode group was conducted by telephone to ascertain their reason(s) for nonresponse. We will discuss the reported reasons for nonresponse. We will discuss how these results could be used to evaluate the best possible mixed mode design for this population, in an overall effort to reduce costs and error.

***A Mixed-mode Internet and Telephone Survey in a Technology-rich Environment*, Krisztina Marton, Rini Sumartojo, Gerald M. Kosicki and Lewis R. Horner, Center for Survey Research, The Ohio State University; marton.4@osu.edu**

The OSU Poll conducted by The Ohio State University Center for Survey Research is an annual omnibus study of OSU students, faculty and staff. The survey was administered in a mixed-mode format for two years in a row, with about two-thirds of the interviews being completed over the web, and one-third in the form of telephone follow-ups for those who failed to participate on-line. The paper will discuss our experience with this format, including lessons from the most recent poll, which was completed at the beginning of 2002. While this study is conducted in an environment that can generally be described as "technology rich," in the case of the web part problems still arise from lack of Internet access, especially in the case of our sample of staff members. The report will address issues such as demographic differences between respondents in the two groups, item non-response and responses to sensitive questions, as well as cost and data-quality considerations. General implications of the findings relating to cost and quality of Internet-based survey research will also be discussed.

***Demographic Differences in College Students in the Self Selection of a Survey Mode (Web vs. Mail vs. Phone)*, Kathy Sonnenfeld, Mathematica Policy Research, Inc.; ksonnenfeld@mathematica-mpr.com**

This study evaluates why college students, when given the option to complete a survey via web, mail or phone, choose each option. We will present factors that influenced students to choose one option over another. Also we will present the profile comparison of survey respondents to non-respondents (e.g., parental education and occupation, tuition at college they attend, living arrangements-on or off campus). This study is based on a sample of 490 college freshman who came from the New York City area and applied for a scholarship through the survey sponsor. Twenty-one percent of the sample were awarded the scholarship. Given that web based data collection methodologies are still under development, we will discuss technological issues considered in designing the questionnaire to reduce mode effects, and to improve the quality of data by mode type (e.g., item-non response, other specifies, self-coding of education majors, occupations, and college course subject area). And finally, these findings may change the way procedures will be used in future waves of our data collection to increase response rates such as, prepaid incentives, web address invitations, unit non-response, reminder phone calls, emails and postcards.

***Use of Web-based Data Collection to Supplement Mail Survey Response Rates*, S. Randall Keesling, Research Triangle Institute; srk@rti.org**

As telephone data collection response rates become more challenging to maintain, ways to enhance the effectiveness of mail methodologies have taken on renewed interest and importance. One possible means of increasing response rates on a mail data collection by using a web-based questionnaire was the subject of exploration on a recent data collection program. O*NET, the Occupational Information Network, is a continuous data collection project funded by the U.S. Department of Labor. It is designed to collect current occupational data from job incumbents via a mail survey. During a 1999 pretest, sample participants who received a hard copy questionnaire were given the option to complete the same instrument on-line via the Internet. A primary focus of the pretest was to benchmark the level of use sample members made of the web option and determine the extent to which technical issues arose requiring the intervention of support staff. The full data collection program began in June 2001. In an effort to boost usage of the web questionnaire, specific changes were made to the mailed materials. The pretest and full study experience, along with the factors associated with increased web questionnaire usage, will be presented.

Combining Online and CATI Data Collection Techniques With Web-Based Reporting to Measurably Improve Honeywell's International Market Research, Karl G. Feld, Western Wats Center, and William K. Stone, WKS:CSM Consulting; kfeld@humanvoice.com

Honeywell replaced its international telephone data collection and paper-based tabulation and reporting with blended telephone, online and e-Interviewing data collection and real-time reporting. It did so because the company's Six Sigma quality control process quantitatively demonstrated that while neither telephone interviewing nor self-administered online surveys could sufficiently control sources of error in data collection, a hybrid approach using blended modes combined with live interviewers and their traditional skills could. Together with web-based reporting tools, this combination delivered statistically quantified improvement in the research generated which neither of the other data collection modes or the more traditional reporting systems could realize independently. At the same time, the quality control process provided a means to demonstrably control instances of mode effect. Issues of non-response and measurement error are addressed, as is variance in cooperation rates. The research behind this presentation delivers proven solutions to some of the shortcomings of both traditional telephone and newer online research techniques. The same solutions also make new some kinds of research possible, especially in the areas of product testing, cognitive interviewing and awareness and usage research. In doing so, this study explicitly discusses the combination of tried and true methods with online approaches to deliver uniquely new solutions to traditional as well as emerging research problems.

PANEL SESSION IN HONOR OF CHARLES CANNELL: A CAREER DEDICATED TO UNDERSTANDING THE SURVEY PROCESS

This panel discussion will honor the lifelong contributions of Charles F. Cannell, the 1999 AAPOR Award winner for Exceptionally Distinguished Achievement and one of the Founding Fathers of the Institute for Social Research. Charlie's contributions focused on the dynamics of the survey interview process and the means to both measure and reduce the impact of various sources of measurement error. Jack Fowler will examine the work conducted by Charlie in the 1950s and 1960s concerning response error, research that laid the foundation for our understanding of factors that are related to response error. Peter V. Miller will discuss the Cannell model of the survey response process, one of the first models to reflect both the cognitive and social processes involved in the survey interview. Nancy Mathiowetz will review Charlie's work on the dynamics of the interaction between the respondent and the interviewer, research that lead to the development of behavior coding schemes. Nora Cate Schaeffer will serve as the discussant for the session. She will examine the overall impact of Charlie's contributions to the field and look forward with respect to new research focusing on the study of the survey interviewing process.

COOPERATION, COSTS, DATA QUALITY, AND BIAS IN INCENTIVE EXPERIMENTS

***The Impact of Incentives on Cooperation and Data Collection Costs: Results from the 2001 National Household Survey on Drug Abuse Incentive Experiment*, Joe Eyerman and Katie Bowman, Research Triangle Institute, Dicy Butler and Douglas Wright, SAMHSA; eyerman@rti.org**

A split sample experiment with two treatments and a control was overlaid on the data collection for the National Household Survey on Drug Abuse during the first two quarters of 2001. Preliminary results have demonstrated that the incentive payments yielded significantly higher cooperation rates and lower data collection costs, without producing significant differences in the population estimates of substance use. This paper describes the experimental design and presents the results of the experiment. The results include multivariate models of the relationship the incentive treatment and measures of respondent cooperation and data collection costs. These models assess the impact of the incentive payments on different sub-populations of respondents, while controlling for environmental and interviewer characteristics. The results will be useful in determining if incentives are equally effective across sub-populations of respondents in improving cooperation and controlling costs.

***Nonresponse Bias from the National Household Survey on Drug Abuse Incentive Experiment*, Douglas Wright, SAMHSA, Katie Bowman, Research Triangle Institute, Dicy Butler, SAMHSA, and Joe Eyerman, Research Triangle Institute; dwright@samhsa.gov**

In 2001, the NHSDA conducted an incentive experiment to test whether providing incentives to household respondents would significantly improve response rates and eliminate (possible) nonresponse bias in drug prevalence rates. This paper analyzes the incentive experiment data for the presence of nonresponse bias using logistic regression techniques. Using information available on sample persons who completed the screening process, we first estimate the propensity to respond to the questionnaire given that the household responded to the screener. Then, we utilize auxiliary information to predict the probability of reporting drug use given that the person responded to the personal interview. We are thus able to estimate the size of nonresponse bias, if any, at the national level. This paper presents results on how bias varies based on the perceived danger of the substance and recency of the time period of use. The paper also explores bias as a function of age, race/ethnicity, gender, and other variables.

***Incentive Effects on Measures of Response Quality in the Alcohol and Drug Services Study*, Thomas Krenzke, Leyla Mohadjer, and Jacqueline Severynse, Westat, Grant Ritter, Brandeis University, and Anita Gadzuk, SAMHSA; krenzkt1@westat.com**

The Alcohol and Drug Services Study (ADSS) was conducted for the Substance Abuse and Mental Health Services Administration (SAMHSA). The sample for the ADSS was selected using a multi-stage stratified design. Clients were sampled from selected substance abuse treatment facilities as part of the Phase II sample, and were followed up with interviews and urine specimen collection in the third stage of the survey (Phase III). One component of the ADSS was to examine the impacts of different incentive payments on measures of response rate and response quality using the ADSS Phase III client interview data. To test for the effects of four payment levels, four measures of response quality were used: 1) the consistency between respondent self-reports on items including demographics, criminal activity, treatment, and drug usage and their corresponding ADSS Phase II abstract record data; 2) the consistency between the respondent self-reports of drug use and the client urine test result; 3) the nonresponse rates among items and types of items in the Phase III interview; and 4) the overreporting of selected behaviors. This paper reports on selected preliminary results using measures 3) and 4).

***Drug Testing Feasibility in a General Population Household Survey*, Michael Fendrich, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago, Timothy Johnson, Survey Research Laboratory, University of Illinois at Chicago, Amy Hubbell, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago, and Christine Orland, Survey Research Laboratory, University of Illinois at Chicago; fendrich@uic.edu**

We conducted hair, urine and saliva testing as part of a general population household drug survey of 600 adults in the City of Chicago during the last six months of 2001. An experimental design assigned subjects to either a "high incentive" ($20 per test)or "low incentive" ($10 per test) condition. Building on previous literature exploring survey participation, we investigate the impact of incentives, subject characteristics, drug abuse history, type of test, and order of testing on drug test participation. Preliminary findings suggest that overall rates of participation vary by test, with 90% of subjects providing usable saliva samples, 80% usable urine samples, and 60% usable hair samples. Preliminary bivariate analyses suggest that incentive condition was only associated with hair test participation. The nature of this association is complex, with those in the high incentive condition generating more problematic samples. Our study underscores the feasibility of urine and saliva testing while confirming previous research suggesting the problematic nature of hair testing in epidemiological surveys.

At the national and states levels, the March Annual Demographic Supplement of the Current Population Surveys (ADS-CPS) has been relied upon for providing estimates of the uninsured and coverage rates by insurance type. In addition, with some federal support many states have invested in developing their own estimates of the uninsured. Not surprisingly but most interestingly, state-derived estimates of the uninsured diverge from CPS-derived estimates. This panel is devoted to exploring the possible origins of those differences. Roman will report results of focus groups, cognitive interviews, and pretests used to develop the three question approach used in Massachusetts to measure insurance status. Roman will also report the results of a pretest directly aimed at obtaining more accurate estimates of the Medicaid population. Davern will discuss the impact of the hot deck imputation strategies used for the CPS' estimates of the uninsured with an eye toward explaining the discrepancies found when comparing CPS to state estimates. Call, Sommers, Feldman and Rockwood report on results of an experiment conducted to examine two potential sources of these disparate rates: sample coverage and instrumentation. To examine the effects of instrumentation, participants in the experiment were asked two sets of questions about health insurance coverage: CPS-like questions (asking about insurance coverage over a one year period) and the standard Minnesota questions (asking about current insurance coverage, with a look back over the prior year). Porter, Garvan and Duncan report on statewide telephone surveys conducted of the non-elderly population in Florida (1999), Indiana (2000) and Kansas (2001) using the same CATI instrument, employing a "residual" strategy of asking about various sources of insurance, and also including a verification question to ask directly whether each person who appeared to lack coverage was indeed uninsured. Rucinski compares estimates of insurance coverage and type using CPS and BRFSS worded questions.

RELIGION, RELIGIOSITY AND PUBLIC OPINION

***Measuring Spiritual Commitment and Engagement*, Jenny Liu and Lazarous Mbulo, Survey Research and Methodology Program, Gallup Research Centre, University of Nebraska-Lincoln; lazarousmbulo@hotmail.com**

This study examines the levels of spiritual commitment and engagement of three different denominations among the Christians. The study looks at the Catholic, the Baptist, and the United Methodist. In this study, the Gallup Organization using their new instrument collected the data. The new instrument measures the levels of spiritual commitment and engagement and is based on a similar Gallup approach that has produced brilliant results in the industry and in schools. The new instrument which has nine items measuring spiritual commitment and twelve items measuring engagement, has in the past been found to have reliability alpha above .80. The study had a sample of 966 respondents broken down into 303 Catholics, 194 Methodist and 436 Baptist. Members in the participating congregations were asked to voluntary participate in the survey using the interactive voice response (IVR). We use the Multivariate Analysis of Variance (MANOVA) to examine the differences between the three different churches on the combination of the two variables (engagement and spiritual commitment). A Discriminant Analysis was performed as a follow up to the significant MANOVA. We employed ANOVA to detect the group differences for the significant discriminant analysis.

***Religion, Religious and Secular–What Do They All Mean?*, Ariela Keysar, Egon Mayer Center for Jewish Studies, Graduate Center of the City University of New York, and Barry Kosmin, Institute for Jewish Policy Research, London, UK; AKeysar@aol.com**

This paper focuses on issues relating to the study of religion in contemporary U.S. society. Particularly, it examines how Americans identify themselves as religious or secular. Does the term "secular" mean something different to different faiths? For instance, many Jews who belong to synagogues and believe in God nonetheless describe themselves as secular. In contrast, few churchgoers consider themselves secular. We also examine non-responses to questions about religion. Who is more likely to refuse to answer? Is it related to demographics or geography? Have refusal patterns changed over time? "What is your religion, if any?" was the primary open-ended question asked in the American Religious Identification Survey (ARIS) 2001. ARIS, a national RDD sample of 50,284 adult respondents, closely follows the 1990 National Survey of Religious Identification (NSRI), and uses the same sampling design. Since the U.S. Census does not collect data on religious identification, NSRI and ARIS were designed to fill in the gaps in our statistical knowledge of U.S. society. At a time when researchers are struggling to understand the role religion plays in the lives of Americans, this paper contributes by elucidating what particular groups of people mean when they describe themselves as religious or secular.

***The Death Penalty, Life, and Religiosity*, John M. Benson, Harvard Opinion Research Program and Lois Timms-Ferrara, Roper Center for Public Opinion Research; jmbenson@hsph.harvard.edu**

Earlier debates have raised the question of whether or not capital punishment should be thought of as a "life" issue by those who oppose abortion and physician-assisted suicide. Several religious leaders have opposed the death penalty on "life" grounds. Yet attitudes about the death penalty do not break primarily along denominational lines, and many who oppose abortion favor the death penalty. This paper examines the relationship between attitudes about the death penalty, "life" and other social issues, and respondent religiosity. We choose religiosity rather than religious preference as the main variable because earlier research has shown that attitudes on "life" and other social issues attitudes differ more by religiosity. The paper finds that while religiosity is correlated to attitudes about the death penalty, the relationship is not as strong as it is for other "life" and social issues. Also, race plays an important role in these attitudes. The results are derived primarily from three sources: 1) combined years of the General Social Survey; 2) a 1998 Washington Post/Kaiser Family Foundation/Harvard University survey, which contains questions about the death penalty, several other social issues, and questions measuring respondent religiosity, and 3) selected surveys conducted during 2000-2002.

***Post-9/11 Views on the Role and Importance of Religion*, Michael A. Dimock and Peyton M. Craighill, Pew Research Center for the People and the Press, and Melissa Rogers, Pew Forum on Religion and Public Life; dimockm@people-press.org**

We present data from a series of polls conducted by the PRC and the Pew Forum designed to measure changes in public views on religion in the world, in America, and in peoples' own personal lives. Regarding the latter, while the religious behavior of the already active may have intensified, there is little evidence that Americans with weaker religious ties turned to religion following the crisis. Despite aggregate stability at the personal level, both Pew and Gallup polls measured a dramatic spike in the proportion believing religion is having a greater influence on American life, a view which dissipated by March, 2002. More broadly, despite concerns about some religions possibly contributing to violence in the world, there is a nearly universal sense that the world needs more, not less, religion. And though some may harbor concerns about the Islamic faith, there has been no evidence of a public backlash against Muslims. Overall, Americans remain committed to the idea that religion is a central aspect of America's strength, and a key factor in our moral development as individuals. At the same time, Americans are committed to religious pluralism, and the notion that there is no one true faith, including their own.

***Hospital Effects in the Fragile Families and Child Wellbeing Study: Implications for Sampling Birth Cohorts*, Julien Teitler, Columbia University, and Nancy Reichman, Princeton University; teitler@columbia.edu**

The Fragile Families and Child Wellbeing study is nationally representative of nonmarital births in large cities across the US. A three stage sampling design was used: First, we stratified cities by policies and labor markets and sampled cities within each stratum. Then, we selected hospitals within cities. Finally, we sampled births within hospitals. The sample consists of 4900 births in 75 hospitals across 20 cities in 14 states. We interviewed mothers and fathers in person in-hospital at the time of the birth of their child because we expected response rates to be higher than if we had interviewed them in their homes. We also anticipated that interviewing costs would be lower in the hospital since multiple interviews could be conducted by interviewers each day. However, gaining entry into 75 hospitals was time consuming and expensive. We assess whether it was necessary for us to draw such a large sample of hospitals and whether we could have achieved as representative a sample by interviewing parents in only one hospital per city. These analyses indicate the extent to which we can account for differences across hospitals by controlling for individual level characteristics. The results have implications for other studies that draw hospital based samples.

***Leveling Citizen Satisfaction*, Paul Schroeder and Ryan Hubbard, Center for Survey Research, University of Virginia; pbs7v@virginia.edu**

A persistent concern in the literature on citizen satisfaction has been isolating the primary components of a citizen's overall satisfaction with their local government. Identifying those components has been difficult, primarily due to different levels of analysis needed to separate such factors. Past research, frustrated with studies which did not successfully isolate one level of analysis, has attempted to build a model that incorporates individual level factors, jurisdiction level factors and city-specific effects (DeHoog, Lowery, Lyons, 1990). However, we believe by looking at two distinct areas we will limit the effect of non-individual level factors, thereby offering a more generalizable assessment of the primary components of overall citizen satisfaction. We use longitudinal survey data from a major metropolitan area and from a rural town. Through the use of factor analysis and corresponding data reduction techniques, we have identified a number of salient dimensions that contribute to overall satisfaction. The use of these measures not only allows for more parsimonious modeling but also facilitates the comparison of citizen satisfaction surveys that differ slightly. Our results suggest commonalities between surveys in the driving forces behind citizen satisfaction. Satisfaction with safety and security, government spending, and public facilities by the county are the most salient predictors of citizen satisfaction.

***Knowledge, Experiences and Attitudes of South African Youth: Implications for the Future of South Africa and the AIDS Epidemic*, Annie Steffenson and Mollyann Brodie, Kaiser Family Foundation; annies@kff.org**

Using results from the largest-ever national survey of South African young people, this paper will explore South African youth's views on what the most pressing problems facing the country are and their opinions on the future of South Africa. South African youth face a particularly uncertain future in terms of how HIV/AIDS will affect their lives and their country. Unless infection rates decrease, more than half of South Africans under age 15 today could die of AIDS-related causes in the next five to ten years. To provide a glimpse of what the future might hold in terms of the AIDS epidemic, this paper will explore South African youth's knowledge, attitudes and experiences related to sexual behavior and HIV/AIDS. The survey was conducted among a nationally representative random sample of 2204 youth ages twelve to seventeen. Face to face interviews were conducted in October-November, 2001 in one of 10 different languages based on the respondents' choice.

***Separating Interviewer Effects and Sampling Point Effects Using Interpenetrated Samples with Respect to "Fear of Crime" Indicators*, Frauke Kreuter, University of California at Los Angeles/University of Konstanz, and Rainer Schnell, University of Konstanz, Germany; fkreuter@stat.ucla.edu**

The data used in empirical social-science research, especially in face to face surveys, are often collected in multistage cluster samples. The relative homogeneity of the clusters selected in this way implies that design effects occur at the sampling stage. Interviewers tend to further homogenize answers within the sampling points. Both cluster effects and interviewer effects lead to an underestimation of standard errors if the cluster structure is not taken into account. The DEFECT study presented here was designed to separate the effects of interviewer and sampling points described above: five different surveys were conducted independently by five different survey institutes in 160 sampling points. In each of these sampling points two face-to-face random surveys, a face-to-face survey with quota selection, a CATI random survey, and a mail survey were carried out. In the three face-to-face surveys, each interviewer worked for only one institute in only one sampling point, making an interpenetrated sampling design possible. Even though one would assume that a design effect in questions of "fear of crime in the neighborhood" should be due to spatial homogeneity it turned out that, for most of the items, the interviewer takes a far greater share of the homogenized effect than the spatial clustering does.

***Assessing the Impact of the September 11th Attacks on Survey Error using the National Study of American's Reactions to September 11th*, Jeremy Morton and Joe Eyerman, Research Triangle Institute; jmorton@rti.org**

The National Study of American's Reactions to September 11th (N-SARS) was designed to provide accurate data to address the expected threats of posttraumatic stress to the public health following the September 11th attacks. The study included a sample of the general U.S. population with over-samples drawn from the New York City and Washington, DC areas. The survey was conducted between October 12 and November 12, 2001, and was sponsored by Research Triangle Institute and conducted by Knowledge Networks using a web-enabled data collection methodology. This presentation will use the results of the N-SARS to explore the relationship between proximity to the presence of traumatic events and the willingness to participate in surveys. We will examine cooperation rates and item response patterns in the geographic areas directly affected by the September 11th attacks and in the general U.S. population.

***The Effect of Advance Letter Format and Wording on Respondent Refusals in a Targeted Telephone Survey*, Mary E. Losch, Gene Lutz, and Aaron Maitland, Center for Social and Behavioral Research, University of Northern Iowa ; mary.losch@uni.edu**

Numerous strategies have been utilized to increase survey response rates. For written materials, manipulations of variables such as paper color, amount of white space, type of postage, etc. have been examined. In the current study, two variables were manipulated in an advance letter that was sent to potential respondents prior to an attempt to reach them by telephone to complete an interview. In the 2 X 2 design, project description wording ("interview" versus "survey") and format (Question & Answer versus standard letter) were manipulated. In the final sample of approximately 3200 completed telephone interviews, an analysis of refusal rates between groups revealed that neither the main effects nor the interaction was significant. Possible explanations for a lack of effect are discussed and suggestions for future studies are put forth.

***Test of Coding Procedures and Lexicon for the American Time Use Survey*, Sid J. Schneider, Jennifer Crafts, and David Cantor, Westat, Tina Shelley, Diane Herz, and Lisa Schwartz Bureau of Labor Statistics; Herz_D@bls.gov**

The American Time Use Survey (ATUS) telephone interviews are scheduled to begin January 2003. Respondents will report all of their activities over a 24-hour period. Once these data are collected, coders will assign a three-tiered code to each activity, based upon a lexicon and coding rules developed by the Bureau of Labor Statistics (BLS). Our poster presents the results of a test of the ATUS coding procedures, including the lexicon, the documentation, and the Blaise software. For the test, nine coders received four hours of training. Then, for the next four days, they coded respondents' activities. Periodically while they worked, they filled out questionnaires and rating forms and participated in focus groups. Four of the coders were individually videotaped while coding in a usability laboratory and while participating in think-aloud interviews. Our poster presents the accuracy and productivity of the coders, the coders' improvement over time, and the sources of the coders' confusion and errors. The poster presents the coders' opinions of the lexicon, software, documentation, and coding rules, and the manner in which these opinions changed as the coders gained experience. Our poster also covers potential enhancements to the lexicon and the software that might increase coder accuracy, consistency, and efficiency.

***Trends in Public Attitudes Towards the Commercialization of Society*, James I. Bowie, Northern Arizona University and University of Arizona; james.bowie@nau.edu**

The commercialization of public space has become a more prominent social concern in recent years. As advertisers have competed for the increasingly fleeting attention of consumers, they have found more and more venues for their commercial messages. And commercialization's expansion has not been limited to physical space; our society's cultural space is also becoming increasingly commercialized. This increasing commercialization has been decried as "ad creep" by scholars and activists critical of advertising's effects on society. Yet, despite these developments, it remains unclear whether dissatisfaction with commercialization in society is largely an isolated phenomenon, limited to a small group of academic critics and the occasional sports fan overcome by nostalgia, or something more widespread within the general population. My paper will attempt to address this question by presenting an analysis of public-opinion data across time. After gathering publicly available surveys concerning advertising and commercialization from multiple sources, I will sketch a profile of Americans' attitudes regarding these issues over several decades. Through categorization and comparison of these survey results, I hope to illuminate trends in the public's view of our increasingly commercial society.

***Methods for Improving Compliance in Exposure Studies*, Linda Dimitropoulos, Lisa Thalji and Liz Weibe, Research Triangle Institute; lid@rti.org**

Understanding exposure to environmental contaminants is an essential step in evaluating total health risk and developing effective environmental policies to reduce unacceptable risk. The difficulty with collecting exposure data is that it is burdensome for the respondent. Four variables are required to adequately characterize an exposure: location, time, activity, and a measure of the contaminant of interest. Participants in exposure studies are asked to provide data that includes lengthy activity or food diaries, biological and environmental samples, and answer short questionnaires repeatedly over a period of time. The burden of the multiple measures and the long-term commitment often results in diminishing levels of compliance and high attrition rates that reduce the validity of the data. Exposure researchers continually seek a methodology that will reduce the level of burden placed on respondents and thereby increase response rates. Traditional approaches to collecting exposure data include using paper diaries. As the technology was developed, respondents were outfitted with laptops and hand-held computers. The Web-enabled panel offers a viable data collection tool that may reduce the burden of collecting exposure data. This paper explores the potential of this methodology using preliminary data from three cohorts of the Study of Children and the Environment sponsored by the EPA.

***Are Higher Response Rates Better? An Investigation into the Usefulness of Convincing Reluctant Respondents to Participate in Telephone Surveys*, Mary Outwater and Kana Fuse, Center for Survey Research, The Ohio State University; outwater.1@osu.edu**

One of the purposes of survey research is to present a reasonable estimation of public opinion. It is commonly assumed that the best way in which to accomplish this is to gain the highest response rate possible. The question to be raised here is whether this philosophy holds true in matters non-political. The purpose of this research is to expand this area of study by looking at the differences in attitudes between respondents who agree to participate in a telephone survey on the first attempt, and those who initially refuse but agree during a second attempt at a later date. The focus here will be on attitudes dealing with economic matters, such as how people think the economy is doing and by how much inflation will affect prices in the near future. The ultimate goal of this project is to help determine how much effort should be placed into converting initial refusals into ultimate completed interviews. Such attempts are generally time-consuming for the survey organizations that engage in them and therefore evaluating the usefulness of the practice is of great interest.

***Where Should the Money Go?: The Effect of Incentives on Response Rates*, Mareena Wright, Kerry Y. Levin, and Jennifer E. O'Brien, Westat, and Susan Wiener, Independent Sector; obrienj@westat.com**

Over the last several years, we have experienced a significant decline in the general public's willingness to participate in telephone surveys. In an attempt to increase participation, survey researchers have spent considerable time investigating the effects of various types of incentives on RDD survey response rates. The present study, conducted for a non-profit organization, investigated the impact a financial incentive would have on response rates. We conducted a survey of Americans' giving and volunteering behaviors using a list-assisted RDD sample design (N = 4216). We implemented a three-level incentive design (advance letter with $5; advance letter with no incentive; and no letter or incentive). Respondents for whom an address was located received a prenotification letter by Fed Ex with $5 cash, or they received a prenotification letter by Fed Ex with no cash. We found that prenotification letters containing cash incentives produced significantly higher response rates than prenotification letters with no incentive (36.6% vs. 20.4%, $p < .01$). Moreover, prenotification letters with no cash incentive also produced significantly higher response rates than did no information or incentive in advance of the interview (20.4% vs. 16.4%, $p < .05$). Our results indicate that, at least in a non-government-sponsored survey, incentives clearly improved response rates.

Projection and Persuasion: What Leads and What is Impacted by the Media?, **Craig Gordon, Applied Research Center, Georgia State University, and Gary T. Henry, Packard Foundation; arccsg@langate.gsu.edu**
Whether personal salience impacts perceived community salience or whether perceived community salience impacts personal salience is important in the construction of an advocacy campaign. Should an issue advocate attempt to structure the advocacy campaign around changing individual perceptions of what the community is doing, that is, changing the social norms, or should issue advocates speak directly to individuals and attempt to change individual-level preferences? The first topic of this paper will look at the relationship between the two types of salience, personal and perceived community. The second topic will model to include the media agenda and the public information campaign as likely predictors of both types of salience. This will permit direct testing of whether mediated messages impacts personal or perceived community salience more. Most agenda-setting research implicitly assumes that the media agenda impacts the public agenda, but a reciprocal relationship is a distinct possibility (Beniger, 1978; Brosius & Kepplinger, 1990; MacKuen & Coombs, 1981; Siune & Borre, 1975; K. A. Smith, 1987; T. W. Smith, 1987), which may be confirmed from the findings of this first paper.

Improving Estimates of Heating Equipment in a Survey of Electric Utility Consumers, **Carla Jackson, Schulman, Ronca and Bucuvalas, Inc. and Brenda Weeks, Tennessee Valley Authority; c.jackson@srbi.com**
The Tennessee Valley Authority (TVA) has conducted surveys of residential end-use customers since 1979. Among the questions included on the survey, those related to heating equipment and energy source are among the most important for load forecasting, marketing strategy, and program evaluation. In recent years, however, respondents have experienced increasing difficulty in the differentiation of heat pumps from other types of central heating equipment. A variety of factors have contributed to this difficulty, but this is a critical distinction since heat pumps use significantly less electricity than central resistance systems. In summer 2001, TVA conducted its periodic telephone survey of 3,000 end-use residential consumers in the seven-state Valley region. In a departure from previous questionnaires, respondents who said they had heat pumps or central furnace were asked a series of follow-up questions, including whether they had a thermostat to control their heating system; and a If so, whether the thermostat had an emergency heating light or switch. The result of the introduction of the new questions was the identification of a significant number of misidentified central systems. In a follow-up effort to be undertaken in early 2002, an on-site inspection of a sample of heat pumps will be undertaken to verify the findings from the new questions in the telephone survey.

Exploring the Impact of Telemarketing and Other Reasons for Refusal on Telephone Surveys, **Benjamin H. Detenber and Waipeng Lee, School of Communication Studies, Nanyang Technological University, Singapore; tdetenber@ntu.edu.sg**
In Singapore, telephone surveys and telemarketing are used much less than in the United States. However, they are becoming more common, and it is likely that people's attitudes toward them are changing. The goal of this study is to explore people's perceptions of telephone surveys, and their willingness to participate. It also investigates perceptions of telemarketing, its impact on telephone poll participation, and other reasons why people refuse to participate. In early 2001, we conducted a nationally representative telephone survey in Singapore, and obtained interviews with 933 people (a 43% response rate). Preliminary results indicate that less than 20% of the respondents participated in a telephone survey in the past year, and twice as many people thought there were not enough surveys (29.6%) than thought there were too many (14.6%). Attitudes toward whether surveys constituted an invasion of privacy and served respondents' interests were mixed. The apparent incidence of ethical practices (e.g., identification of the study's sponsor, assurances of confidentiality) was relatively low. In contrast, 40% of the respondents received telemarketing calls, and attitudes toward these solicitations were generally quite negative.

Targeting RDD Samples at the County Level, **Karol Krotki, NuStats; kkrotki@nustats.com**
Frequently survey research projects focus on specific geographic areas, be they at the state, county, or even tract level. Furthermore, much of the data that are used to stratify and target special populations are available at the county and tract level. RDD samples, on the other hand, are based on telephone exchanges. The question then becomes how accurate is the mapping between telephone exchanges and administrative units such as counties. In this paper we present results from a sample that targeted coastal counties and report on how accurately we were able to select samples for these counties.

Communication Influences on Individuals Since September 11, **Weiwu Zhang, Department of Communication and Theatre, Austin Peay State University; zhangw@apsu.edu**
This paper presents preliminary results for communication influences on civic participation, political knowledge acquisition, and personal/behavioral changes since the September 11 terrorist attacks on the World Trade Center and the Pentagon. Grounded in framing, learning effects model, the paper hypothesizes that media use and interpersonal communication increase citizens' level of civic participation and public affairs knowledge gain. It also attempts to answer how citizens reason about their policy preferences in the broader context of media construction of the issue of terrorist attacks. Using data from a telephone survey of 338 respondents conducted from November 12 until November 28, 2001, the results of the study show support for the hypotheses and address the significant predictors of knowledge increase, civic participation, and personal attitude/behavior changes since the September 11 terrorist attacks.

Volunteerism and Informal Caregiving: A Methodological Comparison of Two National Surveys, **Gail Kutner, AARP; gkutner@aarp.org**
People between the ages of 45 and 55 who are caring for or helping older parents or relatives (informal caregiving) often have to juggle both responsibilities for children and older relatives and the workplace. In order to better understand this "sandwich generation" and caregiving issues, I analyzed data from two national random studies conducted in 1996 and 2001. The 1996 study," Family Caregiving in the U.S: A National Survey of Caregivers" was conducted by NAC and AARP. The study surveyed adults aged 18 and older who provided care to a relative or friend age 50 or older. The 2001 study, "In the Middle" was conducted by AARP and it surveyed 2,352 adults between the ages of 45 and 55. Since the studies were not designed as longitudinal or tracking studies, multiple methodological issues had to be resolved. Each study had a different sampling frame and objectives so matching sub samples had to be created. Question wording was different between the surveys so variables had to be carefully analyzed to identify whether similar concepts were measured and then the variables were recoded. The poster session will present findings regarding informal caregiving while documenting the methodological issues of doing secondary analysis using two different surveys.

***Was My Voice Heard?: Regional Differences in Post-September 11 Polls*, Elisha Smith, Sunghee Lee, and Paul Guerino, Joint Program in Survey Methodology University of Maryland at College Park; esmith@survey.umd.edu**

On September 11, the telephone networks of the metropolitan New York, Washington D.C., and Pittsburgh areas were unable to handle the increased call volume brought on by the terrorist attacks. At the same time, many public polling agencies were conducting telephone surveys in order to quantify America's reaction. The goal of this research is to determine regional differences in public opinion towards the attacks as well as account for possible biases in public opinion estimates due to respondent noncontact in the regions directly affected by these events. After comparing the proportion of sample respondents in each region with national estimates, we found the sample to be representative in terms of Census region. However, preliminary results indicate differences across U.S. Census regions in public opinion towards the government's preparation and response to the September 11 events. We hypothesize that a post-stratification by state will yield even greater differences. Taylor Nelson Sofres Intersearch (TNS) collected the data for this study for ABC News and The Washington Post on September 11, 2001.

***Dueling Paradigms: Fitting Alternative Medicine into the Survey Research Box*, James Dahlhamer, Barbara Stussman, and Kristen Miller, National Center for Health Statistics; fzd2@cdc.gov**

This poster examines problems encountered in the design of questions pertaining to the practice of non-Western, alternative health approaches (for example, acupuncture, energy healing therapy/Reiki, and homeopathy) for use on an ongoing population-based health survey conducted by the National Center for Health Statistics, Centers for Disease Control and Prevention. More specifically, this poster will identify various question-response problems that arise when attempting to adapt an Eastern or alternative health model to a survey design that is more closely aligned with a reductionist, Western health paradigm. For example, unlike the symptom-based, Western medical model, users of alternative health practices tend to adopt a holistic approach to health care (integrating the mind, body, and spirit), making it difficult for them to respond to narrowly-focused questions and response categories typically found on large national health surveys. Discussion is centered on an analysis of 25 cognitive interviews conducted in the summer of 2001 for development of the Alternative Health supplement to the 2002 National Health Interview Survey. The various question-response problems that emerged during these interviews are described and key design strategies for producing meaningful data are discussed and illustrated.

Saturday, May 18, 2:15 p.m.-3:45 p.m. ROUNDTABLE: PUBLIC OPINION AND POLLING IN A TIME OF WAR

What role are U.S. and foreign public opinion playing in the war on terrorism at home and abroad? What role should public opinion play? What role should it not play? Is polling proving to be a useful instrument for understanding public opinion about this war? Where is it not proving to be useful? Can public opinion be transformed into Yankelovich's "good public judgment" and be effective in asserting the public's power over its leaders? Can public opinion be shaped by the government in support of its policies, or is the public still as rational as Page and Shapiro claim it is? This panel will consist of several short, informal papers drawing data and knowledge from a variety of sources, allowing ample time for discussion with the audience.

CIVIC ENGAGEMENT, PARTICIPATION AND TRUST

***Civic Engagement among Generation.Net*, Cliff Zukin, Rutgers University, Scott Keeter, George Mason University, Molly Andolina, Loyola University, Chicago and Krista Jenkins, Rutgers University; zukin@rci.rutgers.edu**

This paper presents the results from a survey of 1,162 U.S. residents between 15 and 25 years of age conducted in February of 2002 by Knowledge Networks for the authors as part of a larger study of Youth Civic Engagement. Findings describe the activities of young people as volunteers in community organizations, individual-level volunteering, in traditional political participation, and non-traditional activities (Buy-cotts, etc), and their views of politics. The paper also analyzes the impact of independent variables such as political interest and knowledge, socialization, civic skills and various attitudes (tolerance, efficacy, interpersonal trust, generational identification, among others) on these forms of participation.

***Civic Engagement, Social Trust, and Online Deliberation*, Dannagal Goldthwaite, Vincent Price, and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania; vprice@asc.upenn.edu**

The causal relationships among civic involvement and social trust are "tangled as well-tossed spaghetti" (Putnam, 2000, p. 137). The experimental project reported here helps to disentangle these relationships. Citizens were recruited from a nationally representative sample to participate in a year-long Web-survey panel study, in conjunction with the 2000 presidential campaign and election. Participants were randomly assigned to one of three groups. Those in the discussion group (n = 915) were invited to participate in a series of monthly, real-time electronic discussions about the campaign and also completed regular surveys (roughly 2 per month); those in the survey-only condition (n =139) were asked to complete all regular surveys but were not invited to participate in online discussions; a third group (n = 560) was asked to complete only initial, baseline surveys and end-of-project surveys one year later. Participation in online deliberations produced significant, and independent, increases general social trust, community engagement, and voting in the 2000 presidential election. The evidence thus suggests an important causal role for political discussion in stimulating the "virtuous cycle" of trust and civic engagement.

***Social Networks, Social Inequality: The Varied Impact of Political Talk on Civic Participation*, Casey A. Klofstad, Department of Government, Harvard University; klofstad@fas.harvard.edu**

The existing literature on civic participation in the United States has often focused on face-to-face interactions as the key to acquiring the skills and desire requisite for participation in civil society. However, despite the fact that individual behavior is embedded in social relationships, few works have offered a comprehensive national-level analysis of the effect that interactions within individuals' own social networks can have on civic participation. This paper addresses the issue in three parts. First, two key research questions are derived from an examination of the existing literature: is there a relationship between social interaction and civic participation?; and are there disparities in the impact that social interaction has on civic participation between different types of individuals? Second, answers to these two questions are derived from an examination of national public opinion data. The results suggest that there is a relationship between social network interactions and civic participation. The findings also suggest that this relationship may not be as strong for socially disadvantaged individuals. In conclusion, the methodological and normative implications of treating social networks as social institutions that have an impact on civic participation are discussed, and new avenues for research are presented.

A More Attentive Union? News Interest and Civic Learning in the Wake of September 11th,
Peyton M. Craighill and Michael A. Dimock, Pew Research Center for the People and the Press; dimockm@people-press.org
Analysis of trends in news interest and political knowledge before and after September 11th finds that, despite professing a broader interest in the news, there is little evidence that the public is paying significantly greater attention in non-terrorism related news, both domestically and overseas. To the extent that youth interest has spiked, their focus is almost entirely on the terrorist attacks and the war on terrorism. But younger people are paying less attention to the full range of 9/11 news, and as in the past show significantly less interest than their elders in other domestic and foreign stories. This paper also presents data from a joint project between the Pew Research Center for the People and the Press and the Center for Information and Research on Civic Learning and Engagement (CIRCLE). Based on a national sample of 1500 adults fielded November 13-19, 2001, the survey measures intergenerational differences in news interest, media use, trust in government, interpersonal trust, and political and international knowledge, and provide the basis for a more thorough analysis of the interactions between these characteristics.

SOURCES OF PUBLIC OPINION

Presidential Source Cues and Policy Appraisals, 1981-2000, **Jeffery Mondak, Christopher Lewis, Jason Sides, Joohyun Kang, and Olyn Long, Department of Political Science, Florida State University; jmondak@garnet.acns.fsu.edu**
Research on heuristic processing has revealed that source cues exert substantial influence on citizens' policy judgments. During the Reagan administration, for instance, reference to Reagan's position in a survey question provided a cue that shaped respondents' policy appraisals. Specifically, aggregate opinion on policies was found to vary depending upon whether Reagan's position was mentioned, and Reagan's level of approval at the time the survey was conducted. Further, such effects have been found to be most pronounced on new and obscure policies, and in instances in which the survey question itself does not include additional cues. We revisit this finding with focus on survey research conducted during the period 1981 to 2000. We do so by replicating the approach used in past research concerning the Reagan administration, and expanding on that research to incorporate data from the Bush and Clinton administrations. We conduct an aggregate-level quasi-experimental test by matching similar survey items for surveys that did and did not mention a president's position, and then ascertaining whether the presidential cue altered the pattern of aggregate results.

When Science Meets Morality: Tapping the Origins of Public Opinion on Genetic Engineering, **Matt Nisbet, Dietram A. Scheufele, and James Shanahan, Department of Communication, Cornell University; das72@cornell.edu**
To test the competing influences of cognitive and affective influences on public opinion on biotechnology, we used data from a telephone survey (N = 412, RDD Sampling) conducted between October and November 2000. The two criterion variables of interest in our study were awareness of biotechnology and respondents' attitudes on this issue. In order to test the competing influences of affective and cognitive influences, we included five blocks of potential antecedents. First, demographic variables, such as age, gender, education, and income, were controlled for in all analyses. Second, we included two measures of social and economic ideology. The third block included mass and interpersonal communication measures, including exposure and attention to various types of hard news content in newspapers and on television. The fourth block was a measure of general trust in government. Finally, we tapped respondents' attitudes toward science more generally. Preliminary results showed that more conservative respondents and respondents with higher levels of governmental trust were more likely to express attitudes in favor of biotechnology. The impact of media use variables were mixed. Attention and exposure to national and international news in newspapers were positively related to attitudes about biotechnology. Local television news use, however, was negatively related. Most importantly, however, we found differential patterns for general attitudes toward science and their influence on public opinion on biotechnology.

Influencing the Opinions of Young Adults Overseas through Exposure to American Television Programs, **Michael G. Elasmar, Communication Research Center, Boston University; elasmar@bu.edu**
Shortly after the September 11 terrorist attack, the U.S. government began wondering what can be done to influence the attitudes toward the U.S. of the wary and sometimes angry Muslim youth abroad. During the month of November 2001, news reports revealed that the U.S. government, together with Hollywood executives, had determined that this objective could be achieved by: 1. Exporting such entertainment networks as MTV to the Muslim parts of the world; 2. Establishing American AM-FM radio stations specifically targeting Muslim youth; and 3. Beaming American television programs via a newly established satellite-based television network that will compete with Al-Jazeera, a TV network that became very visible after September 11 due to its ubiquity in the Arab world. This paper asks: Can imported TV programs influence the local audiences who watch them? If so, then what is the process of influence that is at work? And who are the audience members most likely to be influenced by the foreign TV shows? This paper presents the results from a ten-year research program devoted to this very topic. The program consisted of conducting young adult surveys overseas in order to model the relationship between consumption of imported TV and various effect types.

***The Character of Deliberation: Equality, Argument, and the Formation of Public Opinion*, David Dutwin, International Communications Research; ddutwin@mathematica-mpr.com**
Political deliberation is an instrument by which to inform citizens and invigorate public opinion. Deliberation can only properly attain these goals if the discussion reflects a number of normative characteristics, including equality and rationality. These two characteristics of deliberation are connected to larger issues with regard to public opinion formation. Equality is connected to the matter of conversational hegemony and concerns over whether the formation of public opinion is dominated by the elite. The question of deliberative rationality is concerned with the importance of political sophistication and political conversation. There are two convergent literatures, one arguing that rational political talk must be preceded by the attainment of political sophistication, the other advocating the importance of prior political conversation as the primary prerequisite to opinionation. This paper will describe a project in political deliberation where actual discourse was coded in conjunction with the gathering of individual level survey data on deliberative participants. Using these data in combination, tests of the equality principle and reasoned argument were conducted and a model of deliberative dialogue tested, supporting the following conclusions: First, deliberation exhibits a high degree of equality. Second, it is political conversation, rather than sophistication, that prepares individuals to participate in deliberation and affords citizens the skills to do so well.

COGNITIVE ASPECTS OF SURVEY REPORTING

***Optimizing Survey Measurement Accuracy by Matching Question Design to Respondent Memory Organization*, Michael D. Silver and Jon A. Krosnick, The Ohio State University; krosnick@osu.edu**
Surveys often ask people to report the frequency with which they have performed various types of behaviors or witnessed various types of events. Although past research has shown many ways in which the ordering of such questions can bias frequency reports, we know little about how to optimize the ordering of such questions to maximize the accuracy of people's reports. This research took as its starting point the notion prevalent in the literatures of social and cognitive psychology that pieces of knowledge are organized in associative networks that cluster related information together. Therefore, optimal measurement may occur when questions addressing knowledge that is stored in a memory cluster are asked as a group before moving on to asking questions addressing knowledge stored in a different cluster. We report the results of four studies, using a variety of techniques to diagnose the memory organizations of commercial airline pilots, lending support to this general proposition.

***Cognitive and Econometric Aspects of Responses to Surveys as Decision Making*, S. James Press, University of California at Riverside, and Judith M. Tanur, State University of New York at Stony Brook; jtanur@ccvm.sunysb.edu**
How to respond to a survey question is thought of as decision-making - R gains/loses utility by how s/he is viewed by the interviewer(s). We construe econometric vs. cognitive theories to suggest Rs use different decision processes in answering factual quantitative questions. Econometricians Arrow and Hurwicz (1972) and Cohen and Jaffray (1980) suggest that people completely ignorant about a quantity's value tend to choose extreme values within offered intervals. But cognitive psychologists, Schwartz, et al., (1985), theorize that Rs see pre-set intervals as hints about normative values and thus choose middle values. Using data collected under the Respondent-Generated-Interval protocol (RGI, Press 2002), we compare these opposing predictions. Under RGI, Rs are asked to report the recalled value of a quantitative fact, but also to offer lower and upper bounds for its possible value. In a record-check survey concerning recall of salary, Rs also rated their confidence in the accuracy of their recall (Press and Marquis, 2001). We test whether less confident Rs place the recalled value close to the bounds they supply (cf. Arrow/Hurwicz) or towards the middle of the bounds-created interval (cf. Schwartz et al.). Preliminary results suggest least confident Rs place their responses towards the extremes.

***Unobtrusive Observations: Using CASM and Design Principles To Optimize Validity and Reliability*, Patty Greenberg and Jaana Myllyluoma, Battelle Centers for Public Health Research and Evaluation; greenbergp@battelle.org**
Cognitive and design principles are generally applied to survey methodology to tailor data collection efforts to the respondents. Our presentation will employ these approaches to enhance unobtrusive observational surveys. The data collection tasks will be discussed in terms of Tourangeau's (2000) response process model, which incorporates comprehension, retrieval, judgment, and response. In addition, we will apply design principles, including Dillman's, in a consideration of instrument formatting. All points will be illustrated with specific examples from our many observational studies in communities, retail establishments, bars and restaurants, and college campuses. Measures of interest include variables related to social capital, price data, availability and location of products, and happy hour values.

***Cognitive Interviewing Investigations of Factors Associated with Racial and Ethnic Self-Identification in Minority Fourth and Eighth Grade Students*, Roger Levine and Mette Huberman, American Institutes for Research; RLevine@air.org**
A total of 36 fourth and eighth grade students were administered the new, Federally mandated items intended to provide information about a student's ethnicity and race. The majority of these students were Hispanic. Cognitive interviewing techniques were employed to determine the factors students considered in forming judgements about their own race and ethnicity. Validating information about the student's race was obtained from a parent. These techniques helped inform about the following questions: (1) Will these new items result in over-reporting or under-reporting of Hispanics? (2) How accurate are students' self-reported race and ethnicity? (3) Do Hispanics think Hispanic is a racial term? Even though the main focus of this research involved the use of cognitive interviewing techniques to identify factors employed in judgement formation, issues associated with item comprehension were also identified. Additionally, obtaining validating data prior to interviewing facilitated the detection of inconsistencies between student and parent response and enabled in-depth probing to determine the reasons for these discrepancies. All interviews were videotaped. Videotapes of selected findings will be shown.

HOW MUCH IS ENOUGH?: EXPERIMENTS ON PAYMENT LEVELS OF RESPONDENT INCENTIVES

***Size of Incentive Effects in a Longitudinal Study*, Willard Rodgers, Survey Research Center, University of Michigan; wrodgers@umich.edu**

The Health and Retirement Study (HRS) is a panel study of a sample of the U.S. population born before 1948. Interviews are sought with both members of couples. The response rate for the baseline interviews, which have been conducted primarily face-to-face, has been approximately 80%. The response rate for reinterviews, which are sought every two years and are mostly done by telephone, has been about 94% of those interviewed at the previous wave, and approximately 35% of those who were eligible but not interviewed at the previous wave. In 2000 we conducted an experiment to assess the impact of increasing the incentive from the $20 level that was used in previous waves: 1500 panel members were randomly assigned to receive $30; 1500 were assigned to receive $50; while the remaining (more than 20,000) respondents received the standard $20. Overall, those given $50 had a significantly higher response rate than those given $20 or $30. If $50 were to have been offered to all respondents, however, the additional cost in incentive payments per additional expected interview would have been substantial, and there is no indication that this would have been offset by the need for fewer calls.

***Impact of Increased Incentives on Respondent Cooperation and Interviewer Production: Results from Wave 1 of the National Survey of Child and Adolescent Well-Being*, Susan H. Kinsey, Tiffany A. Lytle, Cara A. McCarthy, and R. Suresh, Research Triangle Institute; shk@rti.org**

Payment of incentives has been shown to be an effective method for increasing response rates in face-to-face surveys and reducing the number of contact attempts required to secure an interview. This paper examines the impact of increased incentives on response rates of adult and youth sample members contacted during Wave 1 of the National Survey of Child and Adolescent Well-Being. The study involves CAPI and ACASI interviews with families who have had contact with the child welfare system, and direct assessments of sampled youth. Using data from independent monthly samples, we will compare adult and youth response rates in samples fielded before and after the incentive increase. We will also discuss how these rates varied by sampling stratification variable, including service receipt, placement in out-of-home care, and type of abuse. Finally, we will examine how the increased incentives affected various aspects of field production, including the number of contact attempts required to secure an interview and the rate of broken appointments.

***Various Monetary Incentives Experiment in a Mixed Mode Survey*, Norm Trussell and Paul J. Lavrakas, Nielsen Media Research; norman_trussell@tvratings.com**

In recent years, survey research has experienced steady declines in survey response rates. Research has shown that monetary incentives are effective to increase response rates. Several times a year, Nielsen TV Ratings conducts television viewing mixed-mode surveys (phone/mail) among randomly sampled households in 210 local markets throughout the U.S. using paper diaries. In the past decade, we have experienced declining response rates, which have had a negative impact on sample demographic representation. This paper will report on a large experiment designed to assess the impact on response rates and sample representation of sending various levels of monetary incentives to sampled households. This experiment tested the effect of $0 through $10 cash incentives on diary-keeping cooperation levels. Overall, 50,329 households were randomly assigned to these experimental conditions. Cooperation rates ranged from 26.5% for households given no incentive to 46.2% for those given $10 incentive. Of note, under-35 households were not significantly affected by the size of the incentive, but only with whether or not they received any monetary incentive. The results will be discussed from the standpoint of what was learned about the cost-effectiveness of raising incentive levels on response rates.

***Tiered Incentive Payments: Getting the Most Bang for your Buck*, Martha D. Kovac and Jason Markesich, Mathematica Policy Research, Inc.; mkovac@mathematica-mpr.com**

HYPOTHESIS: Offering a split incentive, with more money offered up-front, to complete a survey (experimental group #3) will yield more completed interviews than offering a single amount (experimental groups #1 and 2). DESIGN: We conducted a concurrent tiered incentive payment experiment during a survey of current TANF recipients in fall and winter 2001. Prior to the start of data collection, we randomly divided the sample into three groups based upon the incentive payment amount to be offered for completing the survey: 1) group 1 was offered $20 2) group 2 was offered $35 3) group 3 was offered $35 if they completed an interview within the first three weeks of receiving the advance letter, otherwise they would receive $20. The offer was made in an advance letter mailed to all sample members prior to the first telephone contact. The offer was also made on the phone during the survey introduction. The experiment ran during the first three weeks of data collection. RESULTS: The experiment yielded some interesting results.

SURVEYING PEOPLE WITH DISABILITIES

***Measuring Persons With Disabilities*, Nancy Mathiowetz, Roger Tourangeau and Paul Guerino, Joint Program in Survey Methodology, University of Maryland at College Park; pguerino@survey.umd.edu**

This investigation focuses on how estimates of persons with disabilities across various demographic groups are affected by varying question format. Experimental treatments are modeled after the six disability questions on the long form of the 2000 decennial census. We vary each treatment by: (a) response scale: the use of a dichotomous response scale versus a 5-point Likert scale; (b) length of the question: separating complex questions into several shorter, simpler questions; and, (c) task difficulty: separating the means by which the task is performed from the difficulty associated with the performance of the task. The findings suggest that estimates of persons with disabilities vary significantly by experimental treatment both within and across age, race, sex, educational attainment, and employment status groups. The data for this study come from the first wave of the University of Michigan Center for Excellence in Health Statistics (CEHS) Disability Study, a two-wave telephone survey conducted by the Gallup Organization during the summer of 2000. 1002 household interviews were completed in wave 1, in which a random respondent answered questions about him- or herself and about the one additional person in the household (64.1% response rate; N=2004). The data presented in this research include both self and proxy reports.

***Cognitive Testing Disability Questions at NCHS*, Barbara Foley Wilson, Beth L. Taylor, and Barbara M. Altman, National Center for Health Statistics; BWilson@cdc.gov**

In 2001 the cognitive lab in the National Center for Health Statistics was asked to evaluate questions that will be added to the 2002 National Health Interview Survey (NHIS) to provide information for disability-related Healthy People 2010 objectives. In particular, the purpose of the ten questions developed for NHIS was to provide data to measure progress toward three of the 2010 health objectives: 6-10 Increase the proportion of health, wellness and treatment programs and facilities that provide full access for people with disabilities; 6-11 Reduce the proportion of people with disabilities who report not having the assistive devices and technology needed; and 6-12 Reduce the proportion of people with disabilities reporting environmental barriers to participation in home, school, work, or community activities. To do this, it was necessary to develop types of disability questions that have not previously been used in national surveys, including indicators of the need for assistive devices and measures of environmental features that could be possible barriers for persons with disabilities such as those associated with the physical structure of the environment, barriers related to social attitudes and barriers caused by various forms of social policy. This presentation will describe the process of testing the proposed questions, the challenge of finding a shared meaning among questionnaire designers and persons with disabilities, and the study results.

***Public Estimates of the Percent of U.S. Adults 65 and Older with a Disability: Exploring False Consciousness of Kind Among the Elderly*, Sarah Dipko, Joint Program in Survey Methodology, University of Maryland at College Park; sdipko@survey.umd.edu**

Survey respondents are sometimes asked to estimate information about the society in which they live. These estimates can be subjective, such as those regarding the level of support for a political issue, or they can be based on fact, such as the percent of the U.S. population that is African-American. Prior research has shown that such estimation varies systematically with the respondent's own characteristics or beliefs. In addition, research has demonstrated that the degree of problems experienced by elderly respondents has a significant effect on their estimation of the severity of problems experienced by the elderly in general. This research examines estimation of the percent of the U.S. population age 65 and older with a disability as reported by 370 elderly respondents to a national telephone survey on health and disability. It is hypothesized that respondent estimates are influenced primarily by (1) whether the respondent perceives him/herself as having a disability; (2) the respondent's own disability status, as determined by survey reports of mobility, cognitive, self-care or social role limitations; and (3) the severity of reported limitations. Due to the small sample size of respondents 65 and older, the analysis is extended to respondents 55 to 64 years old (n=271), among whom similar effects are hypothesized.

***A Study of Proxy Response in a Disability Survey*, Sunghee Lee, Joint Program in Survey Methodology, University of Maryland at College Park; slee@survey.umd.edu**

Self-respondents are believed to provide better data than proxy-respondents because self-respondents have much richer information than proxies. However, proxy-respondents are widely used in health-related surveys, especially those related to disability. Although the word 'disability' seems clear, the concept is perceived differently from one person to another because disability is understood as an interaction between a person and the social barriers imposed on him. This conceptual ambiguity increases doubts about use of proxies. Still, the findings from past research fail to support the superiority of self-reports. In a two-wave disability survey, I find differences in reports and response behavior between self- and proxy-respondents. People reveal their own disability (self-response) at a higher rate than other person's disability (proxy-response). However, self-reports are less consistent than proxy-reports. This suggests that self- and proxy-respondents may have different amounts and types of information. When separating proxies according to their 'social relationship' to the targets, spouse proxies report disability most consistently. Memory capacity of proxies and duration of relationship between targets and proxies affect the reporting consistency. These findings imply that grouping all respondents other than the target as 'proxy-respondents' may be inappropriate in examining the effect of the respondent rule because the specific proxy-target relationship seems to affect the proxy-response behavior.

ROUNDTABLE: STANDARDS FOR CREDIBLE SURVEY EVIDENCE IN LEGAL PROCEEDINGS

The standards for surveys as legal evidence seem to be rigorous sometimes and other times they are not. For some types of legal evidence they appear to be quite low even though they are called scientific surveys. In a number of areas the courts require far less than what AAPOR might mean when it defines a scientific survey. This session will explore the types of surveys that are accepted in court for different legal proceedings. The panel includes AAPOR members with extensive experience in legal proceedings and an attorney who has written extensively on the subject.

Saturday, May 18, 3:30 p.m.-4:30 p.m

SPECIAL SEMINAR: DEMYSTIFYING NSF—OPPORTUNITIES FOR SURVEY RESEARCH FUNDING

The Decision, Risk, and Management Sciences (DRMS) Program at NSF funds research on risk perceptions, risk communication, how attitudes link to behavior, how information influences decisions, how people deal with uncertainty, impacts of advertising and propaganda, and lots of other topics of interest to the AAPOR community. The disciplinary backgrounds of the people we fund are typically psychology, economics, management, sociology, communications, political science, marketing, and statistics. In other words, they resemble AAPOR members. The purpose of my presentation (along with questions and discussion) is to raise the visibility of NSF to AAPORITES, provide information about how to apply (to my program as well as others at NSF), and to explain what distinguishes winning proposals.

***Comparison of Methodologies for Radio Listening Habits*, Kristi Hagen, Social Research Laboratory, Northern Arizona University, and Jason Huntley, Oregon State University Kristi.Hagen@nau.edu**

Different methodologies have been used to understand radio listener preferences and listening habits. While the Arbitron method involving respondents maintaining a record of their weekly radio listening has been widely accepted, several radio stations have challenged the use of the personal diary and have sought other options for gathering this information. The Social Research Laboratory at Northern Arizona University utilized telephone interview methodology in an effort to get a broader understanding of radio listening behaviors in Coconino County, Arizona. This paper examines the strengths and weaknesses of both methodologies and presents a comparison of findings from the personal diary listener reports and the telephone interview listener reports. Future research opportunities in this area are also explored.

***Challenges of Survey Research: An Active Learning Experience*, Martha Kropf, Kadie Bangura, Joel Blevins, Brooke Hawkins, Janette Henson, Tracy Rogers, University of Missouri-Kansas City and Jennifer Wilding, Kansas City Consensus; Kropfm@umkc.edu**

There are many ways for students to learn about the practice of survey research, but one of the most important is in an active learning atmosphere where students are able to design, implement and analyze their own survey research. Undergraduate students at the University of Missouri-Kansas City conducted an "issue identification survey" for a local policy research and advocacy organization called "Kansas City Consensus." Through this survey, students helped this local community organization decide its agenda for the coming two to three years. The population of the survey will be individuals living in households in the five-county metropolitan area of Kansas City. Through this poster, students share their experiences in creating and analyzing this community survey. The poster will include subjects such as: students relationship with the community client, the effectiveness of a multi-mode survey (this survey will be administered both through the mail and via the internet) and uses of focus groups in developing a survey or in identifying issues to be considered for a survey. Additionally, this survey will oversample residents of the urban core of Kansas City, allowing for the students to outline differences between urban core residents and suburban residents in terms of their issue concerns.

***The Impact of Restricted Access Buildings on Face-to-Face Response Rates*, Linda K. Owens, Timothy P. Johnson and Karen Foote Retzer, Survey Research Laboratory, and Michael Fendrich, Department of Psychiatry, University of Illinois at Chicago; lindao@srl.uic.edu**

One major difficulty inherent in conducting face-to-face surveys in large metropolitan areas is the presence of large, restricted apartment buildings. In such buildings, security personnel can act as gatekeepers, preventing interviewers from attempting to conduct interviews with the residents, without the explicit refusal of the residents themselves. The purpose of this poster is threefold. First, we will present the results of an urban, face-to-face survey, showing the impact on response rates of gatekeeper refusals. Multiple sample rates will be presented, including those of the complete sample, those of the cases in the restricted access buildings, and those of complete sample minus the cases in the restricted access buildings. Second, given the primary purpose in calculating the response rate is to assess the degree of potential response bias, we will also compare demographics from the small number of residents we were able to contact in the restricted access buildings to the remainder of respondents in the study and discuss the impact of the gatekeepers' refusal on response bias. Finally, we present some recommendations for researchers conducting similar types of surveys.

***Handling Duplicate Telephone Numbers in an Ongoing RDD Survey: The National Immunization Survey*, Erin Foster, Abt Associates, Paul Buckley, Consultant, Elizabeth Anderson and Mary Cay Murray, Abt Associates, and Robert A. Wright, National Center for Health Statistics; erin_foster@abtassoc.com**

The National Immunization Survey (NIS) measures vaccination coverage among children aged 19-35 months in the 50 states and 28 urban areas in the U.S. The NIS is a random-digit-dial survey conducted by Abt Associates for the National Immunization Program and the National Centers for Health Statistics of the Centers for Disease Control and Prevention. The quarterly sample includes 'duplicates', defined as telephone numbers that have been in the sample for one of the previous four quarters and drawn for the current quarter. Duplicate cases must be called in order to have a representative sample for the current quarter. Our objectives are to generate a protocol for efficiently handling previously sampled telephone numbers, to measure the effects of multiple calls to these telephone numbers, and to improve data collection procedures and the quality of the data collected. Call outcome statistics for these cases--both for the current quarter and for the original release--are computed and compared. It appears that respondents eligible in the first release are more likely to refuse before a determination of eligibility can be made in the duplicate release. Different approaches to calling duplicate cases may be needed to ensure comparable production on repeated contact.

***Surveying Hard to Get Information: An Example of Pesticide Use Reporting Among California Almond Growers*, Rose L. Krebill-Prather, Social and Economic Sciences Research Center, Washington State University, and Frank G. Zalom, Statewide Integrated Pest Management Project, University of California at Davis; krebill@wsu.edu**

Is a telephone survey the appropriate method for measuring pesticide use? Measurement challenges in survey design stem from the intricacies of pesticide applications and variations in pesticide use decision-making and record keeping among growers. Results of a 1999 telephone survey of California almond growers revealed ambiguous reporting of pesticide use in 30% of the completed interviews (survey response rate: 70%). In these cases, growers reported using both an organophosphate and a pyrethroid insecticide on their full almond acreage at the dormant stage. This double usage is inconsistent with the pesticide use reporting required by the California Department of Pesticide Regulation that indicates double usage occurs on less than 5% of almond farms. In an attempt to improve data quality in the telephone survey, growers with ambiguous reporting were contacted again for the purpose of clarifying their responses. Results of the second survey indicated unsatisfactory clarifications in the majority of the ambiguous cases (survey response rate: 55%). Because growers are frequently surveyed about farm practices including their use of pesticides, the outcome of this study offers insight into why pesticide use reporting is not amenable to a telephone survey format for at least a segment of the grower population and thereby has important implications for future efforts to measure pesticide use.

***Applying AAPOR's Final Disposition Codes and Outcome Rates to the Utah Colleges' Exit Poll*, Howard Christensen and Melaney Slater, Brigham Young University; howardc@byu.edu**
The publication of AAPOR's Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys has given researchers a common approach to easily compare final disposition codes and outcome rates across studies. Standard Definitions accounts for three data collection methods namely: RDD telephone surveys, in-person household surveys, and mail surveys of specifically named persons. In this paper, we modified AAPOR's Standard Definitions to accommodate exit polls. This is not a straightforward modification because exit polls have some unique aspects that cut across the data collection methods specified by the AAPOR standards. For instance, exit polls differ from the three data collection methods reported by AAPOR in that the sampling frame is specific only to the precinct level, the field period is only one day, the ability to perform callbacks is not possible, and the data collection method is a combination of a personal interview and a self-administered survey. To construct exit poll standards, we modified the household and mail options of Standard Definitions to produce final disposition codes and outcome rates for general exit polls. We applied these new definitions for exit polls to the year 2000 Utah College's Exit Poll.

***Diversity Among Boomers in Caring for Elders*, Xenia P. Montenegro AARP; xmontenegro@aarp.org**
A phone survey of leading edge boomers showed major differences in people's attitudes, expectations, and practices regarding parents and elders. Although African Americans, whites, Hispanics, and Asians similarly regard family as very important to their lives, some groups experience more stress than others when faced with pressures from family responsibilities. Most welcome the chance to help care for their parents and believe they provide levels of care that exceed their parents' expectations. Nevertheless, many still feel pangs of guilt over not doing enough. Preferences for their own care in old age also vary. Whites and African Americans are less inclined to want their children to provide such care than are Hispanics or Asian Americans. Whites are the least likely, and Asian Americans the most likely, to provide care for their elders. The survey sample was comprised of a basic general population sample of 1,500 Americans between the ages of 45 and 55. The survey was conducted in March 2001 using a random digit dial sample. Minority group samples were augmented by drawing from areas with high concentrations of these groups, or by using surnames for Hispanics. The total sample of 2,352 included 404 African Americans, 429 Hispanics, and 351 Asians.

***Media Exposure and the Cultivation of Beliefs about Regional Air Quality*, Michael E. Gouge, Mark D. West, and Donald L. Diefenbach, University of North Carolina at Asheville; mgouge@unca.edu**
Western North Carolina is a popular mountain vacation destination. It is home to the Blue Ridge Mountains and the Great Smoky Mountains National Park. The long-held image of a pristine wilderness getaway has been eroded in the past several years; however, as the air quality in the region has dropped significantly. The reasons for the decline in regional air quality are many, but auto emissions and pollution from the Ohio and Tennessee valleys are the primary contributors. The decline in air quality in the past several years has been met with an increase in media coverage and media-based public awareness campaigns. These campaigns include giving the air quality index as part of the local weather during the summer season, a time of high levels of ground-level ozone. The present research tests the effects of media exposure on perceptions of regional air quality. Television viewing habits and newspaper readership were found to be the strongest predictors of accurate air quality assessments when tested using a general linear model. Demographic variables were also found to be significant predictors of air quality perceptions.

***Impact of Age, Gender, Education and Smoking Behavior on Attitudes Toward Secondhand Smoke*, Xinghua (Cathy) Zhao; cathy_xh_zhao@yahoo.com**
The attitudinal data presented in Smokeless Tobacco Survey (May 2001) demonstrate the impact of people's age, education, gender and smoking behavior on their attitudes to secondhand smoke. Citizens were asked their personal experiences with secondhand smoke, attitudes toward secondhand smoke being a major health problem and attitudes toward public policies prohibiting secondhand smoke. In order to compare the magnitude of impacts of different factors, we control other factors when inspecting on the impact caused by one single factor. A set of tables are presented, showing percent reporting attitudes toward secondhand smoke by different groups. . This research finds people's such attitudes are, to some extent, although not always significantly, shaped by age, gender, level of education and their smoking behavior. Among those with lower levels of education, younger people are more likely than older people to have personal experience with secondhand smoke. Among those with higher levels of education, women are more likely than men to consider secondhand smoke a health problem. Among those with higher levels of education, women are more likely than men to support public policies against secondhand smoke. Furthermore, non-smokers and/or chewers are likely to experience secondhand smoke more than they like and to consider secondhand smoke a health problem, increasing the likelihood they support public policies that prohibit secondhand smoke.

***Web Survey Nonresponse Among Military Members*, James R. Caplan, Defense Manpower Data Center; caplanjr@osd.pentagon.mil**
As the Department of Defense begins a new program of Web-based surveys of military members, it plans to look carefully to minimize the effects of response bias. Since access to the Web is highest among senior officers attached to headquarters, DoD must make sure that the attitudes and opinions of individuals with less access are adequately represented. A new research study is underway that will examine the sources and frequencies of nonresponse and attempt to distinguish between the attitudes of intentional and unintentional nonrespondents. Intentional nonrespondents are sample members who are informed, and aware of the survey but who chose not to respond. Unintentional nonrespondents are either uninformed or unable to respond. The actual survey will be fielded in July, 2002. The presentation will look at the detailed research design and the specific categories of nonresponse that will be tracked along with nonresponse results from previous surveys. Methods of improving response rates will be considered and a portion of the nonrespondents will be invited to complete either a paper version of the survey or a short nonresponse survey. In addition, the nonresponse survey will be administered to individuals who call the 800 number to seek assistance. Discussion will center on differences in privacy/confidentiality, Web "savvy," and mode.

***Screening for Age-Eligibles in a Large Random Digit Dial Survey—Comparing a Broad vs. a Narrow Age Range*, Jessica L. Cardon, Abt Associates, Paul Buckley, Consultant, Robert A. Wright, National Center for Health Statistics, and Ali H. Mokdad, National Immunization Program, Centers for Disease Control and Prevention, and Mary Cay Murray, Abt Associates; jessica_cardoni@abtassoc.com**

The National Immunization Survey (IS) measures vaccination coverage among children aged 19-35 months in the U.S., the 50 states, and 28 urban areas. The IS is a random-digit dialing telephone survey conducted by Abt Associates for the National Immunization Program and the National Centers of Health Statistics for the Centers for Disease Control and Prevention. Since the inception of the IS, the eligible age-range has been described in the introduction as "under 4 years of age." In subsequent questions, this range was refined by asking about children aged "12 months to 3 years old." In order to be eligible, children must be between 19 and 35 months old (inclusive). In the fourth quarter of 2001, an alternative wording was used for one-half of the released sample. For these cases, the wording in both the introduction and subsequent screening questions was replaced with "one and a half to three years old, that is 18 to 36 months." The purpose of the test was to determine whether the change in the introduction and screener questions would identify more households with age-eligible children without increasing the number of respondents who break off or refuse to complete the screener.

***Managing Large-scale, Multi-site Mail Surveys: Principles and Tips*, Matthew Jans, Center for Survey Research, University of Massachusetts-Boston; matthew.jans@umb.edu**

This poster will discuss issues in managing large-scale multi-site mail surveys. The College Alcohol Study (CAS) will be used as a backdrop for the discussion. The CAS involved mailing to students at 131 different US colleges (N=32,575). Mailings had to be scheduled around semester beginning dates, ending dates, and spring breaks. General principals of mailing management will be discussed, including the importance of planning, protocol, and vigilance. Particular tactics and tools will also be presented including scheduling mailing "windows" for multiple sites, plotting mailings by using a Microsoft Excel to make a calendar, working with mailing staff, and tools for keeping yourself on track.

***Reverse Directory Matching in a Telephone Survey with Geographically Defined Eligibility*, Ingrid Graf and Cayge Clements, Survey Research Laboratory, University of Illinois at Chicago; ingridg@srl.uic.edu**

This poster will discuss the results of a reverse directory matching process conducted in a telephone survey. This process can be used on projects with listed sample where households are screened for location to limit the chances that cases will be inaccurately screened as ineligible. In a telephone survey conducted in 2001, respondents were asked whether they lived in one of three eligible neighborhoods. We conducted a reverse telephone directory match on all cases dispositioned as ineligible due to location. The reverse directory match showed that many of the potential respondents dispositioned as ineligible actually did reside in an eligible neighborhood.

***An Analysis of Taiwan's Presidential Poll Performance 2000*, Chien-chou Su, Department of Communications Management, Shih Hsin University, Taipei, Taiwan and NORC, University of Chicago and Man-chi Mandy Sha, NORC, University of Chicago; succ@uchicago.edu**

Pre-election polls face a unique challenge and advantage over other surveys that the results can be examined by the final outcome of the election. However, there still exists no standard measure for calculating poll accuracy with fairness and precision. In its second direct presidential election in 2000, Taiwan saw a tight race between three leading candidates, a volatile electorate, more than 25% undecided in a majority of pre-election polls, and a proliferation of more than 300 published polls. Some polls predicted a winner that actually came in third but had a small prediction error with measuring the margin for the top two winners. Expanding upon Mitofsky (1998) and Traugott (2001)'s evaluation of the 1996 and 2000 US presidential pre-election polls, an appropriate measure for assessing Taiwan's pre-election polling is designed. The proposed accuracy measurement is adopted as a response to evaluate the poll performance and investigate the effects of eight influential factors in the survey process. Poll data is obtained from 68 polls published in Taiwan's major newspapers during the last two months leading to the election.

***How Does Proxy Acquisition and Expertise Influence Survey Reports?* Monica Dashen, Bureau of Labor Statistics; dashen_M@bls.gov**

This paper explores differences between self- and proxy reporting where the concerns are how the proxy reporter gains and acquires competence to report accurately on behalf of others. Two consecutive studies involving qualitative aspects of an event were conducted. Qualitative aspects of the memory record, in general, refer to the perceptual (e.g., smell), temporal (e.g., year), and appreciative (e.g., thoughts and feelings) aspects of the event. Both studies varied the level of proxy acquisition, which allowed me to find out how discussion influenced the self-reporters' recollection of mundane events (e.g., reading magazines or eating at restaurants). These studies also assessed how observing and hearing about the event influenced the proxies' event memory. Study 2 also varied the level of expertise to determine whether experts had more thoughts and feelings and stronger feelings than do novices. There are three interesting findings from these studies. First, second-hand information is rarely superior to first-hand information. Second, self-reporters who told the proxies about the event had a better memory of the event than do those self-reporters who did not recount the event to someone else. Lastly, experts have more thoughts and feelings about an event than do novices.

***Effect of September 11th on a 30-Station Call Center*, Diane Burkom, Louise Glezen, and Pamela Kaifer, Battelle Centers for Public Health Research and Evaluation; burkom@battelle.org**

This poster presentation will describe what studies were active in our call center on September 11, 2001 and what adjustments were made to accommodate interviewers, respondents, and clients following the terrorist attacks. Modifications varied over time from immediately stopping all calls, to suspending calls to certain types of respondents and to certain geographic areas, and to adding pertinent questions to some interviews. When possible, we will present response rates measured before and after changes were implemented.

***The Prospects for Electronic Mail Surveys*, Samuel Best, Richard Groussett, Andrew Fournier, and Lori Kalinowski, University of Connecticut at Storrs; sbest@uconn.edu**

E-mail has enormous potential as a medium for data collection. It permits complex questionnaires to be administered more quickly, flexibly, and inexpensively than telephone or postal communications. E-mail, though, is currently restricted to individuals with access to computer networks, meaning we cannot generate probability samples that would enable us to statistically infer the true population parameters from our sample estimates. In recent years, scholars have begun employing e-mail surveys to study public opinion, relying on weighting or the form-resistant correlation hypothesis to neutralize the effects of e-mail's coverage error. In this paper, we assess the application of these techniques, demonstrating that e-mail surveys violate the assumptions underlying them. We discuss the implications of this for future survey research employing electronic methods.

***Social Factors Influencing American Jewish Opinion of Israel*, Josh Klein, Center for Jewish Studies, CUNY Graduate Center; jklein2@gc.cuny.edu**

This poster will explore geographic and social influences on American Jewish opinion regarding Israel. A major problem in understanding the social factors behind citizen support for foreign policy is that the remoteness of international affairs (in normal times) for most Americans gives the researcher little to "sink their teeth into." The September 2001 attacks have changed this situation, and if data is available from surveys conducted since then, they will be used for comparison. There are several reasons why American Jews make a useful case study. Jews have a reason for above average involvement in foreign affairs: Israel. In addition, Jews' high socio-economic status leads us to expect that they will have greater interest in foreign affairs. From a practical standpoint, this analysis can make use of a large body of available data. Locally sponsored studies of American Jewish demographics and opinions offer an extensive body of secondary data. In addition to social position, geographic location may be an important influence on foreign policy attitudes. This is because of differences in political culture, economy, and social structure. This study will examine income, education, sex, and age segmentation of attitudes regarding Israel.

Sunday, May 19, 8:30 a.m.-10:00 a.m. THE ROLE OF THE MEDIA IN SHAPING ATTITUDES AFTER 9/11

***Crisis and Confidence: A Panel Study of Media Effects on Trust After September 11th, 2001*, Paul Brewer, Department of Political Science, Sean Aday, Kim Gross, and Lars Willnat, School of Media and Public Affairs, George Washington University; pbrewer@gwu.edu**

This study explores how the events of September 11, 2001 and subsequent developments affected trust in government institutions, political leaders, and other social institutions. Our framework for studying trust is grounded in a cognitive model of how people organize and use information. The data for testing this model come from a two-wave national panel survey (wave one completed in Sept. 2001, 1200 respondents, wave two planned for Jan. 2002 with about 600 respondents). Our survey replicates questions on confidence in government institutions asked in Gallup polls as well as questions on trust in government and interpersonal trust from the 2000 American National Election Studies. This allows us to examine how the levels and structure of different forms of trust were affected by the events of September 11th itself. In addition, we incorporate new measures of trust in institutions such as NATO, the United Nations, the Federal Reserve and Wall Street, and media sources such as network news programs and CNN. Using measures of respondents' media use, we test hypotheses about the extent to which changes in trust depend on media exposure. We also use experiments in survey question wording to test the effects of exposure to specific pieces of information.

***Media Discourse on Globalization and Terror*, Andrew Rojecki, Department of Communication, University of Illinois at Chicago; arojecki@uic.edu**

This paper studies the influence of the September 11 terror attacks on media discourse on globalization and, thus, its likely effects on public opinion. The events of September 11 injected new dimensions into this discourse and these will likely affect the pace and direction of US global economic and political integration, particularly in light of the greatly diminished coverage of international news since the end of the cold war. The study uses Gamson and Modigliani's concept of "interpretive package" to map the discursive domain on globalization since the attacks. The content analysis includes all stories, columns, and editorials that include references to globalization and terrorism published in the prestige and prominent regional press for the period following the attacks (thus far three month's worth, but to be updated for a total of six months). Analysis of the data thus far indicates the following emerging frames: (1) the dark side of modernity: liberal response to global inequality (2) strange bedfellows and the realist response: new political and economic allegiances with once enemy states; (3) fortress America: increased need for security, oil independence, and sovereignty; (4) patriotic correctness and the end of cultural relativism. A quantitative analysis of these and other emerging frames as well as public opinion data will complete the study.

***More Power to the Government? Mass Media's Role in Promoting Public Consensus After September 11*, Dietram A. Scheufele and Eunjung Lee, Cornell University; das72@cornell.edu**

After the attacks on the World Trade Center and the Pentagon on September 11, Americans have united in a way that is almost unparalleled in recent history. At the same time, however, the events -- or the way they have been covered in mass media -- have swayed public opinion in directions that were unthinkable just a few months ago. In a telephone survey (N = 794, RDD sampling), conducted in October 2001, we tapped public perceptions of the attacks, support for new anti-terrorist policies that potentially infringe upon individual and constitutionally guaranteed rights, and the role that mass media play in influencing these perceptions and policy preferences. Specifically, we compared the role that newspapers and television played in building support for government restrictions on individual rights, such as random searches, and other constitutionally guaranteed liberties, such as freedom of the press. Most interesting was the finding that television and newspaper news use played a key role above and beyond these demographic controls. Specifically, newspaper readers were less likely to support giving greater power to governmental agencies when it comes to tapping phone lines or monitoring email. Television viewers, in contrast, were consistently more likely to support new restrictive policies.

Behavior Changes after September 11, **Pamela Gallion and Thomas Lamatsch, Cannon Center, University of Nevada, Las Vegas; pgallion@ccmail.nevada.edu**
After the September 11,2001 terrorist attacks, many news organizations fielded surveys assessing the pulse of America as a result of the tragedy. Most of these polls were typical one to three day media polls that only give a snapshot of public opinion and do not enable researchers to track day-to-day changes. In order to track post behaviors of Southern Nevadans as a result of the attacks, the Cannon Center for Survey Research at UNLV conducted a telephone survey that lasted several weeks. Data collection began within days of the tragedy and lasted well into October. In addition to being able to track changes as a result of the initial attacks, we were also able to track changes from intervening events such as the bombing of terrorist and TALIBAN targets in Afghanistan or the food drop to aid Afghans. The impact of events will be measured by comparing a content analysis of the front page of the only local morning newspaper (Las Vegas Review Journal) with the data immediately following the events. Enough interviews were conducted to use 4 day averages to track changes in such things as fear of flying, changes in financial habits, and increases in patriotism.

Diffusion of Catastrophic News: How Quickly Danes Learned About the September 11 Terrorist Attacks, **Mads Stenbjerre, Zapera A/S, Denmark; ms@zapera.com**
The paper will be based on data collected in the days after the Sept. 11. The survey data contain questions about when Danes heard the news, which channels they heard the news from and which media they turned to for further information. A second data set, collected about a month after the terrorist attacks, deals with Danes' views of refugees and immigrants to the country (particularly those of Middle Eastern or Arabic descent) in the light of the attacks and their perceptions of whether the new world situation was to be defined as individual terrorist networks or a "religious war" between Muslims and Christians. The results are particularly interesting in light of the Danish general election, in which the main theme was immigration and immigrants.

MEDIA EFFECTS

Do the Media Prime Electoral Issues? A New Test of the Media Priming Impact on Voting Intentions, **Agnieszka Dobrzynska and Éric Bélanger, Université de Montréal, Canada; agnieszka.dobrzynska@umontreal.ca**
This study investigates the media priming of issues in the 1997 Canadian federal election, focusing on the most prominent issue reported in the television news, namely the national unity problem. The paper presents an original test combining rolling cross-section survey data and media content analysis. It makes a direct connection between the intensity of national unity issue coverage by the media and the impact of individual opinions on that issue on voting intentions over the course of the campaign. The hypothesis tested is that the more (less) intensive the coverage of the unity issue on a given day, the more (less) strongly voters should use their closeness or distance from party positions on that issue as a criterion when deciding which party to support. Multinominal probit estimations are performed. A small but statistically significant priming effect is observed for a limited portion of the electorate: those more attentive to the news. Everything else being equal, it is estimated that four percent of Canadian voters were primed by the media in the 1997 election.

Media Use and Issue Attitudes: Examining Predictive Power in Light of New Technologies, **Bryan E. Denham, Clemson University; bdenham@clemson.edu**
Using data gathered by the National Election Studies (NES) during the 2000 election year, this study expands on the author's previous research with NES data and reports on the strength of media use variables and standard demographic items as predictors of political issue attitudes. It advances on earlier research by examining the strength by which Internet use variables predict such attitudes. The author extracted 13 media variables, in addition to six demographic items, from the 2000 NES data set and used linear and logistic regression analyses to examine their impact on the attitudes respondents (n=1,555) expressed during one of the most contested presidential elections in American history. In terms of method, the paper advances the NES knowledge base by using advanced statistical tests to prepare indices and test for the reliability and validity of NES questionnaire items. Earlier research of the 2000 NES pilot data showed some variables to be quite skewed in terms of response variance. This article, then, addresses both theoretical and methodological issues related to survey research.

Cognitive Response to Media Messages: A Comparison of the Persuasive Impact to Sanction Fear and Moral Appeals to Comply with the Law, **Robert Mason, Oregon State University; masonr@stat.orst.edu**
This study evaluates the persuasive impact of cognitive responses to two experimental news stories on the Self/Other judgments of adults who have been found to be in compliance and in violation of income tax laws. Tax authorities frequently employ media sanction threats to foster compliance while criminologists and social psychologists advocate a moral appeal as a more persuasive approach to achieve the same goal. This study compares the persuasive effect of both messages. The magnitude or strength of Self/Other differences (the response variable) stems from the attribution of different cognitive responses to the messages and to the threat of the audit experience on a respondent's self-worth. Strong support for the moral appeal is observed, compared to the sanction fear message. Support for the moral appeal stems in part from the fact that twice as many respondents counterarguing a sanction threat than a moral appeal. As well, the motivation to counterargue a moral appeal is diminished because of the widespread moral value, embedded in long term memory, that says one should pay his or her fair share of taxes. Finally, the results are evaluated in terms of"Self/Other bias," and "Self/Other contrast" that cognitive psychologists employ, and the "Third Person Effect" one finds in the communication research literature.

Media Use and the Third-person Effect: Estimates of the Influence of Exposure to Media Violence, **Mark D. West, Donald L. Diefenbach, and a Michael E. Gouge, University of North Carolina at Asheville; west@unca.edu**
Respondents generally believe that others are more affected by media messages than themselves. This phenomenon is particularly prevalent when the issue tested is one of negative social consequences (such as aggression or other antisocial behavior). The present research examines audience perceptions of the impact of exposure to media violence on themselves and on people in general. The present study tests a research question introduced by previous researchers, and explores how personal media consumption affects media impact assessments. The present research also introduces a neighborhood social survey instrument to test the relationship of community affiliation on media impact assessments. A substantial third person effect was observed in an omnibus, random-digit dialing survey of 437 residents of a small southeastern metropolitan area. Respondents were significantly more likely to think that others were made more aggressive, more likely to engage in criminal acts, and more likely to think that aggressive acts were acceptable than they were to think themselves to be affected by media use. Television viewing hours and hours spent watching coverage of the recent terrorist attacks on New York City were found to be significant predictors of the degree of third-person effect observed, although the amount of variance predicted by the model was small.

***Assessing Respondents' Need for Clarification in Web Surveys Using Age-based User Modeling*, Tania F. Coiner and Michael F. Schober, New School for Social Research, Frederick G. Conrad, Bureau of Labor Statistics, and Patrick Ehlen, New School for Social Research; CoinT445@newschool.edu**

We explore web survey interfaces that exploit computers' interactive capability to clarify concepts by presenting definitions. Here we compared data quality, session duration, and user satisfaction for two web survey interfaces that diagnose need for clarification with interfaces that provide no clarification, random clarification, constant clarification or require respondents to request clarification. One interface that diagnosed users' need for clarification did so based on respondent inactivity (based on our average user). The other also took respondent age into account when diagnosing need for clarification, relying on longer thresholds for older respondents, who are generally slower than younger ones. 120 respondents (60 older and 60 younger) answered 10 behavioral questions taken from government surveys about housing and purchases. They answered on the basis of fictional scenarios so we could measure response accuracy. For each user, half the scenarios mapped onto the concepts in the question in a straightforward way making them easy to answer, and the other half were less straightforward (e.g., should a lamp be considered a furniture purchase?) making them hard to answer without clarification. Older respondents were twice as slow to answer questions as younger respondents. Interfaces that diagnosed respondents' need for clarification led to greater response accuracy, without decreasing user satisfaction, than interfaces that relied on respondents to request clarification.

***A Web-based Experiment to Evaluate the Effectiveness of Vaccine Information Sheets*, Alice Turner, Lisa Thalji, Robert Wagers, and Glen Laird, Research Triangle Institute and Wendy Heaps, National Immunization Program, Centers for Disease Control and Prevention; ala@rti.org**

The Survey to Evaluate Vaccine Safety Information seeks to determine the knowledge, attitudes, and beliefs of parents regarding immunization of their children. This survey was conducted for the Center for Disease Control's National Immunization Program by Research Triangle Institute and Knowledge Networks. Using a split sample design, the research objective was achieved by analyzing parents' responses to an existing Vaccine Information Sheet as part of a control group, and Vaccine Information Sheets modified according to various principles of risk communication for two treatment groups. The first version of the VIS, evaluated by the control group, is currently being used by CDC and is unchanged for this experiment. The second version is slightly changed, incorporating a few risk communication concepts, while the third version is radically changed, incorporating many health risk communication concepts. This paper will evaluate the impact of the tone and use of graphics on the usability and effectiveness of the different presentations of the vaccine information.

***Navigation Patterns in Web Surveys*, Carl Ramirez, U.S. General Accounting Office; ramirezc@gao.gov**

Respondent navigation through web surveys has emerged as an important design consideration. Log files from four web surveys conducted by the U.S. GAO in 2000 and 2001 are analyzed to detect common patterns of navigation through multi-page web surveys. It was hypothesized that some respondents attempt to gauge the length and content of self-administered surveys before deciding to participate. We expected to see many respondents moving quickly through some or all pages of a questionnaire, without answering individual items, before returning to the first page of the questionnaire to begin responding. While this pattern was observed to some extent, other variations in navigational patterns were more common. Navigational behavior of web survey respondents has important ramifications for questionnaire layout, choice of navigational tools, instructions, and information (such as progress indicators) provided to respondents during a survey. If participants confronted with certain survey tasks routinely exhibit navigational behaviors such as jumping back and forth between widely separated questions to ensure consistency with earlier answers, or if they preview the entire questionnaire before responding, survey designers would do well to accommodate those behaviors. The paper also uses the log files to make observations about patterns of abandonment, and concludes by briefly reviewing some findings from usability testing in other computerized self-administered modes, such as audio-CASI, to note similarities and differences.

***Statistical Data Validation in Web Instruments—An Empirical Study*, Andrey A. Peytchev and Emilia A. Petrova, Graduate Program in Survey Research and Methodology, University of Nebraska–Lincoln; andrey@unlserve.unl.edu**

This study demonstrates new methods of identifying and interacting with respondents who introduce high levels of measurement error in web surveys. JavaScript, a browser-incorporated scripting language, was used to "translate" Cronbach's Alpha, Spearman-Brown's Split-half reliability coefficients, and two different applications of within-subject standard deviation of responses, into reusable dynamic "functions" to be incorporated in web instruments. When respondents exhibit insufficient reliability in responses, high deviation on homogenous sets of items, or low deviation on heterogeneous sets of items, the functions embedded in the web instrument (which perform calculations instantaneously without communicating data to the server) trigger a message prompting for higher attentiveness in selecting responses. A study was undertaken to test the methods' effectiveness in which a previously validated instrument was administered to employees in a US office of an international human capital firm. Due to the small sample size and low incidence rate of inattentive respondents, structural equation modeling could not be used to evaluate changes in measurement error and factor structure. Instead, a qualitative approach was undertaken and comments and behavior from prompted respondents were examined. The results were not conclusive, but supportive of the use of the proposed method if liberal cutoff values are used in the formulas.

COMPARING DIFFERENT METHODS FOR QUESTIONNAIRE DEVELOPMENT

***A Comparison of Two Behavior Coding Systems for Pretesting Questionnaires*, W. Sherman Edwards, Vasudha Narayanan, and Stephanie Fry, Westat, Joseph A. Catania and Lance M. Pollack, Health Survey Research Unit, University of California, San Francisco; ShermEdwards@westat.com**

Behavior coding of pretest interviews has become a relatively common practice. This paper will compare the efficacy of two coding systems designed to evaluate survey questions. The first system (Oksenberg et al, 1991) involves three interviewer and seven respondent behavior codes; one interviewer and one or more respondent codes are assigned to each question asked.. The second coding system uses only one code per question: whether or not the respondent gave an adequate answer without the need for clarification or probing. The paper's context is a pretest of a survey of sexual behavior and childhood sexual abuse experiences among gay and bisexual men. We trained coders in the Oksenberg system, and coded selected items in 40 pretest interviews. We attempted to tape record all interviews; some were coded "live." A sample of interviews was independently re-coded. We then coded the interviews again, using the simplified system. Again, a sample was independently re-coded. The analysis will compare between coding systems the number of problems found, inter-coder reliability, agreement between codes for the same interviews, and implications for evaluating the pretest questionnaire. Hypotheses are that the simplified coding system will find fewer problems in total, will have higher inter-rater reliability, and will provide less rich information than the traditional system.

***Does This Question Work? Comparing Results from Cognitive Interviewing and Respondent Debriefing of New Computer Crime Questions*, Kristen A. Hughes and Theresa J. DeMaio, Statistical Research Division, U.S. Bureau of the Census; kristen.ann.hughes@census.gov**

The Census Bureau is asking questions about cyber-crime for the first time in a household survey, the National Crime Victimization Survey. Despite pretesting through cognitive interviews, several questions about computer-crime still seemed problematic for respondents. Hess and Singer (1995) have suggested that respondent debriefing can be used to evaluate potentially problematic items while the survey is in the field. This paper will compare results of cognitive interviewing of draft questions with results from respondent debriefing of revised questions administered in the field. Based on the findings from cognitive interviews, problems (such as respondents' "access to computers") were identified and fixed. However, in other instances recommendations could not be made; for example, respondents did not interpret "lewd or obscene messages, communications, or images while online or through email" in the way the sponsor intended and space constraints prevented asking more than one question. Several types of debriefing questions, including open-ended and close-ended response options, will document the performance of the questionnaire in the field. Were the revisions based on cognitive interview results successful? Did the "unfixable" problems surface in a systematically-sampled, large-scale environment? The paper will conclude with a discussion of the relationship between the results of cognitive interviews and respondent debriefing.

***Double-checking Your Survey: Interviewing Respondents Who Have Completed a Paper-and-pencil Survey*, Matthew Jans and Carol Cosenza, Center for Survey Research, University of Massachusetts-Boston; matthew.jans@umb.edu**

When mail surveys are pretested, the information gleaned about how respondents respond to the materials they receive, and to the questions themselves, is usually pretty limited. This paper reports on a test we conducted to increase what we learned from mail survey pretests by having a cognitive interviewer conduct a telephone debriefing interview after the mail survey was completed. The debriefing interviews covered both feedback about particular survey items as well as how respondents viewed the package of materials they received. The paper describes and evaluates the method we used and presents what we learned. Finally, suggestions are made about how to further improve on what we did.

RESPONDENT INCENTIVES: STUDIES ON THE TIMING OF PAYMENTS

***An Experiment on the Timing of Incentives and Different Staging Procedures on a Random Digit Dial Survey*, David Cantor, Patricia Cunningham, and J. Michael Brick, Westat, Kevin Wang, The Urban Institute, Eleanor Singer, University of Michigan and Fritz Scheuren, NORC, University of Chicago; davidcantor@westat.com**

This paper reports the results of an experiment testing ways to increase response rates for the National Survey of America's Families (NSAF). The experiment consisted of three procedures which differed by: 1) the timing of the delivery of incentives (prior to initial contact vs. at refusal conversion) and 2) the staging of the interview (one-stage vs. two-stage). The results suggest that payment of $5 at refusal conversion yields slightly higher response rates for the screener than paying $2 prior to the initial call. At the extended interview, initially telling respondents they will receive $10 after completing the interview is more effective than sending money beforehand. This last result is inconsistent with the incentive literature that has found that prepaid incentives are more effective than promised ones. Our hypothesis is that this is due to the setting of the experimental condition, where the promised incentive for the extended interview had been preceded by a pre-paid incentive that had been sent for the screener. In this sense, therefore, the experimental condition was not the same type of "promised" incentive tested in previous research. With respect to staging, it was found that a two-stage procedure did not produce higher screener response rates and depressed the extended interview response rates.

***The Timing of Refusal-Conversion Incentives in a Telephone Survey of Physicians*, Julie Fishtein, Thomas Barton, and Anne B. Ciemnecki, Mathematica Policy Research, Inc.; jfishtein@mathematica-mpr.com**

Physician response rates have been declining in recent years. Researchers have used a variety of methods to increase response rates and are searching for more effective ways of enticing physicians to participate. Although prepaid incentives to physicians for completion of telephone and mail surveys have been widely studied, few studies exist on the use of prepaid incentives to convert refusals. We conducted a refusal experiment on 247 physicians randomly selected from a larger pool of physicians who had refused to participate in a telephone study about care for the chronically ill. All physicians were paid $25 to complete a fifteen-minute interview; however, of those who refused, we randomly assigned half to receive a refusal-conversion letter with a prepaid check for $25 and half to receive a refusal-conversion letter promising $25 upon completion of the interview. Preliminary analyses showed a modest benefit in offering a prepaid incentive as compared with a postpaid incentive during the refusal-conversion process. We will examine other factors that may affect the ability to convert refusals, such as physician characteristics, the amount of time it took to convert a refusal in the prepaid versus postpaid group, and whether the incentive made a difference in converting gatekeepers who refused on behalf of the physicians.

***Informing the Design of Advance Letters and Incentive Strategies With an Understanding of How They Work Across Population Groups and Studies*, Ashley Bowers and Jeffrey M. Gonzalez, Survey Research Unit, University of North Carolina at Chapel Hill,; ashley_bowers@unc.edu**

There is evidence that sending a letter prior to the initial call can increase response rates in telephone surveys (Groves and Couper 1998), though findings have not been uniformly consistent in showing a positive effect (Singer, Van Hoewyk, and Maher 2000). When adding a prepaid incentive to the advance letter, results appear even more encouraging (Singer et al. 1999). While these studies provide important empirical evidence in assessing the effectiveness of advance letters and incentives, a qualitative examination of respondent perceptions regarding the advance letter measured across populations and studies can inform the design of advance letters and incentive approaches to maximize their effectiveness. As part of our telephone introduction, we now ask a standard question regarding the first thing the respondent remembers about the letter. In this paper, we analyze the frequency of types of responses to this question (e.g., "research study", "$20 check") across three surveys and populations: (a) a study of new homeowners, (b) a study of teenage construction workers in North Carolina, and (c) a study of tanning salon franchisees. Our paper also examines the reasons for refusals in the three surveys to determine if the advance letter or incentive may have affected those who refused.

***Prepaid and Promised Incentives in Web Surveys—An Experiment*, Michael Bosnjak, ZUMA Mannheim, Germany, and Tracy Tuten, Longwood College, USA; bosnjak@zuma-mannheim.de**
Church (1993) showed in a meta-analysis that pre-paid monetary incentives - if compared with postpaid and non-monetary incentives - consistently exert the largest positive effect on response rates in Mail surveys. Recently, several new Web-based services have been introduced which can transfer money to people online (e.g., Paypal and Igain). Sending out cash equivalents via e-mail (e.g. with the aid of Paypal) could be one solution, but does this really have the same positive effect on response rates as shown in traditional Mail surveys? In an experiment completed in fall 2001, we investigated this question experimentally in the context of a Web-based survey among members of a professional association in Virginia randomly assigned to one of the following experimental conditions: group 1 received $2 via Paypal within the first contact ('prepaid group'), group 2 was promised to receive $2 upon completion of the survey ('postpaid group'), group 3 was promised to participate in a prize draw upon completion of the survey (two $50 and four $25 prizes, 'prize group') and group 4 was requested to participate without offering any extrinsic motivators ('control group'). Contrary to the expectations, no significant differences existed between the prepaid, postpaid and control groups concerning their willingness to participate. Surprisingly, the prize group showed the highest participation rate.

INTERVIEWER EFFECTS

***Twin Effects: Race and Gender Interviewer Effects in the 2001 Twin Cities Mayoral Elections Polls*, Robert Daves, Star Tribune; daves@startribune.com**
One component of Total Survey Error that continues to bedevil researchers who do pre-election polling is interviewer effect. Researchers in this area – e.g., the 1989 Virginia gubernatorial contest – warn other practitioners to be aware of the potential for race-of-interviewer effect in elections in which candidates are of different races. There also is ample evidence that the interviewer gender may affect some respondents' answers in a telephone survey. The 2001 mayoral elections in Minneapolis and St. Paul provided a laboratory to examine race and gender interviewer effect on pre-election poll results. In Minneapolis, a white male liberal Democrat was challenging a black female incumbent, also a liberal Democrat. In St. Paul, two white male Democrats were challenging each other for the open office. The Minnesota Poll examined interviewer effect with respect to race and gender in each city's two pre-election polls, one taken in September just after the primary election and one taken just before the general election. Preliminary examination of the data suggests evidence of both gender-of-interviewer effect and race-of-interviewer effect in Minneapolis and less of both in St. Paul. The paper will detail a more complete statistical analysis of the findings, and make conclusions and recommendations for practitioners.

***Race: Identification and Impact in Phone Surveys*, Karen E Schnite, Public Opinion Laboratory, Northern Illinois University; kschnite@niu.edu**
Various cues during the survey process may impact the respondent's cooperation on items. The respondent may use these cues to make inferences regarding the interviewer, which include gender and possibly race of the interviewer. These inferences may activate respondent schemas and stereotypes about the interviewer. Negative stereotypes activated by respondents may cause a higher level of non-cooperation on a survey and increase item non-response (INR). In order to investigate the impact of schemas and stereotyping, it is important to know if the respondent is able to detect the race and gender of the interviewer. For this research, interviewers will respond to a question asking them to predict or estimate the race of the respondent. It is hypothesized that interviewers can accurately predict the respondent's race. It is hypothesized that the INR will be lowest when there is a match of race and gender for interviewers and respondents. The match and mismatch of race will be determined by the actual self-report of race. The highest INR will occur when there is a mismatch of gender and race. The results of this research are important for understanding the implications of interviewer and respondent effects on the INR.

***"Perceived" Race of the Interviewer Effects in Telephone Interviews*, David C. Wilson and Eric P. Olesen, The Gallup Organization; david_wilson@gallup.com**
Traditional investigations of race of interviewer (ROI) effects in telephone interviews have focused solely on the "actual" race of the interviewer (AROI). These studies assume the respondent knows the interviewer's actual race. We posit that it is the "perceived" race of interviewer (PROI) rather than the interviewer's actual race that distorts response. Using data from the Gallup Organization's 1999 Race Relations Social Audit we examine the interaction effects of ROI and race of respondent on a highly sensitive item: self-reported prejudice. The results show that not only are the effects larger for "perceived" race of interviewer, but new relationships emerge that were not found with "actual" ROI. Implications and conclusions are discussed.

***Evaluating the Impact of Interviewer Characteristics on Survey Participation*, Frank J. Mierzwa, Rob McCracken, Russ Vandermaas-Peeler, and Christine D. Tronnier, Research Triangle Institute; fjm@rti.org**
The National Survey of Child and Adolescent Well-being (NSCAW) is a national longitudinal study of the child welfare system, interviewing children and families who have been involved with child protective service agencies through child abuse or neglect investigations. In staffing for the baseline study, project management was aware of the impact of interviewer experience and expectations predominant in the literature. We weighed the importance of past interviewing experience, against past experience as a counselor with training on administration of similar child development measures. Because we believed that gaining cooperation from families would be the greatest challenge, we focused our efforts on recruiting staff with prior data collection experience. This paper examines our initial theories and the general theory in the field regarding interviewer characteristics and experience. Self-administered CAPI questionnaires were completed by 182 field interviewers during NSCAW's first round. The questionnaire collected extensive information on demographic characteristics, interviewing experience, raising children, counseling experience, work within the child welfare system, attitudes and expectations of interviewing, comfort interacting with children of different ages, and attitudes and experience with using the computer. As a supplement to past research, this paper examines these characteristics and measures their impact on interviewer-level response rates.

POTPOURRI—POTENTIAL NEW TOOLS AND APPROACHES FOR OUR PROFESSION Sunday, May 19, 8:30 a.m.-10:00 a.m.

***Procedures to Reduce the Risk of Respondent Disclosure in a Public-Use Data File: The National Immunization Survey*, Meena Khare, National Center for Health Statistics, Michael P. Battaglia and David C. Hoaglin, Abt Associates, and Robert A. Wright, National Center for Health Statistics; mxk1@cdc.gov**

Public-use data files (PUFs) with micro-data records at the individual respondent level are released by federal agencies. Most PUFs contain basic demographic and socioeconomic variables. A combination of these variables and detailed geographic identifiers increases the risk of inadvertently identifying an individual. The risk may be greater in a small geographic area, especially for survey respondents with rare characteristics. The risk of disclosure further increases with the availability of exogenous files that could be covertly matched with a PUF. The National Immunization Survey (NIS) collects immunization data for children aged 19-35 months in the United States. Currently, the NCHS has been releasing a series of NIS PUFs containing state identifiers. This paper describes procedures used to reduce the risk of respondent disclosure such as dropping variables, collapsing categories, and top-coding variables. A key concern is the availability of exogenous files, which could be matched with the PUF at the state level. To reduce this risk, we developed an additional data-coarsening step, which involved identifying demographic cells in an exogenous file that contain a small number of children in the population. To prevent identification of children in the PUF, we applied a data-recoding procedure to those cells.

***Computer Visualization of Multi-Variate Survey Data*, Jesse Marquette, Center for Policy Studies, Jennifer Philips and Christina Norris-Watts, Department of Psychology, University of Akron; JMarquette@UAkron.edu**

Progress in the field of survey research has led to the creation of ever more sophisticated data sets, with a concomitant increase in the difficulty of effectively conveying the significance of the information collected.. Despite the general expectation that our respondents have a "picture in their heads" to help them navigate reality, our representation of survey data has been dependent on graphical displays of statistical summaries. Given the growing theoretical richness of our understanding of how individuals respond to survey questions we believe that is possible to develop conventions for the representation of survey data that depend directly on our understanding of the phenomenon, rather than representations developed to satisfy the needs of other disciplines. In short, we argue that the graphical primitives used to construct survey data representations should be directly based on notions such as intensity, valence and accessibility that underpin our understanding of the survey response. The research reported herein is an attempt to use the most recent work in the area of visualization and graphical display to provide a rich visual representation of survey data, and to experimentally evaluate the effectiveness of different representations in communicating information to naive viewers.

***IBM and WorldJam: An Online Qualitative Event for 52,600*, James F. Newswanger, IBM Corporate Intranet; newswang@us.ibm.com**

To experiment with a new form of large-scale qualitative e-2-e (employee to employee) collaboration on the corporate Intranet, IBM set aside 72 hours in May 2001 for ten moderated forums. "World Jam," as this event was known, is believed to be the largest online corporate conference ever conducted. WorldJam also provided the opportunity to test new IBM technologies for revealing overall activity levels across forums and mining the qualitative data produced. Specific outcomes of the event included voting mechanisms that produced "Ten Great Ideas" and a set of "I'll Try It" commitments. This paper will cover:(1) The World Jam platform for qualitative events--management, asynchronous and synchronous communication, thinking tools, voting and reviews, (2) The WorldJam research program--an outcome-oriented measurement strategy to assess knowledge sharing during the event and longer term, and (3) Top-line findings--major lessons from the event and the ongoing research program.

***Motivations, Communications and Functions of a Virtual Community: A Case Study of Linux*, Mei Lu, Department of Communication Studies, and Nathaniel S. Borenstein, School of Information, The University of Michigan; meilu@umich.edu**

This study examines an online community, whose members' voluntary work has resulted in the computer operating system Linux. It seeks to prove the presence of virtual communities and virtual communities' effectiveness to generate valuable outcomes, by understanding people's motivations to participate in the Linux development, and their senses of community, patterns of communications, and perception of the functions of the community. Using a survey with 406 people who have participated in the development of Linux, this study found that this community consists of mainly highly skilled and enthusiastic young computer programmers. People share common obligations and strong commitment to the community. This is a community that is keen on communications, and also highly contented with the means of communication via the Internet. At the same time, people believe that the community has performed better in most of the aspects of software development than commercial software development teams.

THE EFFECTS OF SEPTEMBER 11 ON SURVEY RESPONSE Sunday, May 19, 10:15a.m. - 11:45 a.m.

***The Effects of September 11th on Unit Nonresponse in the NHSDA*, Dawn M. Odom and Julie Stivers, Research Triangle Institute; dodom@rti.org**

For many Americans, the events of September 11th, 2001 and the later cases of anthrax have changed the way they view their personal security. These feelings have the potential to dramatically affect survey research. Response rates may be one aspect of survey research that is particularly affected by the change in American attitudes toward the government and security. The National Household Survey on Drug Abuse (NHSDA) is a large annual household survey that is the key source for the federal government on drug use estimates in the general U.S. population. The on-going nature of the NHSDA allows for comparisons between pre and post September 11th measure of unit nonresponse. In this analysis, screening and interviewing response rates will be compared before and after the September 11th attacks. In addition, unit nonresponse will be examined for particular demographics including race, age, gender, and region. Contact rates for households will also be investigated to see if any pattern emerges after the terrorist attacks. All analyses will be conducted for the overall nation and separately for the New York City and District of Columbia areas.

***Response Rates and 9-11*, Alan Roshwalb and John P. Vidmar, Market Facts, Inc.; aroshwalb@marketfacts.com**

The tragic events of September 11th may have lead to a temporary drop-off in the general population's interest in participating in surveys given the overwhelming attention focused on world events. The anthrax scare that followed created a more compelling reason for not participating in surveys: fear of being infected from the general mail. Market facts conducts a number of surveys that are continuous in nature. Some of these are sampled on a daily basis and others are weekly and even monthly. Some of these surveys have been in the field for at least 3 years. The sample sizes of these are in the thousands and permit attempts to measure differences in response rates as small as 1%. Since these are continuous in nature, it will be possible to control for seasonal variations in response rates to the impact of both the 9/11 tragedy as well as the anthrax scare.

***The Impact of September 11 on Aggregate Survey Response Rates*, Laura Flicker, Tracey Hagerty Heller, Christine Horak, and Bruce Allan, Westat; Christinehorak@westat.com**

On the morning of September 11, 2000 survey researchers immediately realized that their data collection activities would be affected in some way by the day's events. Many survey organizations, including Westat, quickly halted telephone interview operations in anticipation of an overwhelming sense of confusion and fear they expected among prospective interview respondents. This investigation of the so-called "September 11 effect" provides a unique opportunity to recognize and address issues of response propensity at a societal level, a particularly under addressed notion in the survey research literature on response rates. This paper provides insights into the impact of September 11 on telephone-based data collection efforts. Using aggregate data calculated for each day, we compare cooperation rates before and after Sept 11 for two long-standing RDD studies administered by Westat . On September 11, the studies, sponsored by Department of Transportation and the Veterans Administration, had both been in the field for at least 60 days, and continued in the field for over 60 days afterwards. This provides an opportunity to isolate the impact of time on aggregate cooperation rates compared to other influences.

MEDIA EXPOSURE AND TRUST

***The Sources of Media Distrust*, Linda Kimmel and Jon D. Miller, Center for Biomedical Communication, Northwestern University Medical School, and Tom Smith, GSS/NORC, University of Chicago; j-miller8@northwestern.edu**

In 1998, the NIH Office of Behavioral and Social Science Research commissioned a supplemental interview for a sample of GSS respondents that explored attitudes to health and medical conditions and trust or confidence in selected media and information sources concerning "heart disease or cancer" and "alcoholism or serious depression." A separate NSF-sponsored national survey of public understanding of and attitudes toward biotechnology included a comparable set of trust/confidence items about "biotechnology." This paper will utilize these data sets to examine the factors associated with high, moderate, or low levels of confidence in the "press" and "television" generally and in the context of specific kinds of more specialized health or scientific information. The analysis will utilize a set of structural equation models (using LISREL. A first set of models will estimate the relative influence of gender, age, educational attainment, political awareness, partisanship, religious views, and other variables on general confidence in the press and television. A second set of models will examine the relative influence of the previous set of independent variables and some additional health/medical knowledge and attitude variables on the level of confidence in selected media and sources of information on the specialized topics cited above.

***Rally Around the Flag—The Effects of September 11*, Thomas Lamatsch and Jacqueline M. Peltier, University of Nevada, Las Vegas; lamatsch@unlv.edu**

"Rally around the Flag" effects are regularly reported in the media. Polls taken right after September 11 showed President Bush's approval in the high 80s and low 90s. His ratings surged especially among Democrats who before the attacks had a very low opinion of the President. Very little research has been done on differences among different strata of the population. Does everybody react the same or are some people more likely than others to "Rally around the Flag"? Does rally around the flag mean rally around the president as commander-in-chief or do people rally around all government institutions? And finally, if they rally around all institutions do they distinguish between federal and state institutions? The University of Nevada's Cannon Center conducted a poll in the aftermath of September 11 to find out more about these effects asking respondents a series of questions on pride in institutions. The data, specifically collected to look into issues on pride and the effects of September 11 will enable us to go much further than the current literature, in analyzing the "Rally around the Flag" effect on specific groups, as well as their reaction not only to the president as an individual but institutions in general.

Where Do People Get Their News? Media Use in a Multi-Ethnic Region, Holley Shafer, Rufus Browning, Helen Hyun, and John Rogers, Public Research Institute, San Francisco State University; hlshafer@sfsu.edu

Media use is shifting rapidly in the United States. Mainstream media are losing audience; ethnic and online media are rapidly gaining audience. A study of media use in the San Francisco Bay Area will include 1600 Chinese, African-American, white, and Latino respondents. The central questions deal with the ways in which media engage the lives of immigrants and native-born people of color. Questions addressed in the survey include: ·What is the role of ethnic media in preservation of the culture of immigrants and non-immigrant ethnic groups and their identification with their culture of origin? ·Do ethnic media sources encourage political and community involvement among users? What is the sense of ethnic community fostered by using media about or intended for a specific ethnic audience? ·Since the September 11 attacks, how have ethnic media influenced attitudes toward Arab or Muslim-Americans? ·How are ethnic media seen in comparison to mainstream or American media in their portrayal of the attacks and American policy? The presentation will focus on the results of the survey and how ethnic media serve to strengthen diverse communities.

***Effects of Informational Utility on Selective News Exposure*, Silvia Knobloch, Dresden University of Technology, Germany, Francesca Dillman Carpentier, and Dolph Zillmann, University of Alabama; silvia.knobloch@mailbox.tu-dresden.de**

Informational Utility is conceptualized as consisting of three dimensions: magnitude of a threat or opportunity, likelihood of the materialization of the threat or opportunity, and proximity in time of the occurrence of the threat or opportunity. It is hypothesized that readers will selectively expose themselves increasingly more to news high in these three dimensions as opposed to news low in these dimensions. Respondents chose to read selections from an experimental Internet-style online newspaper. The abstracts of half of the articles were manipulated to project different levels of magnitude, likelihood, and immediacy of reported threats. In one investigation, dimensions were presented in isolation, such that only one dimension was manipulated in each condition, resulting in six conditions. The analysis revealed a strong main effect for intensity ($F(1, 118) = 14.63$, $p < 01$), wherein, for each dimension, respondents devoted more time to articles manipulated for higher intensity than articles featuring less intense dimensional manipulations. In a second study, dimensions were presented in competition, resulting in a fully-crossed design of eight conditions featuring headings with all three dimensions manipulated. When the factors were presented by themselves, projected increases in magnitude, likelihood, and immediacy of threats were found to increase exposure significantly. When presented in competition, projected increases in magnitude and likelihood led to significant increases in exposure, but the immediacy of threats failed to reach significance.

***U.S. Army Web-based, Internet Surveys*, Lynn Milan , U.S. Army Research Institute for the Behavioral and Social Sciences; MilanL@ARI.army.mil**

The U.S. Army Research Institute for the Behavioral and Social Sciences (ARI) has developed a web-based, Internet survey program- **Army √ Fast Tracker** - for rapidly conducting attitude and opinion surveys of soldiers. This survey program offers top Army leadership a low cost, high quality, quick turnaround means of "taking the pulse of the Army" on key issues. Army proponent activities may request assistance from ARI for developing and fielding web-based, Internet surveys. Similar to traditional paper-pencil surveys, **Army √Fast Tracker** can be used to obtain soldiers' attitudes and opinions about specific Army actions and concerns, such as satisfaction with the military retirement system. Although longer web-based surveys can be conducted on several topics, more research is needed on the impact of long surveys on respondent cooperation and the quality of data collected. **Army √Fast Tracker** provides controlled access by only those selected in the sample, user-friendly question and response category formatting, and protection of respondent privacy. Army Ö Fast Tracker web-based, Internet surveys usually can be conducted within 6-7 weeks. When a panel of respondents is already in place, the turnaround time can be cut in half. Three key factors affecting turnaround time are ensuring soldier access to the Internet (officers are most likely to have access), setting a narrow scope for the survey, and developing and pretesting the survey questions.

***Internet-based Survey Research in the U.S. Navy*, Murrey G. Olmsted, Navy Personnel Research, Studies, & Technology; P14F@persnet.navy.mil**

The Institute for Organizational Assessment at the Navy Personnel Research, Studies, and Technology Department (NPRST) is actively pursuing in a variety of research on the feasibility, validity and reliability of large-scale Internet-based personnel surveys. At the present, researchers in the Navy have conducted studies evaluating the impact of mode of administration on response rates, data quality, and social desirability. Future research will focus on such issues as internal questionnaire logic, response-set behavior, optimal survey length, break-off patterns, and the impact of color and design features on response patterns. Internet-based survey research presents a number of challenges for Navy researchers. Some of the major challenges include uneven distribution of Internet access, varying levels of experience with the Internet, lack of a central database of email addresses, and Department of Defense Internet security restrictions. In addition, because at any given time approximately half of the force is forward deployed or on temporary training assignments it is extremely difficult to contact all members of a survey sample. This presentation will cover major findings from Navy Internet-based survey research, describe the current Navy survey strategy, and provide an overview of the major practical and organizational issues faced by Navy researchers.

***Internet-based U. S. Air Force Surveys*, Charles H. Hamilton and Louis M. Datko, Air Force Personnel Center, Randolph AFB and John Bell, HQ USAF, Testing and Survey Policy; Charles.Hamilton@afpc.randolph.af.mil**

The Air Force Survey Branch has made great strides to convert, whenever possible, paper administration of surveys to web-based administration. The Chief of Staff of the Air Force Quality of Life Survey was made available on the Internet to every military member and civilian employee for the first time in October 1999 using top-down, Chain-of-Command approach to encourage participation. n a follow-up Quality of Life Survey accomplished in July 2000 with a representative, random sample of Air Force personnel, participants were notified via electronic mail (e-mail) that contained a hyperlink to the web-based survey. There are definite advantages to using e-mail survey administration because there are no costs for paper, printing, packaging, postage, scanning, etc., and vast amounts of information can be collected in a relatively short timeframe using a web-based approach. However, there are a whole host of concerns about response and non-response issues that must be addressed: non-delivery of the survey due to an incorrect e-mail address and/or no access to the Internet, individual and base-level technical issues with software and hardware configurations, unsupported encryptions/security levels, and survey "non-function" for such reasons as "session timeout," incompatibility of browsers, failure of data transmission upon completion of survey, and inverse screen colors. The effectiveness of web-based surveys, lessons learned, and response/non-response issues are investigated.

COLLECTING SENSITIVE DATA

***Data Quality in a Survey of Adolescents and Young Adults on Sensitive Issues*, Liberty Greene, Kaiser Family Foundation; Mary McIntosh and Jean D'Amico, Princeton Survey Research Associates and Tina Hoff, Kaiser Family Foundation; lgreene@kff.org**

In an effort to better understand the public health needs of adolescents and young adults, surveys are often conducted to assess their knowledge, attitudes, and behaviors. These surveys may ask respondents to report on sensitive or potentially embarrassing issues, leaving the possibility for biased responses due to social desirability. In this paper, we examine possible response error through an analysis of response distributions and missing data patterns based on interviewer assessments of the respondent's attitude and comfort during the interview. The data come from a national telephone survey of youth knowledge and attitudes on sexual health issues including safer sex, sexually transmitted diseases, and sexual activity. The survey included structured interviewer observations to assess the respondents' comfort, engagement, and privacy during the interview. Using this information, we will explore relationships between these factors on responses to substantive questions and levels of missing data. We will also compare the effects across different types of questions (i.e. attitude, knowledge, behavior) and across demographic characteristics including age, gender, and race/ethnicity. We acknowledge that interviewer assessments have limitations and are not definitive measures of data quality, however we believe this research will be informative and suggestive of whether more rigorous research is warranted.

***Neighborhood Effects on Drug Use Reporting*, Jerome Richardson, Michael Fendrich and Timothy Johnson, University of Illinois at Chicago; jrichardson@psych.uic.edu**

The purpose of this study is to examine the effect of neighborhood diversity on patterns of self-reported drug use. The accuracy of these self-reports have been brought into question by recent validation studies, and generated interest in the factors associated with underreporting. Although this interest in underreporting has led to the identification of a number of influential factors, there have been few attempts to examine whether underreporting is associated with broader environmental contexts. We explored this issue by examining whether the relation between racial/ ethnicity and underreporting is mediated and/or moderated by neighborhood diversity. Data from a household survey on drug use administered in Chicago in 1997 was used. Neighborhood diversity was measured using the Simpson Index. We found that neighborhood diversity mediates the relation between disclosure of lifetime use and race/ethnicity for Hispanics and African Americans. Neighborhood diversity also moderates disclosure of past year use among African Americans.

***What's Love Got To Do With It? Understanding Sexual Behavior Among Adolescents*, Laurie J. Bauman and Rebecca Berman, Albert Einstein College of Medicine; bauman@aecom.yu.edu**

As part of a three-group randomized trial of an NIMH-funded HIV prevention study, we are measuring adolescent sexual behavior and condom use. Our qualitative interviews with teenagers led to several changes in our proposed measure of sexual practices and in the theoretical model we proposed. Available measures of sexual partners used terms such as "casual," "regular," "primary," "exclusive" and "close." These terms are not used by adolescents to describe their sexual partners, and their use in measures could result in misclassification. Instead, they used terms such as "messin," "boyfriend/girlfriend," and "hubby/wifey." More important, adolescents described their relationships along four dimensions: trust, expectation of monogamy, future commitment, and love. The greatest of these is love: condom use is "always" practiced in 65% of non-love relationships, but drops to 44% in love relationships. There are several implications: (1) qualitative research revealed a disjunction between academic discourse and the lives of teenagers as they describe them; (2)love may be a risk factor for pregnancy, STDs and HIV among adolescents but is typically missing from commonly used theoretical models of sexual risk taking; and (3) HIV prevention efforts must address love and intimacy and how these affect sexual decision-making.

***Measuring HIV/STD Risk in Populations: Results of a Pilot Telephone Survey Conducted in 2 States in 2001*, John E. Anderson, Division of HIV/AIDS Prevention, Centers for Disease Control and Prevention and Sheila Knight, Research Triangle Institute; jea1@cdc.gov**

Objectives: To test methods of collecting representative data on sex and drug-related risk behavior using random digit dialed (RDD) telephone survey methods and a standard set of risk behavior questions; to evaluate enhanced methods for collecting sensitive data. Methods: The TSORB2 (Telephone Survey of Risk Behavior) second year pilot survey was an RDD sample (n=713) of 2 areas, metropolitan Columbia, South Carolina (n=325), and the state of Ohio (n=388). Topics covered in the interviews were sexual behavior, HIV testing, STD history, TB knowledge, illicit drug use and HIV stigma. Telephone computer-assisted self interview (T-ACASI) methods were used for a randomly assigned half sample for the most sensitive sex and drug use behavior questions. Results: The survey had a participation rate of 60% in SC and 52% in OH among eligible respondents. Respondents who received an advance letter explaining the purpose of the survey were more likely to participate. There were few respondents who refused to answer specific questions, and 90.5% stated they were very or somewhat comfortable responding. The use of T-ACASI was associated with higher reporting for sensitive sexual behavior items in South Carolina, but not in Ohio. Interviews conducted using T-ACASI were of shorter average length than those conducted entirely through interviewer administration.

NONRESPONSE ISSUES IN MAIL SURVEYS

***The Survey is in the Mail: Will it Get Opened?*, Christina Frederick, Joe Mammone, and Barbara O'Hare, Arbitron, Inc.; barbara.o'hare@arbitron.com**

With only 5% of mail received by households today being personal correspondence, according to the USPS, there is a great challenge to survey organizations that rely on the mail to have their materials stand out among other mail pieces competing for attention. This study addresses the need to understand how the design of survey materials and household mail handling behavior work together to influence the decision to participate in a mail survey. Seven focus groups were conducted in which telephone and mail procedures in households were discussed. General behavior patterns, including picking up, opening, and keeping the mail were explored. In addition, reaction to specific survey materials, including pre-alert notices and survey packages was obtained. These focus groups provide valuable information on designing survey materials perceived as interesting and valuable to the respondent. A second study was conducted as a phone survey of respondents and non-respondents in a 7-day diary survey. The interviews focused on reasons for survey participation, perceptions of printed materials and phone contacts during the survey, and alternative survey modes that might lead to greater participation. This paper presents the findings from the above studies and suggests general findings for application in survey design.

***Printing Toll-free Number on Survey Mailings to Reassure Apprehensive Respondents*, Martha Stapleton Kudela and W. Sherman Edwards, Westat, Barbara Crawley and Lori Teichman, Centers for Medicare & Medicaid Services (CMS); MarthaKudela@westat.com**

Following the events of last fall, survey organizations have been concerned about declining mail survey response rates. As one way to reassure respondents who may be apprehensive about mail from unrecognized sources, we printed our toll-free number on the outside of the envelope, with the words, "If you have any questions about this letter, call". The toll-free number will be printed on the prenotification letter and the two survey mailings. The data collection strategy includes a thank you/reminder post card between the two survey mailings and telephone follow-up of nonrespondents. To determine the effects of the toll-free number on the envelope, we will conduct an experiment in which part of the sample in the New York area (impact of September 11th high) and the Midwest (impact of September 11th low) will receive envelopes without the number on the outside. Both mailings will include the number inside. We will measure the volume of incoming calls from each experimental group, and will ask those in the treatment group whether they opened the envelope before calling. We will also compare response rates between the two groups at each stage of the survey process.

***The Impact of Security and Safety Concerns on Item Nonresponse in the USPS Household Diary Study*, Johanna Zmud and Heather Contrino, NuStats; jzmud@nustats.com**

Since September 11, the challenge of gaining participation has become more pronounced as Americans became less trusting and more worried about safety and security. This reality has posed a significant challenge to NuStats in our conduct of a Household Diary Study (HDS) for the U.S. Postal Service. The HDS gathers information on the contents of mail sent and received by U.S. households. Participating households are asked to conduct a CATI interview and then save and record their incoming and outgoing household mail in a diary for a one-week period. The Anthrax incidents and the prominence of the U.S. Postal Service in the media increased respondent reluctance to "dialogue" with interviewers about their household mail. This paper presents an examination of item nonresponse in the HDS by comparing response patterns pre- and post-September 11. The paper starts with an analysis of refusal rates and the concomitant differences in level of effort needed to convert "soft refusals." It compares item nonresponse, including "don't know" responses, between pre-and post-September 11 samples and also between converted refusers and participators in the post-September 11 sample. It then presents a typology of items most susceptible to nonresponse errors.

***Tracking Cooperation Levels among Medical Providers in the National Immunization Survey*, Kate Ballard-LeFauve, Martin Barron, and Michael P. Battaglia, Abt Associates, Ali Mokdad, National Immunization Program and Robert A. Wright, National Center for Health Statistics, Centers for Disease Control and Prevention; Kate_Ballard@abtassoc.com**

The National Immunization Survey (NIS) collects a brief immunization history for the selected child, household demographics, the names of the child's medical providers and consent to contact those providers. The NIS Provider Record Check Study (NIS-PRC) contacts those providers to obtain a complete immunization record for the child. The NIS-PRC is unusual in that it relies on the same providers to complete multiple surveys for different children. However, at the beginning of the NIS-PRC, the study was set up to track by the subject child. It did not track providers across children. This meant that there was no way to assess the burden placed on individual providers. Work has begun on a database that will be used to track providers in the survey. This database can be used to analyze cooperation rates by volume of requests, and other provider characteristics collected in the survey. Data from the 2000 NIS-PRC have been analyzed to determine if response rates are dependent on the volume of requests sent to providers each year. Overall, 67% of forms were returned with complete immunization information. The preliminary analysis shows that medical practices that receive between 6 and 10 requests have the highest rate of completed forms (76%). Practices that only receive one request have the lowest completion rate (55%).

***Item Nonresponse and Respondent Expertise in a Survey of Physicians*, Paula Henning and Todd Rockwood, Division of Health Services Research, Policy & Administration, University of Minnesota, Michael Finch, Center for Health Care Policy & Evaluation, United Health Group, and Bruce Center, Family Practice/Community Health, University of Minnesota; henni004@umn.edu**

This paper examines trends in item nonresponse in a survey of physicians about health insurers. Questionnaire items are divided into groups by health care domain, substantive content and structure of the question (with emphasis on stem-and-leaf branching items.) Using factor analysis, we create a measure for a latent variable, respondent expertise, and examine how it relates to patterns of item nonresponse. Physicians considered survey experts by our criteria do have fewer overall missing items, but patterns of nonresponse vary according to whether questionnaire items are divided by conceptual framework, content, or question type.

ROUND TABLE: DATA QUALITY OF HEALTH INSURANCE SURVEYS

Increasing health care premiums, coupled with the economic downturn, are likely to reduce private health insurance coverage and increase the need for public health care programs such as Medicaid and the State Child Health Insurance Program (SCHIP). In light of these changes, the accuracy of national and state surveys designed to measure health insurance coverage and monitor health care system indicators is especially important. However, there is wide variation in the survey design features employed by these surveys and the estimates they generate, and relatively little is known about the quality of those estimates. This roundtable will explore the broad topic of data quality of surveys that measure health insurance, covering themes such as: measuring uninsured rates, distinguishing public from private coverage, discerning types of coverage among those publicly insured, issues surrounding the choice of reference period, and verification of the uninsured. There are two main goals of the session. The first goal is to share general findings on these and related topics relevant to audience members. A second goal is to identify the most fruitful areas for future research on the data quality of health surveys.

INTERVIEWER ASSESSMENT AND TRAINING—PRODUCTION AND DATA QUALITY

***Improving Interviewer Training Using the Results of Pre and Post Survey Concepts Tests: A Case Study from the Current Population Survey (CPS) Annual Income Supplement*, Geraldine Burt and Lisa Knight, U.S. Bureau of the Census; Geraldine.Burt@Census.Gov**

Many data collection organizations seek to improve survey data quality by increasing survey response rates. Their solutions to the currently declining response rates often center on modifying interviewer training. Concerns about declining response rates and the recent mass introduction of computer-assisted interviewing (CAI), have resulted in more and more interviewer training time being devoted to mastering the computer or converting nonrespondents, with less time spent on survey concepts. While many survey methodologists contend that CAI greatly diminishes the need for interviewers to be trained on the details and subtleties of a survey's subject matter, others acknowledge the continuing importance of survey knowledge to a successful interview. As part of its initiative to improve Current Population Survey response rates, the Census Bureau began administering survey concepts tests as part of its annual refresher training. By comparing test results, the Bureau has been able to determine the effectiveness of its training and identify aspects of training needing improvement. This paper presents the results of the 2001 refresher training tests and compares the 2001 results to previous years. The paper concludes that focusing on and assessing interviewers' knowledge of survey concepts is an integral component of any effort to improve survey data quality.

***Improving Field Interviewer Performance: The Effects of Shadowing*, Kristina Ahlen and Tim Flanigan, Research Triangle Institute; ahlen@rti.org**

This paper presents the results of our evaluation of the effect that a new training module has on field interviewer (FI) production, efficiency, and rates of attrition. We also present practical considerations for implementing a shadowing training module. Production is defined as the number of interviews completed per week; efficiency is the total number of hours and cost per completed interview. The analysis employs weekly production data on 50 FIs. In July 2001, the Dallas Heart Disease Prevention Project added a "shadowing" module to the regular FI training agenda to allow trainees to observe normal field procedures with an experienced FI. The intent was to shorten the initial learning curve by helping trainees better understand the logistics and art of contacting residents and obtaining their cooperation in the study. We expected that during the first few weeks of data collection, those who participated in the shadowing exercise would complete more interviews, work more efficiently, and be less likely to leave the project than those who did not. Our analysis provides support for these hypotheses. Trainees who participated in the shadowing module had higher production, lower time and cost per case, and a lower attrition rate than those who did not participate in the shadowing module.

Interviewers' Anxiety and Its Relationship to Completion/Refusal Rates and Perceived Self-Efficacy, **Dong Xie, Yangyang Yuan, Lewis Horner, and Gerald M. Kosicki, Center for Survey Research, The Ohio State University; xie.21@osu.edu**

It has become harder for telephone interviewers to contact households and complete interviews. While this has made the job of survey researches more difficult, it also has increased the stress level of the interviewers. However, the issue of interviewers' stress has not been adequately addressed in the field of survey research. The present study is to investigate telephone interviewers' anxiety and its relationship with completion/refusal rates and their perceived self-efficacy in various domains of occupational behaviors. Participants are telephone interviewers currently working in the Center for Survey Research (CSR) at The Ohio State University. A well-established measure of anxiety (STAI) is administered three times (beginning, middle, end) during a four-hour shift across two different types of survey projects. Interviewers also fill out the Skill Confidence Inventory that measures perceived self-efficacy in performing activities. It is hypothesized that interviewer's anxiety will change according to their completion/refusal rates. Furthermore, such a change is moderated by their self-efficacy. Interviewers with higher self-efficacy may show less fluctuation of anxiety and have a low level of anxiety than those with lower self-efficacy. This study will increase our knowledge about interviewers' behavior and will have important implications for interviewer training, supervising and selection.

Measuring Interviewers' Performance in Computer Assisted Telephone Surveys, **Claire Durand, Department of Sociology, Université de Montréal, Canada; Claire.Durand@umontreal.ca**

In order to assess interviewers' performance in telephone surveys, authors have generally used a measure of cooperation rate at first contact. This measure excludes work on refusal conversion or on appointments from the computation. Therefore, it may not give an accurate measure of the performance of the best interviewers. Besides, as fieldwork progresses, phone numbers that have never been contacted are rare and the measure becomes less reliable. This paper will propose new measures of interviewers' performance. The goal is to devise measures that are unbiased, reliable and valid for all interviewers and during all the fieldwork. More precisely, measures of interviewers' performance have to be reliable across time and projects, i.e. be "universal", take into account the diversity in interviewers' work load, be related to known predictors and consequences of performance and, preferably, allow us to monitor evolution in performance. In addition, the measures have to be sufficiently simple and easy to compute in order to be accessible. The paper will present the results of our investigation using the administrative bases of 8 polls conducted by 3 different firms during the Canadian 2000 electoral campaign.

INDEX

A

Abel, Todd . . . 9, 15, 63
Abraham, Sameer Y. . . . 11
Adams, Ben . . . 10, 52
Aday, Sean . . . 14, 61
Agelli, Maria . . . 15, 63
Ahlen, Kristina . . . 28, 93
Airey, Jennifer . . . 15, 63
Albright, Victoria . . . 15, 63
Allan, Bruce . . . 27, 90
Allen, Thom . . . 7, 45
Altdorfer, Patrick . . . 9, 49
Altman, Barbara M. . . . 22, 80
Altman, Drew . . . 10, 52
Anderson, D. Michael . . . 15, 63
Anderson, Elizabeth . . . 23, 81
Anderson, John E. . . . 27, 92
Anderson, Mary . . . 16, 64
Andolina, Molly . . . 21, 76
Aoki, Kumiko . . . 9, 49
Arieira, Carlos . . . 11, 54
Armsby, Polly B. . . . 9, 48
Arnold, Noreen . . . 19
Atkeson, Lonna . . . 10, 51

B

Baker, Colleen . . . 16, 64
Baker, Laurence . . . 15, 62
Baker, Reginald . . . 18, 26
Baldassare, Mark . . . 3, 8, 34, 45
Baldridge, John . . . 25
Ballard-LeFauve, Kate . . . 28, 93
Ballou, Janice . . . 26
Bandilla, Wolfgang . . . 9, 49
Bangura, Kadie . . . 23, 81
Barron, Martin . . . 28, 93
Bartlett, Kathy . . . 14, 16
Barton, Thomas . . . 26, 87
Bartot, Virginia H. . . . 8, 46
Basañez, Miguel . . . 4
Bates, Nancy . . . 12, 14, 53
Battaglia, Michael . . . 12, 26, 28, 56, 89, 93
Bauman, Laurie J. . . . 27, 92
Bauman, Sandra . . . 7, 15, 17, 44, 63
Baumgartner, Robert . . . 28
Beatty, Paul . . . 12, 57
Beebe, Timothy . . . 28
Belanger, Eric . . . 25,85
Bell, James . . . 7, 43
Bell, John . . . 27, 91
Beltran, Ulises . . . 4, 36
Benson, John M. . . . 19, 21, 72
Berg, Harry van den . . . 2, 31
Berman, Rebecca . . . 27, 92
Berry, Sandra . . . 16
Bershadsky, Boris . . . 19
Best, Samuel . . . 3, 23, 35, 84
Biemer, Paul . . . 14, 16, 61, 62
Biffignandi, Silvia . . . 7, 44
Billson, Janet Mancini . . . 2
Bishop, George . . . 13, 58
Blendon, Robert J. . . . 10, 21, 52,
Blevins, Joel . . . 23, 81
Blewett, Lynn A. . . . 6, 19, 42
Blum, Mickey . . . 13
Blumberg, Stephen . . . 8, 45
Bobo, Lawrence . . . 17, 68
Boer, Connie de . . . 1, 30
Bogart, Leo . . . 4, 36
Bogen, Karen . . . 13
Borenstein, Nathaniel S. . . . 26, 89
Bosnjak, Michael . . . 9, 26, 49, 88
Bowers, Ashley . . . 26, 87
Bowman, Katie . . . 18, 71
Boyd, Carol . . . 18, 70
Boyle, John . . . 9, 17, 48
Brackbill, Robert . . . 16
Bradburn, Norman M. . . . 12, 27, 57
Bremer, John . . . 16, 65
Brewer, Paul . . . 24, 84
Brick, J. Michael . . . 26, 87
Brockington, David . . . 6, 40
Brodie, Mollyann . . . 7, 10, 19, 43, 53, 73
Browning, Rufus . . . 27, 90
Bryant, Barbara Everitt . . . 13
Buckley, Paul . . . 12, 23, 56, 81
Bucuvalas, Michael J. . . . 16, 64
Burkholder, Richard . . . 4
Burkom, Diane . . . 23, 27, 83
Burr, Michele A. . . . 9, 49
Burrell, Barbara . . . 7
Burt, Geraldine . . . 9, 28, 93
Bush, Carolee . . . 26
Buskirk, Trent . . . 10, 52
Butler, Dicy . . . 18, 71
Butterworth, Michael . . . 10, 14, 51, 62

C

Caddell, Juesta . . . 17, 68
Cagney, Patrick . . . 12, 56
Cai, Zhiqiang . . . 14, 60
Call, Kathleen Thiede . . . 6, 19
Callegaro, Mario . . . 13
Callison, Coy . . . 3, 36
Camburn, Donald P. . . . 11
Campbell, Richard T. . . . 14, 62
Canache, Damarys . . . 16, 64
Cantor, David . . . 11, 20, 26, 54, 74
Caplan, James R. . . . 23, 27, 82
Cappella, Joseph N. . . . 18, 21, 69, 76
Carabain, Christine . . . 2, 31
Cardoni, Jessica . . . 12, 23, 56, 83
Carpentier, Francesca Dillman . . . 27, 90
Carriere, Erin . . . 2, 9, 31, 50
Carter, Kevin . . . 13, 60
Caspar, Rachel A. . . . 17, 67
Catania, Joseph A. . . . 25, 86
Center, Bruce . . . 28, 93
Chan, Anna . . . 12
Chang, LinChiat . . . 16, 65
Cho, Jaeho . . . 18, 69
Christensen, Howard . . . 23, 82
Chun, Asaph Young . . . 13, 60
Chung, Robert . . . 3, 33
Ciemnecki, Anne B. . . . 22, 26, 87
Clark, Cynthia Z.F. . . . 12

C

Clark, Richard L. 13, 59
Clarridge, Brian R. 6, 41
Clements, Cayge 23, 83
Cohen, Jonathan 3, 34
Coiner, Tania F. 25, 86
Cokkinides, Vilma 9, 49
Collier, Don 11, 55
Comhaire, Nadege 3, 33
Conrad, Frederick G. 25, 86
Constantine, Wendy 15, 63
Contrino, Heather 28, 92
Cooper, Elisa 14, 60
Cosenza, Carol 7, 25, 42, 87
Couper, Mick P. 16, 17, 18, 25, 28, 65, 68, 70
Courser, Matthew W. 9,11,14,49, 61
Crabtree, Jim 16, 66
Crafts, Jennifer 20, 74
Craighill, Peyton M. 19, 21, 72,77
Cralley, Marta 9, 48
Crawford, Scott 7,18,44,70
Crawley, Barbara 28,92
Cross, Sheila 9,48
Crossley, Helen 26
Cunningham, Patricia 26, 87
Currivan, Douglas B. 8, 46
Cwi, Joan S. 28
Cynamon, Marcie 8, 45

D

Dahlhamer, James 20,76
D'Amico, Jean 27, 91
Daniel, Frances 14,60
Dashen, Monica 23, 83
Datko, Louis M. 27, 91
Davern, Michael 6,19,42,72
Daves, Robert 26,27,88
Davey, K.K. 16,66
Davis, Jeanette 14. 60
Deane, Claudia 7
Dedrick, John 10,53
DeMaio, Theresa J. 25,87
Denham, Bryan E. 25,85
Dennis, J. Michael 15,62
Detenber, Benjamin H. 20,75
Detweiler-Bedell, Brian 1,29
Deutschmann, Marc 13,60
Diaz-Castillo, Lillian 14,61
Diefenbach, Donald L. 23,25,82,85
Dillman, Don A. 10
Dimitropoulos, Linda 24,74
Dimock, Michael A. 19,21,72,77
Dineen, Jennifer Necci 3,35
Dipko, Sarah 22,80
DiSogra, Charles 6,40
Dixon, John 14,61
Dobrzynska, Agnieszka 25,85
Dobson, Richard B 7,43
Dobush, Tiffani 9,49
Donsbach, Wolfgang 1,30
Dowd, Kathryn 14,61
Downey-Sargent, Kathryn 9,48
Downing, Kimberly 10,53
Doyle, Pat 12,17
Duncan, R. Paul 19,72
Dunleavy, Mary Elizabeth 15,62
Durand, Claire 28,94
Dutton, Sarah 10,52
Dutwin, David 21,78

E

Ebert, Lori 17,68
Ebo, Bosah 7
Eckman, Stephanie 6,41
Edelman, Murray 6,19
Edwards, Brad 22
Edwards, W. Sherman 25,28,86,92
Ehlen, Patrick 25,86
Ehrlich, Nathaniel 8,46
Eisinger, Robert 1,3,29
Elasmar, Michael G. 9,21,49,77
Elig, Timothy W. 27
Elinson, Jack 15
Emmons, Carol 12,56
Engle, Margie 16,64
Everts, Philip 5,37
Eyerman, Joe 7,18,20,71,73

F

Fairbank, John 17,68
Famolaro, Theresa 9,12,49,56
Farrar, Isabel C. 9,49
Faulbaum, Frank 13,60
Featherston, Fran A. 14
Feinberg, Geoffrey D. 7,44
Feld, Karl G. 18,70
Fendrich, Michael 6,14,19,23,27,39,71,81,91
Ferree, Jr., G. Donald 13,58
Fichtner, Ron 5,39
Finch, Michael 28,93
Fisher, Sylvia 10,12,51,57
Fishstein, Julie 26,87
Flanigan, Tim 28,93
Flicker, Laura 27,90
Flournoy, Rebecca 7,10,43,52
Foster, Erin 23,81
Fournier, Andrew 23,84
Fournier, Patrick 13,59
Fowler, Jr., Floyd 6,13,18,60,71
Frankel, Martin 8,45
Franklin, Charles H. 13,59
Frankovic, Kathleen A. 8,13,15,46
Frederick, Christina 28,92
Freeland, Edward 11
Fry, Stephanie 25,86
Fuchs, Marek 13,16,65
Fulton, Sarah 15,63
Fuse, Kana 20,74

G

Gadzuk, Anita 19,71
Galea, Sandro 16,64
Gallagher, Patricia 7,15,42
Gallion, Pamela 24,85
Garvan, Cynthia Wilson 19,72
Gaziano, Cecilie 27
Gerber, Eleanor 8,12,47,56
Giambo, Pamela 8,45
Gillespie, Theresa W. 6,40
Glezen, Louise 23,83
Goldthwaite, Dannagal 21,76
Gonzalez, Jeffrey M. 26,87
Goodger, Monique Ardell 9,48
Gordon, Craig 16,20,65,75
Gosschalk, Brian 2
Gouge, Michael E. 23,25,82,85
Graesser, Arthur C. 14,60
Graf, Ingrid 10,23,50,83

Grant, David . . . 6,40
Greenberg, Patty . . . 21,78
Greene, Liberty . . . 27,91
Griffin, Deborah H. . . . 9,14,50
Griffiths, Julia Klein . . . 12
Grigorian, Karen . . . 7,9,42,49
Groeneman, Sid . . . 8,46
Gross, Kim . . . 24,84
Groussett, Richard . . . 23,84
Groves, Robert . . . 6,9,10,13,58,
Guarino, Jennifer . . . 11,54
Guerino, Paul . . . 20,22,76,79
Guerrero, Luz B. . . . 3,33
Guinn, Curry I. . . . 9,48
Guterbock, Thomas M. . . . 11,55

H

Hagen, Kristi . . . 23,81
Hagen, Michael . . . 11,18,54
Haitsma, Martha Van . . . 8,46
Hamilton, Charles H. . . . 27,91
Hamilton, Lynn A. . . . 9,49
Hamm, Bradley . . . 1,30
Hansen, Sue Ellen . . . 5
Harkness, Janet A. . . . 8,47
Harrison, Chase H. . . . 10,13,52,59
Harrison, Rachel . . . 16,66
Harter, Rachel . . . 12,56
Hastall, Matthias . . . 3,36
Hauser, Alison . . . 19
Hawkins, Brooke . . . 23,81
Heaps, Wendy . . . 25,86
Heeringa, Steven G. . . . 6,8,46
Heller, Tracy Hagerty . . . 27,90
Hellevik, Ottar . . . 4,36
Helmick, John . . . 12,56
Henderickson, James . . . 17,68
Henning, Paula . . . 7,28,42,93
Henry, Gary T. . . . 20,75
Henson, Janette . . . 23,81
Herz, Diane . . . 16,20,74
Hillygus, D. Sunshine . . . 11,16,53,66
Hoaglin, David C. . . . 26,89
Hoff, Tina . . . 27,91
Holt, Nicholas A. . . . 27
Holz, Jo . . . 24
Hoover, J. Brooke . . . 9,16,48,66
Horak, Christine . . . 27,90
Horner, Lewis R. . . . 18,28,70,94
Howell, Susan . . . 16,65
Howes, Cynthia . . . 12,56
Hsu, Yung-ming . . . 2,32
Hubal, Robert . . . 9,48
Hubbard, Ryan . . . 19,73
Hubbell, Amy . . . 6,19,39,71
Huberman, Matte . . . 21,78
Hueber, Graham . . . 9,15,62
Huffman, John . . . 28
Hughes, Kristen A. . . . 25,87
Hugick, Larry . . . 16,64
Huntley, Jason . . . 23,81
Hutchings, Vincent . . . 17
Hyon, Ashley . . . 8
Hyun, Helen . . . 27,90

I/J

Isernia, Pierangelo . . . 5,37
Jackson, Carla . . . 20,75
James, Matt . . . 10,52
Jamieson, Kathleen Hall . . . 11,54
Jandura, Olaf . . . 1,30
Jans, Matthew . . . 23,25,83,87
Jay, E. Deborah . . . 9,22,48
Jenkins, Krista . . . 21,76
Jerabek, Hynek . . . 3,33
Jobity, Natalie . . . 7,44
Johnson, Devon . . . 17,68
Johnson, Timothy P. . . . 6,19,23,27,39,71,81,91
Johnson, Tracy . . . 6,42
Johnston, Richard . . . 11,54
Jones, Jeffrey M. . . . 7,43
Jones, Lester . . . 12,56
Jones, Steve . . . 7,44
Jordan, Kathleen . . . 17,68
Joseph, Jennifer . . . 10,52

K

Kaifer, Pamela . . . 23,83
Kalinowski, Lori . . . 23,84
Kang, Joohyun . . . 21,77
Karadjov, Christopher D. . . . 13,58
Kamavat, Ashish . . . 14,60
Karp, Jeffrey . . . 6,40
Kay, Ward . . . 14
Keesling, S. Randall . . . 18,70
Keeter, Scott . . . 8,21,40,76
Kennedy, Courtney . . . 13,58
Kennedy, John M. . . . 4,18
Kestnbaum, Meyer . . . 5,39
Kettering, Charles F. . . . 10,53
Keum, Heejo . . . 18,69
Keysar, Ariela . . . 19,72
Khare, Meena . . . 26,89
Kilpatrick, Dean . . . 9,48
Kim, Jibum . . . 6
Kim, Sun-Woong . . . 6,41
Kimmel, Linda . . . 18,27,69,90
Kington, Raynard S. . . . 14,61
Kinsey, Susan H. . . . 22,79
Klein, Josh . . . 23,84
Kleudgen, Martin . . . 13,60
Klofstad, Casey A. . . . 21,76
Knauper, Barbel . . . 11,55
Knight, Lisa . . . 28,93
Knight, Sheila . . . 5,27,39,92
Knobloch, Silvia . . . 3,27,36,90
Kohut, Andrew . . . 4
Kosicki, Gerald M. . . . 18,21,28,70,94
Koski, Greg . . . 14,62
Kosmin, Barry . . . 19,72
Kotarakos, Christine . . . 3,33
Kottiri, Benny . . . 17,66
Koudinova, Tatiana . . . 5,38
Kovac, Martha D. . . . 22,79
Krasilnikova, Marina . . . 4,36
Krebill-Prather, Rose L. . . . 23,81
Krenzke, Thomas . . . 19,71
Kretschmer, Matthias . . . 2,9,16,31,50
Kreuter, Frauke . . . 20,73
Krisnamurty, Parvati . . . 16,66
Kropf, Martha . . . 23,81
Krosnik, Jon A. . . . 11,13,16,18,21,55,58,65,78
Krotki, Karol P. . . . 7,20,75
Krysan, Maria . . . 17,68
Kudela, Martha Stapleton . . . 12,28,56,92
Kulka, Richard . . . 4
Kutner, Gail . . . 20,75
Kuusela, Vesa . . . 13

L

Laird, Glenn . . . 25,86
Lamatsch, Thomas . . . 24,27,85,90
Lambe, Jennifer L. . . . 9,50
Lang, Gladys Engel . . . 7,15
Lang, Kurt . . . 5,15
Langer, Gary . . . 21
Langer, Michael J. . . . 7,44
Langley, Ronald E. . . . 4,16
Lavrakas, Paul J. . . . 9,12,14,16,22,48,61,66,79
Lee, Eunjung . . . 24,84
Lee, Lisa . . . 16,66
Lee, Sunghee . . . 3,20,22,34,76,80
Lee, Waipeng . . . 20,75
Lei, Xia . . . 3,35
Lenski, Joe . . . 22
Lentine, Danelle . . . 5,39
Leon, Jr., Manuel Alfredo de . . . 2,3,32,34
Lepkowski, James . . . 6,41,42
Lerner, Belle . . . 7,42
Leslie, Theresa . . . 14,61
Lesser, Virginia M. . . . 11,26,54
Levin, Kerry Y. . . . 9,20,49,74
Levine, Roger . . . 21,78
Li, Rick . . . 15,62
Licudine, Vladymir . . . 3,33
Ling-Chard, Cristina . . . 6,40
Link, Michale W. . . . 9,12,48
Liu, Jenny . . . 19,72
London, Norman T. . . . 2
Long, Olyn . . . 21,77
Losch, Mary E. . . . 20,73
Louwerse, Max . . . 14,60
Lu, Mei . . . 26,89
Lusinchi, Dominic . . . 25
Lust-Okar, Ellen . . . 4
Lutz, Gene . . . 20,73
Lynch, Jenneve . . . 17,67
Lytle, Tiffany A. . . . 22,79

M

MacArthur, Edie . . . 10,51
Maina, Nancy Wacu . . . 8,46
Maitland, Aaron . . . 20,73
Malakhoff, Lawrence . . . 11,54
Mammone, Joe . . . 28,92
Manfreda, Katja Lozar . . . 7,11,44,54
Mangahas, Mahar . . . 3,33
Mariolis, Peter . . . 6
Markesich, Jason . . . 22,79
Marquette, Jesse . . . 26,89
Marsh, Shawn . . . 10,51
Martin, Elizabeth A. . . . 12
Martin, Jean . . . 16
Marton, Krisztine . . . 18,70
Mason, Robert . . . 25,85
Mathiowetz, Nancy . . . 18,22,71,79
Mattlin, Jay . . . 5,39
Mayur, Raghavan . . . 5,38
Mbulo, Lazarous . . . 19,72
McCabe, Sean . . . 18,70
McCarrier, Kelly P. . . . 10,53
McCarthy, Cara A. . . . 22,79
McCracken, Rob . . . 26,88
McCready, William C. . . . 15,62
McCutcheon, Allan . . . 2,5,31
McDermott, Monika L. . . . 8,17,46
McDevitt, Michael . . . 11,54
McGhee, Eric . . . 8,45
McGill, Lawrence T. . . . 25
McIntosh, Mary . . . 27,91
McKenzie, Charles . . . 1,30
McLeod, Douglas M. . . . 9,50
McQuillan, Gerry . . . 14,61
McWilliams, Alisa . . . 8,46
Meekins, Brian J. . . . 11,55
Melnik, Thomas A. . . . 16,64
Mierzwa, Frank J. . . . 26,88
Milan, Lynn . . . 27,91
Miller, Jon D. . . . 18,21,27,69,90
Miller, Kristen . . . 12,20,57,76
Miller, Peter V. . . . 18,24,71
Miller, Thomas A.W. . . . 7,44
Mirowsky, John . . . 9,50
Mishkind, Matthew . . . 10,51
Mitofsky, Warren J. . . . 2,22
Mohadjer, Leyla . . . 19,71
Mokdad, Ali H. . . . 23,28,83,93
Mondak, Jeffery . . . 16,21,64,77
Montalvan, Pat . . . 8,17,47,66
Montenegro, Xenia P. . . . 23,82
Moon, Nick . . . 1,5,37
Mooney, Geraldine . . . 26
Moore, Danna . . . 7,8,45
Moore, David W. . . . 7,13,43
Moore, Jeffrey C. . . . 12,22
Moore, Kathleen M. . . . 10,52
Moore, Whitney . . . 12,56
Moorhead, Jennifer L. . . . 6,41
Morgan, Mark . . . 16,64
Morton, Jeremy . . . 20,25,73
Moy, Patricia . . . 1,21,29
Murphy, Joseph . . . 10,52
Murray, Mary Cay . . . 12,23,56,81,83
Murray, Patrick . . . 5,38
Myllyluoma, Jaana . . . 21,78

N

Nah, Seung-Ahn . . . 3,35
Narayanan, Vasudha . . . 25,86
Nersesian, Jennifer T. . . . 16,64
Neustadtl, Alan . . . 5,39
Newport, Frank . . . 4,17,68
Newswanger, James F. . . . 26,89
Newton, Lydia . . . 11,54
Nguyen, Luu . . . 11,54
Nie, Norman H. . . . 16,66
Nir, Lilach . . . 18,69
Nisbet, Matt . . . 21,77
Norris-Watts, Christina . . . 26,89
Nyland, Karen . . . 10,52

O

Obarski, Susan . . . 15,63
O'Brien, Jennifer E. . . . 20,74
O'Connor, Robert . . . 22
Odom, Dawn M. . . . 27,89
O'Hare, Barbara . . . 12,28,56
Oldendick, Robert W. . . . 5,38
Olsen, Eric P. . . . 26,88
Olmsted, Murray G. . . . 27,91
Olson, Lorayn . . . 8,45
O'Muircheartaigh, Colm . . . 3,6,12,15,41,42,56
O'Neill, Grace . . . 3,34
O'Neill, Harry W. . . . 22
Orland, Christine . . . 19,71

O'Rourke, Diane . . . 27
Osbom, Larry . . . 8,45
Ostman, Ronald E. . . . 7,43
Ott, Kathleen E. . . . 17,67
Outwater, Mary . . . 20,74
Owens, Linda . . . 10,23,50,81

P/Q

Palladino, Vincent . . . 22
Park, Jennifer M. . . . 11,55
Parker, Vince . . . 9,50
Pascale, Joanne . . . 12,19,28
Pedlow, Steven . . . 6,42
Pelletier, Stephen . . . 10,52
Peltier, Jacqueline M. . . . 27,90
Penne, Michael A. . . . 17,67
Pennell, Beth-Ellen . . . 8,17,47
Perry, Huey . . . 16,65
Petty-Martin, Carolyn . . . 17,66
Petuhova, Elena . . . 2,32
Philips, Jennifer . . . 26,89
Piazza, Tom . . . 6
Piekarski, Linda . . . 13
Pinder, Glenn . . . 17,66
Pinkus, Susan . . . 10
Pinto, Jennifer De . . . 10,52
Pollack, Lance M. . . . 25,86
Porter, Colleen K. . . . 19
Porter, Kathryn . . . 14,61
Pratesi, Monica . . . 7,44
Pratt, Simon . . . 10,51
Press, S. James . . . 21,78
Price, Vincent . . . 5,18,21,69,76
Puente, Manuel de la . . . 8,14,47
Pulliam, Paul . . . 7,44
Quiroz, Rosanna . . . 8,47

R

Rademacher, Eric . . . 10,53
Raglin, David . . . 14,61
Rainie, Lee . . . 17,68,
Ramirez, Carl . . . 25,86
Rasinski, Kenneth A. . . . 13,17,58,68
Ratnakar, Vemula . . . 14,16
Rayburn, Jay . . . 15,62
Reichman, Nancy . . . 19,73
Retzer, Karen Foote . . . 9,23,50,81
Reuband, Karl-Heinz . . . 5,8,37,45
Richardson, Jerome . . . 27,91
Richardson, Terry L. . . . 28
Richman, Alvin . . . 7,43
Ridout, Travis N. . . . 11,53
Ritter, Grant . . . 19,71
Robbin, Alice . . . 16
Robinson, John P. . . . 16,39
Rockland, David . . . 15,62
Rockwell, Richard C. . . . 21
Rockwood, Todd . . . 7,18,28,42,72,93
Rodgers, Willard . . . 22,79
Rodkin, Sergei . . . 8,45
Roenick, Russ . . . 16,66
Roff, Brian H. . . . 17,67
Rogers, John . . . 27,90
Rogers, Melissa . . . 19,72
Rogers, Roy S. . . . 2,31
Rogers, Tracy . . . 23,81
Rojas, Hernando . . . 1,3,29,35
Rojecki, Andrew . . . 11,24,84
Roman, Anthony . . . 19,28,72
Rosenbaum, Marcus . . . 10,52
Rosenlund, Annemarie . . . 7,42
Roshco, Bernard . . . 5
Roshwalb, Alan . . . 27,89
Rourke, Kathryn . . . 17,68
Rowen, Christopher . . . 7,44
Rucinski, Dianne . . . 19,72
Rusciano, Frank . . . 5,37

S

Saad, Lydia . . . 5,38
Safir, Adam . . . 10,51
Sand, Kelly L. . . . 16,64
Santos, Robert . . . 6
Schaeffer, Nora Cate . . . 2,18,20,71
Schafer, Steven . . . 2,31
Scheufele, Dietram A. . . . 3,21,24,34,35,77
Scheuren, Fritz . . . 6,26,87
Schipani, David . . . 9,49
Schlenger, William . . . 17,68
Schneider, Sid J. . . . 11,20,54,74
Schneiderman, Mindy . . . 7,42
Schnell, Rainer . . . 20,73
Schnite, Karen E. . . . 26,88
Schober, Michael F. . . . 25,86
Schoua-Glusberg, Alisu . . . 8
Schroeder, Paul . . . 19,73
Schwartz, Lisa . . . 20,74
Schwarz, Norbert . . . 6,11,41
Schwede, Laurie . . . 14,61
Segel, Paul . . . 11,54
Severynse, Jacqueline . . . 19,71
Sha, Man-chi Mandy . . . 8,23,46,83
Shafer, Holley . . . 27,90
Shah, Dhavan V. . . . 1,29
Shanahan, Jim . . . 3,21,34,77
Shaw, Donald . . . 1,30
Shelley, Tina . . . 20,74
Sherlock, Clare . . . 5,38
Shook, Natalie . . . 13,58
Shuttles, Charles D. . . . 9,16,48,66
Sides, Jason . . . 21,77
Silver, Michael D. . . . 21,78
Simmons, Robert O. . . . 21
Singer, Eleanor . . . 14,16,19,26,62,65,87
Slater, Melaney . . . 23,82
Smith, David W. . . . 16,64
Smith, Elisha . . . 20,76
Smith, Renee . . . 16,65
Smith, Robert . . . 9,49
Smith, Tom W. . . . 5,13,17,27,38,58,68,90
Sokolowski, John . . . 7,42
Solop, Frederick I. . . . 9
Sommers, Anna Stauber . . . 19,72
Sonnenfeld, Kathy . . . 18,70
Sorenson, Kathleen . . . 10,51
Spangenberg, Frits . . . 3
Srinath, K.P. . . . 12,56
Stapulonis, Rita . . . 10,51
Steeh, Charlotte . . . 6,13,17,40,67
Steffenson, Annie . . . 19,73
Steinbach, Rebecca . . . 10,51
Stenbjerre, Mads . . . 5,24,39,85
Stettler, Kristin J. . . . 21
Steve, Kenneth W. . . . 16,66
Stewart, Kathleen . . . 8
Stich, Christine . . . 11,55

Stinson, Linda L. 14,60
Stivers, Julie 27,89
Stocke, Volker 6,40
Stone, William K. 18,70
Storey, J. Douglas 18,69
Streicher, Janet 5
Stringer, M. Christopher 10,53
Stringfellow, Vickie L. 13,60
Stussman, Barbara 20,76
Su, Chien-Chou 23,83
Sumartojo, Rini 18,70
Suresh, R. 22,79

T

Talmey, Paul A. 22
Tanur, Judith 8,21,78
Tarnai, John 7,45
Taylor, Beth L. 22,80
Taylor, Humphrey 17,68
Teichman, Lori 28,92
Teitler, Julien 19,73
Tenneti, Rajani 14,60
Terhanian, George 16,65
Thalji, Lisa 7,17,20,25,44,68,74,86
Thomas, Randall K. 11,13,16,55,58,65
Timms-Ferrara, Lois 19,72
To, Nhien 14,60
Tobin, Gary 8,46
Toce, Marianna 17,68
Tourangeau, Roger 16,21,22,65,79
Traugott, Michael W. 13,58
Triplett, Timothy 10,51
Tronnier, Christine D. 26,88
Trussell, Norman 22,79
Tucker, Clyde 6,17,
Turgeon, Mathieu 13,59
Turner, Alice 25,86
Tuten, Tracy 26,88

U/V

Uldall, Brian R. 11,55
Vandermaas-Peeler, Russ 26,88
Vehovar, Vasja 7,11,13,44,54,
Veisova, Eva 3,33
Velthuijsen, Aart 1,30
Vidmar, John P. 27,89

W

Wagers, Robert 25,86
Wagner, Todd 15,62
Wang, Kevin 10,26,51,87
Warnecke, Richard 9,15,49
Weeks, Brenda 20,85
Weeks, Michael 24
Weibe, Liz 20,74
Weiss, Charlene 6,41
Weissberg, Robert 21
Welch, Jennifer, S. 9,16,48,66
West, Mark D. 23,25,82,85
Wheeless, Sara 14,61
Whitten, Shannon 14,60
Wiebe, Elizabeth F. 6,7,17,44,67
Wiener, Susan 20,74
Wilding, Jennifer 23,81
Willis, Gordon 3,6,12,25,40
Willnat, Lars 24,84
Wilson, Barbara Foley 22,80
Wilson, David C. 17,26,68,88
Wilson, Michael 12,56
Worcester, Robert 5,37
Wright, Douglas 18,71
Wright, Mareena 20,74
Wright, Robert 12,23,26,56,81,83,89,93
Wu, H. Denis 2,32

X/Y

Xie, Dong 28,94
Yang, Fang 3,7,34,43
Yen, Wei 6,40
Yuan, Yangyang 28,94

Z

Zagorski, Krzysztof 2,32
Zahnd, Norbert 6,40
Zalom, Frank G. 23,81
Zetterberg, Hans 1,4,29
Zhang, Weiwu 20,75
Zhao, Xinghua (Cathy) 23,82
Zillman, Dolf 3,27,36,90
Zmud, Johanna 28,92
Zou, Jinghua 14,62
Zuckerman, Stephen 28
Zukerberg, Andrew 22
Zukin, Cliff 21,76

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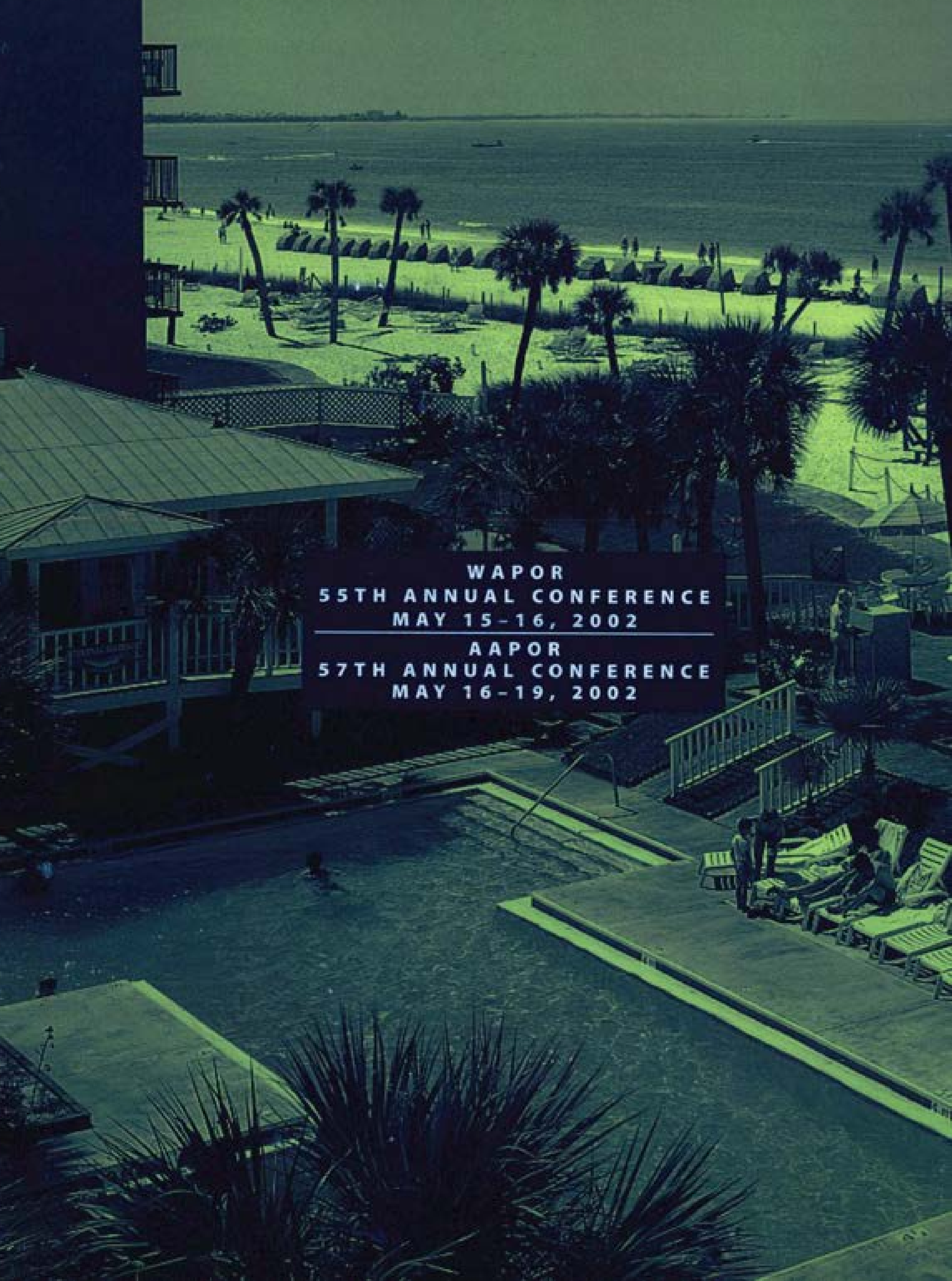
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MAY 16–19, 2002