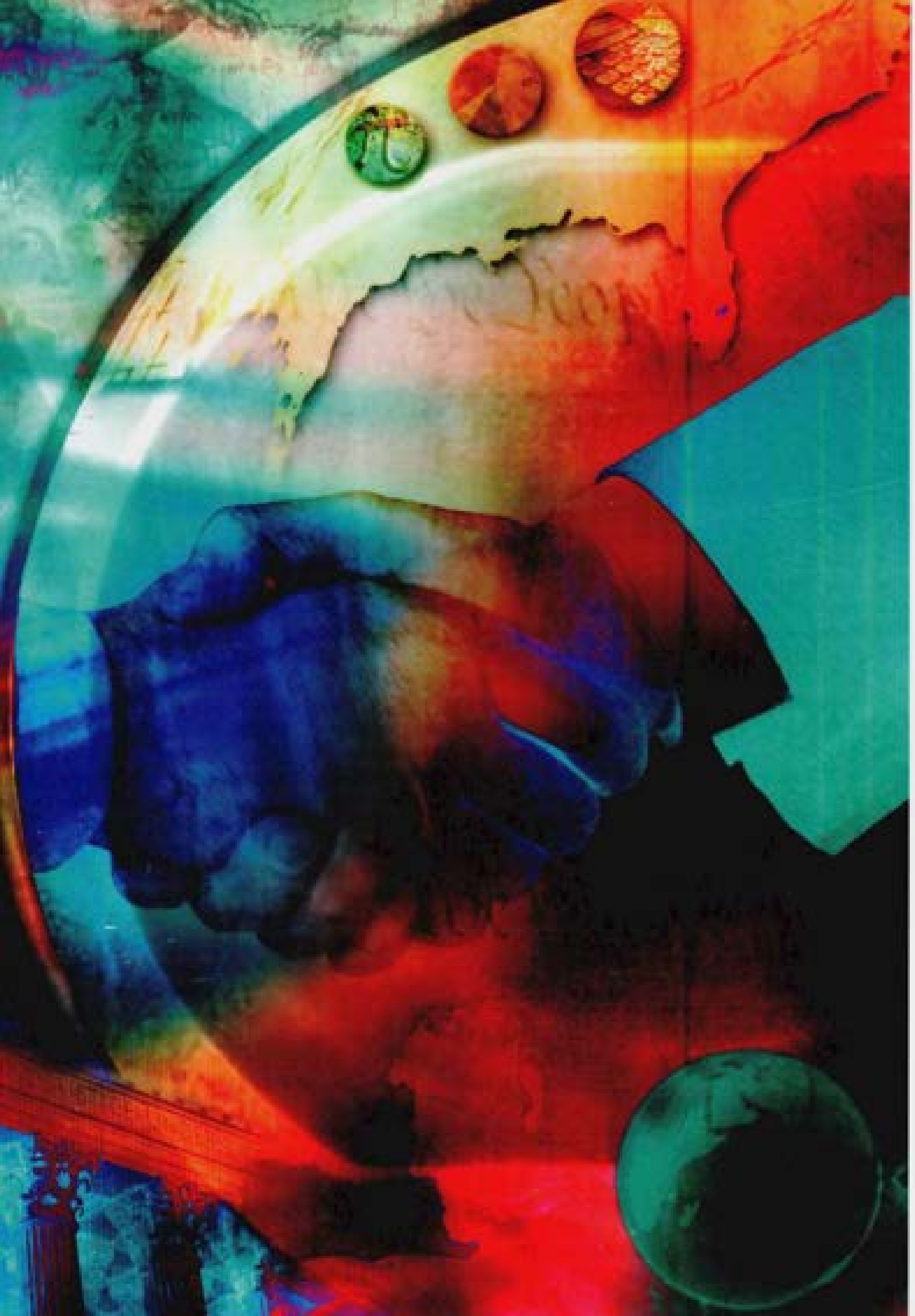

58th Annual Conference

May 15-18, 2003
Sheraton Music City Hotel
Nashville, Tennessee

American Association
for Public Opinion Research

Burns W. "Bud" Roper

1925-2003

The 2003 Conference is dedicated to Bud Roper, who embodied the spirit of AAPOR.

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Julian Woodward Award Recipients

1955	Paul F. Lazarsfeld
1956	Herbert H. Hyman
1957	Public Opinion Quarterly
1958	Samuel A. Stouffer
1959	Elmo Roper
1960	Clyde W. Hart
1961	Fund for the Republic

AAPOR Award Recipients

1962	Angus Campbell
1963	George H. Gallup
1964	Harold D. Lasswell
1965	Harry H. Field
1966	Hadley Cantril
1967	Hans Zeisel
1968	Elmo C. Wilson
1969	Roper Public Opinion Research Center
1970	Archibald M. Crossley
1971	Walter Lippmann
1972	Jean Stoetzel
1973	Rensis Likert
1974	Bernard Berelson
1975	Raymond A. Bauer
1976	Joseph T. Klapper
1977	Leo Bogart
1978	W. Phillips Davison
1979	Mervin D. Field
1980	Shirley A. Starr
1981	Lester R. Frankel
1982	Paul B. Sheatsley
1983	Paul K. Perry Matilda White Riley John R. Riley, Jr. Wilbur Schramm
1984	Ithiel de Sola Pool
1985	Daniel Katz
1986	Philip Converse
1987	Norman Bradburn Seymour Sudman
1988	Burns W. Roper
1989	Gladys Engel Lang Kurt Lang
1990	Herbert E. Krugman
1991	Joe Belden
1992	James Davis
1993	Jack Elinson
1994	Howard Schuman
1995	Herbert I. Abelson
1996	Eleanor Singer
1997	Irving Crespi
1998	Albert E. Gollin
1999	Charles F. Cannell Warren J. Mitofsky
2000	Philip Meyer
2001	Robert M. Groves
2002	Tom W. Smith

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1967
First
Kay K. Deaux, University of Texas
Second
Thomas D. Cook, Stanford University
G. Ray Funkhouser, Stanford University
Paul Hirsch, University of Michigan
John A. Michael, Columbia University
Sanci Michael, Columbia University

1968
First
Lawrence W. Green, University of California, Berkeley
Second
John S. Reed, Jr., Columbia University
Third
Marshall Childs, Columbia University
Honorable Mentions
Jonathan Kelley, University of California, Berkeley
Richard Young, Stanford University

1969
First
David Knoke, University of Michigan
Second
Charles Atkin, University of Wisconsin
Drury Sherrod, Stanford University
Honorable Mentions
Kent Anderson, Stanford University
Douglas Hall, Stanford University
Jonathan Kelley, University of California, Berkeley

1970
First
Charles K. Atkin, University of Wisconsin
Second
Gary A. Mauser, University of California, Irvine
Third
Philip Palmgreen, University of Kentucky

1971
Marcus Felson, University of Michigan

1972
Gwen Bellisfield, New York University

1973
Paul J. Placek, Vanderbilt

1974
D. Garth Taylor, University of Chicago

1975
First
James R. Beniger, University of California, Berkeley
Second
Martin I. Horn, University of Connecticut
Third
Victoria L. Swigert, SUNY-Albany
Honorable Mention
Bonnie J. Kay, Northwestern University

1976
Winner
Robert Navazio, University of North Carolina
Honorable Mentions
Stanley Presser, University of Michigan
Kevin Lang, Oxford University
Alicia J. Welch, University of Massachusetts

1977
Winners
Twila Foster, University of California, Berkeley (Helen S. Dinnerman Prize)
Michael Goldstein, University of California, Berkeley
Trudy Martin, University of California, Berkeley
Mark J. Rogers, University of California, Berkeley
Honorable Mentions
Josephine Holz, Philadelphia, Pennsylvania
Claire B. McCullough, University of Maryland
Michael J. O'Neil, Northwestern University

1978
Winner
Marie Crane, University of Michigan
Second
Michael Carozzo, University of Kentucky
Honorable Mention
Jeff Sobal, University of Pennsylvania

1979
Eric R.A.N. Smith, University of California, Berkeley

1980
Honorable Mention
Marianne Berry, University of Michigan

1981
Lawrence D. Bobo, University of Michigan

1982
Richard Bagger, Princeton University
Lynda Clarizio, Princeton University
Earl Cook, Princeton University
Linda Curtis, Princeton University
Robert Giuffra, Princeton University
Keating Holland, Princeton University
David Heubner, Princeton University
Claire Laporte, Princeton University
Warren Lazarow, Princeton University
Demetria Martinez, Princeton University
Burns Stanfield, Princeton University
Terri Steinhaus, Princeton University
Michele Warman, Princeton University

1983
Winner
John Zaller, University of California, Berkeley
Honorable Mentions
Cynthia Fletcher, Iowa State University
John G. Geer, Princeton University
Jon A. Krosnick, University of Michigan
Bruce Peterson, University of Chicago

1984
Winners
Jon A. Krosnick, University of Michigan
Robert W. Kubey, University of Chicago
Honorable Mentions
Phyllis M. Endreny, Columbia University
Carrol J. Glynn, University of Georgia
John Zeglarski, Rutgers University

1985
Winner
Donald P. Green, University of California, Berkeley
Honorable Mentions
Gerald M. Kosicki, University of Wisconsin
Gary R. Pettey, University of Wisconsin
Martin I. Gilen, University of California, Berkeley

1986
Winner
Dorothy Watson, University of Wisconsin
Honorable Mentions
Jacqueline Scott, University of Michigan
Ken Dautrich, Eagleton Institute

1987
Winner
Jacqueline Scott, University of Michigan
Honorable Mentions
Stephen Ayidiya, University of Akron
Pamela Campanelli, University of Michigan

1988
Winner
James Dearling, University of Southern California
Honorable Mentions
William Axinn, University of Michigan
Glenn Dempsey, University of Chicago
Donna Wasserman, University of Michigan

1989
Winner
Diana Mutz, University of Wisconsin

1990
Winners
Jonathan Cowden, Yale University
Shoon Murray, Yale University
Honorable Mention
Barbara Bickart, University of Florida

1991
Martin I. Gilen, University of California, Berkeley

1992
Winner
Jeffery Mondak, University of Pittsburgh
Honorable Mentions
Jian-Hua Zhu, University of Connecticut
Anne S. Welch, Northwestern University

Student Paper Competition Award Winners Continued...

1993
Winner
Michael Wänke, Universitat Mannheim
Honorable Mentions
E. Clement Brooks, University of California, Berkeley
E. Marla Fletcher, Northwestern University
J. Frederick-Collins, University of North Carolina

1994
Winner
Scott L. Althaus, Northwestern University
Honorable Mentions
Robert M. Eisinger, University of Chicago
Michael W. Link, University of South Carolina
Richard J. Timpone, SUNY at Stony Brook

1995
Mollyann Brodie, Harvard University
Damarys Canache, University of Pittsburgh

1996
Winner
Maria Krysan, Pennsylvania State University
Honorable Mentions
Daniel Dowd, Yale University
Julie Press, University of California, Los Angeles
Eleanor Townsley, University of California, Los Angeles

1997
Winner
Paul Goren, University of Pittsburgh
Honorable Mention
Robert D. Woodberry, University of North Carolina

1998
Winner
Cindy T. Christen, University of Wisconsin, Madison
Prathana Kannaovakun, University of Wisconsin, Madison
Honorable Mentions
J. Tobin Grant, Ohio State University
Stephen T. Mockabee, Ohio State University

1999
Bo Zhou, University of Akron

2000
Alexander Todorov, New York University

Winners of the AAPOR Seymour Sudman Student Paper Award

2001
Joshua D. Clinton, Stanford University

2002
David Dutwin, University of Pennsylvania

2003
Winners
Devon Johnson, Harvard University
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AAPOR STUDENT PAPER AWARD ENDOWED IN SEYMOUR SUDMAN'S NAME

AAPOR is extremely pleased to announce the endowment of the Student Paper Award in the name of Seymour Sudman. The award will now be called the AAPOR Seymour Sudman Student Paper Award.

This endowment is made possible, in large part, by a very generous contribution from Dr. Ed Blair. Dr. Blair is a former graduate student of Dr. Sudman's, has co-authored books with him, and is currently working on new editions of several books. He is Professor and Chair of the Department of Marketing and Entrepreneurship, C. T. Bauer College of Business, University of Houston.

This contribution, in addition to ongoing contributions by the many friends of Seymour Sudman, makes it possible to fund the annual Student Paper Award in perpetuity, using the interest for the annual award while conserving the principal. Additional contributions to this fund will always be welcomed.

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Joel D. Bloom, Oregon Survey Research Laboratory, ***"The Ns Justify the $\overline{X}$s"***

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- 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.

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SURVEY SAMPLING

AAPOR wishes to express its thanks to

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AAPOR Technology, Software and Book Exhibits

Exhibitors

ASDE Survey Sampler, Inc. - Hull, Quebec
Blackwell Publishing - Malden, MA
Computers for Marketing Corp. - San Francisco, CA
Marketing Systems Group - Ft. Washington, PA
Microtab, Inc. - Roswell, GA
Opinion Search, Inc. - Ottawa, Ontario
Sage Publications - Thousand Oaks, CA
Sawtooth Technologies, Inc. - Northbrook, IL
Snap Survey Software - Newburyport, MA
SPSS - Chicago, IL
Survey Sampling, International - Fairfield, CT

Book Exhibitors

Blackwell Publishing – Malden, MA
Cambridge University Press – New York, NY
Columbia University Press – New York, NY
Elsevier Science – San Diego, CA
Harvard University Press – Cambridge, MA
Marketing Workshop – Norcross, GA
Oxford University Press – New York, NY
Rowman & Littlefield – Lanham, MD
Politico's – London, UK
Sage Publications – Thousand Oaks, CA
The University of Chicago Press – Chicago, IL
John Wiley & Sons – New York, NY

Conference Program Design, Editing, Mailings, Advertising

Michael P. Flanagan, CAE	AAPOR Executive Coordinator
Monica A. Frihart	AAPOR Administrative Assistant
Cheri Jones, CMP	AAPOR Senior Meeting Manager
Michael P. Tichy	Ohio State University
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Very Special Thanks from the Conference Chair

Mark Schulman	Schulman, Ronca & Bucuvalas
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Shapard Wolf	Arizona State University
Katherine Lind	University of South Carolina
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Agencies That Have Helped to Ensure AAPOR's Financial Health Through Contributions During the Past Year

A	
ABT Associates	Cambridge, Massachusetts · Chicago, Illinois · Washington D.C.
A.S.E.P.	San Juan, Puerto Rico
Affordable Samples	Old Greenwich, Connecticut
Americans Talk Issues Foundation	St. Augustine, Florida
Anderson, Niebuhr & Associates	Arden Hills, Minnesota
Apoyo Opinion Y Mercado, S.A.	Lima, Peru, South America
Applied Research & Consulting Llc	New York, New York
Arbitron Company	New York, New York · Columbia, Maryland
ASDE Survey Sampler	Hull, Québec
Asia Social Science Research Institute	Seoul, Korea
Aspen Systems Corporation	Rockville, Maryland
Ayres, McHenry & Associates	Roswell, Georgia · Atlanta, Georgia · Washington D.C.
B	
Baseline Market Research, Ltd.	Fredericton, New Brunswick, Canada
Belden Russonello & Stewart	Washington, D.C.
David Binder Research	San Francisco, California
Bisconti Research	Washington, D.C.
Blum & Weprin Associates	New York, New York
Gene Bregman & Associates	San Francisco, California
Bureau for Social Research, Oklahoma State University	Stillwater, Oklahoma
C	
California Survey Research Services	Van Nuys, California
Center for Health Studies	Seattle, Washington
Center for Social And Behavioral Research, University Of Northern Iowa	Cedar Falls, Iowa
Center for Survey Research, Fort Hays State University	Hays, Kansas
Center for Survey Research, Indiana University	Bloomington, Indiana
Center for Survey Research, University Of Massachusetts	Boston, Massachusetts
Center for Survey Research, University Of Virginia	Charlottesville, Virginia
Center for Survey Research and Analysis, University Of Connecticut	Storrs, Connecticut
Charlton Research Company	Pleasanton, California · Washington, D.C.
CID - Gallup	San Jose, Costa Rica
Ciruli Associates	Denver, Colorado
Cities Institute for Public Health	Minneapolis, Minnesota
Clearwater Research	Boise, Idaho
Coda, Inc.	Silver Spring, Maryland
Ann Cole Opinion Research and Analysis	New York, New York
Communication Research Center, Boston University	Boston, Massachusetts
Confield Research	Essen, Germany
Copernicus	Auburndale, Massachusetts
Cosight	Paris, France
Creative Research Systems	Petaluma, California
D	
D^3 Systems	Vienna, Virginia
Datastat	Ann Arbor, Michigan
Datos Information Resources	Caracas, Venezuela
Richard Day Research	Evanston, Illinois
Decision Analyst	Arlington, Texas
Ruth Diamond Market Research Services	Buffalo, New York
Dittman Research Corporation of Alaska	Anchorage, Alaska

E/F

Eagleton Poll, Rutgers University	New Brunswick, New Jersey
Ekos Research Associates	Ottawa, Ontario, Canada
Elway Research	Seattle, Washington
Environics Research Group Ltd	Toronto, Ontario, Canada
Es Turu-Uuringute As	Talinn, Estonia
Estudio Alterman	Capital Federal, Argentina, South America
Fairbank, Maslin, Maullin Associates	Santa Monica, California
Field Research Corporation	San Francisco, California
J.D. Franz Research	Sacramento, California

G

Genesys Sampling Systems	Fort Washington, Pennsylvania
Gilmore Research Group	Seattle, Washington
Global Quality Research Corp.	Princeton, New Jersey
Global Strategy Group	New York, New York
Goldhaber Research Associates, Llc	Amherst, New York
Greenberg Quinlain Rosner Research	Washington, D.C.
Groeneman Research	Bethesda, Maryland
Guideline Consulting	New York, New York

H/I

Hamilton Beattie & Staff	Washington, D.C. · Fernandina Beach, Florida
Harris Interactive	Rochester, New York
Health Survey Research Unit	San Francisco, California
Hollander, Cohen & Mcbride, Inc.	Baltimore, Maryland
ICR/International Communications Research	Media, Pennsylvania · New York, New York Mt. Laurel, New Jersey · Delray, Florida Schaumburg, Illinois · Chesterfield, Missouri
Institute for Policy Research, University Of Cincinnati	Cincinnati, Ohio
Institute for Survey and Policy Research, University Of Wisconsin – Milwaukee	Milwaukee, Wisconsin
Institut Fuer Demoskopie Allensbach	Allensbach,Germany
Intermarket Research, Inc.	New York, New York

J/K

Jackson Jackson & Wagner	Exeter, New Hampshire
Dan Jones & Associates	Salt Lake City, Utah
Juárez and Associates	Los Angeles, California
Knowledge Networks	New York, New York
Knowledge Networks/Statistical Research	Westfield, New Jersey
Kochevar Research Associates	Charleston, Massachusetts

L/M

Eric Marder Associates	New York, New York
Marist College Institute For Public Opinion	Poughkeepsie, New York
Mareco Index Bosnia	Sarajevo, Bosnia and Herzegovina
Market Facts	McLean, Virginia
Marketwise	Charlotte, North Carolina
Mathematica Policy Research	Princeton, New Jersey
Memrb International	Nicosia, Cyprus
Millward Brown Australia	Mosman, Australia
Minnesota Center for Survey Research, University Of Minnesota	Minneapolis, Minnesota
Mitofsky International	New York, New York
Monroe Mendelsohn Research	New York, New York
Mori UK	London, England · Edinburgh, Scotland
MSinteractive	Livonia, Michigan

N

National Opinion Research Center	Chicago, Illinois · New York, New York, Washington D.C.
National Analysts Research & Consulting	Philadelphia, Pennsylvania
NHK Public Opinion Research Division	Tokyo, Japan
Niccolo M Group	Moscow, Russia
Nielsen Media Research	New York, New York
Nop Research	London, England
Nustats	Austin, Texas

O/P/Q

ODUM Institute for Research in Social Science	Chapel Hill, North Carolina
Ohio State University, Center For Survey Research	Columbus, Ohio
O'Neil Associates	Tempe, Arizona
Organizational Research & Consulting	Washington, D.C.
Oregon Survey Research Laboratory, University Of Oregon	Eugene, Oregon
Pacific Institute for Research And Evaluation	Louisville, Kentucky
Pearson S.A. De C.V.	México City, México
Population Research Systems, LLC	San Francisco, California
PricewaterhouseCoopers Survey Research Center	Bethesda, Maryland
Princeton Survey Research Associates	Princeton, New Jersey · Washington, D.C.
Public Opinion Laboratory, Northern Illinois University	Dekalb, Illinois
Q S & A Research And Strategy	Alexandria, Virginia
Quantum Fieldwork Argentina	Buenos Aires, Argentina

R

Rand Survey Research Group	Santa Monica, California
Renaissance Research & Consulting	New York, New York
Research 100	Princeton, New Jersey
Research Support Services	Evanston, Illinois
Research Triangle Institute	Research Triangle Park, North Carolina
RJC Marketing Research, Inc.	Chiyoda-Ku, Tokyo, Japan
Roper Center for Public Opinion Research	Storrs, Connecticut

S

Sawtooth Technologies	Evanston, Illinois
Scarborough Research	New York, New York
Schrader Research & Rating Service	Cranbury, New Jersey
Schulman, Ronca & Bucuvalas	New York, New York · Silver Spring, Maryland
Selzer & Company	Des Moines, Iowa
The Gary Siegel Organization	Lincolnwood, Illinois
Social & Economic Sciences Research Center, Washington State University	Pullman, Washington
Social Weather Stations	Quezon City, Philippines
The Som Institute	Göteborg, Sweden
Southeast Research	Montgomery, Alabama · Greensboro, North Carolina
SRI Consulting Business Intelligence	Menlo Park, California
Survey Research Center, Edmund S. Muskie School of Public Service	Portland, Maine
Survey Research Center, University Of California	Berkeley, California
Survey Research Center, University Of Michigan	Ann Arbor, Michigan
Survey Research Center, Pennsylvania State University Park	State College, Pennsylvania
Survey Research Laboratory, Georgia State University	Atlanta, Georgia
Survey Research Laboratory, University Of South Carolina	Columbia, South Carolina
Survey Sampling	Fairfield, Connecticut

T/U

Taylor Nelson Sofres Intersearch	Horsham, Pennsylvania
Turner Research	Jacksonville, Florida
University Center for Social & Urban Research, University Of Pittsburgh	Pittsburgh, Pennsylvania
UNL Gallup Research Center, University Of Nebraska	Lincoln, Nebraska
Utilis Research & Consulting	

V/W/X/Y/Z

Valuescope AB	Stockholm, Sweden
Virginia Tech Center For Survey Research, Virginia Polytechnic Institute	Blacksburg, Virginia
Westat	Rockville, Maryland
Western Wats Data Service Center	Provo, Utah

AAPOR 58th Annual Conference

-※- SCHEDULE OF EVENTS -※-

Wednesday, May 14

4:00 p.m. – 8:00 p.m. ***REGISTRATION DESK OPEN**

Thursday, May 15

7:00 a.m. – 5:00 p.m. ***REGISTRATION DESK OPEN**
7:00 a.m. AAPOR Golf Outing at the Hermitage Golf Course
4:00 p.m. – 6:00 p.m. EXHIBITS OPEN: Software, Technology & Books

※ SHORT COURSES ※
Thursday 8:30 a.m. – 12:00 p.m.

Wake Up to the Possibilities of Data Mining – Nancy Morrison (SPSS MR) and Amy Sherek (GfK Database Solutions) (McGavock's A)

It Takes More than Words to Write a Question: How Visual Layout Affects Answers to Mail and Internet Surveys – Don Dillman (Washington State University) (Salon F)

The Psychology of Survey Response: Lessons for Questionnaire Design – Roger Tourangeau (University of Michigan & Joint Program in Survey Methodology) (Salon E)

Survey Sampling – Jim Lepkowski (University of Michigan & Joint Program in Survey Methodology) (Two Rivers)

※ SHORT COURSES ※
Thursday 2:00 p.m. – 5:30 p.m.

The Who, Why, and How of Survey Nonresponse and Nonresponse Reduction – Robert Groves (University of Michigan & Joint Program in Survey Methodology) (Salon D)

Latent Class Analysis and Market Segmentation – Jay Magidson (Statistical Innovations) (Capitol 2)

Designing Effective Survey Instruments for the Web – Mick Couper (University of Michigan & Joint Program in Survey Methodology) (Salon FGH)

A Trout in the Milk and Other Tales of Visual Discovery – Howard Wainer (National Board of Medical Examiners & The Wharton School, University of Pennsylvania) (Capitol 1)

※ CONCURRENT SESSIONS ※
Thursday 3:00 p.m. – 4:30 p.m.

Questionnaire Design I (Salon E)
Lars Lyberg - Statistics Sweden - Chair
Frederick Conrad - University of Michigan - Discussant

Test of an Alternative Form to Agree/Disagree Items: Development of a Health Locus of Control Scale
Patricia M. Gallagher - Center for Survey Research, University of Massachusetts Boston
Floyd (Jack) J. Fowler, Jr. - Center for Survey Research, University of Massachusetts Boston

What Surveys, Censuses, and Political Polls Mean to Respondents
Anthony Leiserowitz - Oregon Survey Research Laboratory
Patricia A. Gwartney - University of Oregon Survey Research Laboratory

Educational Attainment and Vocational/Technical Training: Questionnaire Design and Data Quality
Anna Y. Chan - U.S. Census Bureau
Jeffrey C. Moore - U.S. Census Bureau

Can What We Don't Know (about "Don't Know") Hurt Us?: Effects of Item Nonresponse.
Randall K. Thomas - Harris Interactive
Rachel C. Lafond - Harris Interactive
Susan Behnke - Harris Interactive

Surveys Involving Children (Salon F)
Brian Roff - Mathematica Policy Research - Chair
Diane Rucinski - University of Illinois at Chicago - Discussant

Racial and Ethnic Variations in Attitudes about Genetic Testing
Eleanor Singer - University of Michigan
Toni Antonucci - University of Michigan
John Van Hoewyk - University of Michigan

The Public's Perception of Children's Well-Being
Lina P. Guzman, Laura Lippman, Kristin A. Moore - Child Trends
William O'Hare - Annie E. Casey Foundation

Does the No Child Left Behind Act Leave the Public Behind
Nancy Belden - Belden Russonello & Stewart
John Russonello - Belden Russonello & Stewart
Tresa Undem - Belden Russonello & Stewart

Item Non-response in Surveys Among Children and Juveniles
Marek Fuchs - University of Eichstaett

⋇ CONCURRENT SESSIONS ⋇
Thursday 3:00 p.m. – 4:30 p.m. *Continued...*

Government Surveys (Two Rivers)
Linda L. Dimitropoulis - RTI International - Chair
Lynda Carlson - National Science Foundation - Discussant

Can the American Community Survey Replace the Decennial Census Long Form?
Deborah H. Griffin - Census Bureau
Susan P. Love - Census Bureau
Sally M. Obenski - Census Bureau

Towards a More Reliable Measure of Ideology
Thomas Lamatsch - University of Nevada, Las Vegas
Taylor Moseley - University of Nevada, Las Vegas

The Role of Trust and Other Attributes in Customer Engagement With Government Agencies
Darby M. Steiger - The Gallup Organization
Greg Gaertner - The Gallup Organization
Robert Montgomery - The Gallup Organization
Margrethe Montgomery - The Gallup Organization
Max Larsen - The Gallup Organization
Linda Keil - The Gallup Organization

Effects of the September 11, 2001 Terrorist Attacks on Nonresponse in the National Survey on Drug Use and Health
Madeline E. McNeeley – RTI International
Peter Frechtel – RTI International
Dicy Butler - Substance Abuse and Mental Health Service Administration

***Roundtable*: Archiving Survey Data: Resources and Issues** (McGavock's A)
Lawrence McGill - Princeton University - Chair
Lois Timms-Ferrara - The Roper Center
Erik Austin - Inter-University Consortium for Political and Social Research
Roger Finke - The American Religion Data Archive
Philip E. Meyer - University of North Carolina at Chapel Hill
Marc Maynard - The Roper Center

Public Opinion and Lesbians, Gay Men, and Bisexuals (Belle Meade)
Jeff Henne - The Henne Group - Chair
Murray Edelman - CBS News - Discussant

Public Opinion and State Gay Rights Laws
Gregory Lewis - Georgia State University

Why Is Sexual Prejudice Declining in the United States? the Role of Heterosexuals' Interpersonal Contact with Lesbians and Gay Men
Gregory Herek - University of California, Davis

Assessing and Comparing the Political Influence of Support and Opposition Toward Gays and Gay Rights
Douglas Strand - University of California, Berkeley

Does Gay Sex Make People Liberal Democrats?
Marc Rogers - Hunter College

***Roundtable:* Cellular Phones and Telephone Sampling** (Evergreen)
Linda Piekarski - Survey Sampling, Inc. - Chair
James M. Lepkowski - University of Michigan
Trent Buskirk - American Cancer Society
Mario Callegaro - University of Nebraska
Edward Cohen - Arbitron, Inc.
Charlotte Steeh - Georgia State University
Donna Gillin - CMOR
Paul J. Lavrakas - Nielsen Media Research

5:00 p.m. – 6:00 p.m.	**Reception Cash Bar**
6:00 p.m. – 9:00 p.m.	**A wonderful dinner at the historic Hermitage Plantation**
6:00 p.m. – 9:00 p.m.	**Dinner at the Sheraton (Salon E/F)**

Friday, May 16

7:00 a.m. – 3:00 p.m.	***REGISTRATION DESK OPEN**
7:00 a.m. – 9:00 a.m.	Breakfast Buffet (Tent)
9:00 a.m. – 4:00 p.m.	EXHIBITS OPEN: Software, Technology & Books

⋇ CONCURRENT SESSIONS ⋇
Friday 8:15 a.m. – 9:45 a.m.

RDD Response Rates I: Research on Improving Response Rates with the National Survey of America's Families (Salon C)
David Cantor - Westat - Chair
Joel D. Bloom - Oregon Survey Research Laboratory - Discussant

An Experiment in Call Scheduling for an RDD Survey
Pat Cunningham - Westat
David Martin - Westat
J. Michael Brick - Westat

How Has the Level of Effort Changed to Contact Households on an RDD Survey?
Jonathan Wivagg - Westat
David Martin - Westat
J. Michael Brick - Westat

Comparing Incentives at Initial and Refusal Conversion Stages on a Screening Interview for a Random Digit Dial Survey
David Cantor - Westat
Pat Cunningham - Westat
Timothy Triplett - Urban Institute
Rebecca Steinbach - Urban Institute

Comparing Different Incentives Schemes for an Extended Interview on a Random Digit Dial Survey
Kevin Wang - Urban Institute
David Cantor - Westat
Natalie Adi-Habib - Urban Institute

Using Registration Based Sampling to Improve Survey Methodology (Salon F)
Donald Green - Yale University - Political Science Department - Chair
James Lepkowski - University of Michigan - Discussant

※ CONCURRENT SESSIONS ※
Friday 8:15 a.m. – 9:45 a.m. *Continued...*

Enough Already with Random Digit Dialing: A Validated Vote Test of Improving Pre-Election Polling with Registration Based Sampling
Donald Green - Yale University
Alan Gerber - Yale University

Polls in Black and White: Examining the Differences in the Demographics from RDD and Registration Based Sampling
Richard Morin - The Washington Post
Claudia Deane - The Washington Post

When Every Day is Election Day: Finding Early Voters and Forecasting the Absentee Vote
Anthony Salvanto - CBS News
Michael X. Butterworth - CBS News

Getting People to Talk to You: The Effect of an Introductory Letter on Poll Response Rates in Registration Based Samples
Christopher Mann - Yale University - Political Science Dept.

How Likely Is a Likely Voter to Vote: An Assessment of RDD and Registration Based Sampling
Doug Schwartz - Quinnipiac University Polling Institute
Clay Richards - Quinnipiac University Polling Institute

Questionnaire Design for Factual Recall (Salon D)
Dawn V. Nelson - U.S. Bureau of the Census - Chair
Paul Beatty - National Center for Health Statistics - Discussant

Telescoping Events in Student Surveys on Victimization
Mike Planty - Education Statistics Services Institute/AIR

Measuring the Frequency of Regular Behaviors: Comparing the "Typical Week" to the "Past Week"
LinChiat Chang - Strategic Research Group
Jon A. Krosnick - Ohio State University

Event History Calendar Interviewing Improves the Reporting of When Events Happened
Robert F. Belli - University of Nebraska
Eun Ha Lee - University of Michigan
Frank P. Stafford - University of Michigan

The Relationship Between Accuracy and Interval Length in the Respondent Generated Interval Protocol
S. James Press - University of California at Riverside
Judith M. Tanur - State University of New York at Stony Brook

Internet and Telephone Survey Methodology (Belle Meade)
David R. Johnson - Pennsylvania State University - Chair
Charles H. Franklin - University of Wisconsin, Madison – Discussant

Exploring Online Survey Methodologies: Who are the Respondents and How to Get Them to Respond
Kristine Wolter-Warmerdam - University of California-Santa Barbara
Paolo A. Gardinali - University of California, Santa Barbara
Raymond Wong - University of California-Santa Barbara

Methodological Issues in Web Data Collection of Ego-Centered Networks
Vasja Vehovar - University of Ljubljana
Katja Lozar Manfreda - University of Ljubljana
Gasper Koren - University of Ljubljana
Valentina Hlebec - University of Ljubljana

Respondent-Generated Intervals: Do They Help in Collecting Quantitative Data?
Dominic P. Lusinchi - Far West Research

Improving the Validity of Self-Reports of Cancer Screening Behaviors
Timothy P. Johnson - University of Illinois at Chicago
Diane O'Rourke - University of Illinois
Jane E. Burris - University of Illinois at Chicago
Richard Warnecke - University of Illinois at Chicago

***Roundtable:* Is Interviewer Falsification Scientific Misconduct** (Salon E)
Roger Tourangeau - University of Maryland & University of Michigan - Chair
Robert Groves - University of Michigan & University of Maryland
Alan Price - Office of Research Integrity, U.S. Public Health Service
Richard Kulka - RTI International
John Thompson - NORC

※ CONCURRENT SESSIONS ※
Friday 10:00 a.m. – 11:30 a.m.

RDD Response Rates II: Academics, Non-Profits, Commercial Firms, and the News Media (Salon C)
Robert Baumgartner - PA Consulting Group - Chair

***Invited Address:* Recent Response Rates Changes on the Surveys of Consumers**
Richard Curtin - University of Michigan
Stanley Presser - University of Maryland
Eleanor Singer - University of Michigan

***Invited Address:* Response Rates to National RDD Surveys at NORC, 1996-2002**
Tom Smith - NORC

Response Rates in Recent Surveys Conducted by Non-Profits and Commercial Survey Agencies and the News Media
Allyson L. Holbrook - University of Illinois at Chicago
Alison Pfent - Ohio State University
Jon A. Krosnick - Ohio State University

Politics and Elections (Salon F)
Kent Tedin - University of Houston - Chair
Murray Edelman - CBS News - Discussant

⋇ CONCURRENT SESSIONS ⋇
Friday 10:00 a.m. – 11:30 a.m. ***Continued...***

The Increasing Disconnect Between Voters and the General Public in California
Mark J. DiCamillo - Field Research Corporation

Pre-Election Surveys: The Impact of Ballot Order on Pre-Election Projections
Eric W. Rademacher - University of Cincinnati, Institute for Policy Research
Andrew E. Smith - University of New Hampshire

General Views of Government, 'Blame' for Difficulties and Electoral Politics
G. Donald Ferree, Jr. - University of Wisconsin

Questionnaire Design to Measure Opinions I (Belle Meade)
Jennifer Rothgeb - U.S. Census Bureau - Chair
Robert Y. Shapiro - Columbia University - Discussant

Do Small Question Changes Destroy Comparability?
Michelle Ernst - NORC, University of Chicago
Kenneth A. Rasinski - NORC
Catherine C. Haggerty - NORC, University of Chicago

Assertions in Opinion Surveys: On the Limits of a Popular Question Format
Harry van den Berg - Vrije Universiteit
Christine Carabain - Vrije Universiteit

Priming Disclosure of Sensitive Topics in Surveys
Kenneth A. Rasinski - NORC
Penny S. Visser - University of Chicago
Maria Zagatsky - University of Chicago
William B. Witherspoon - University of Chicago

Can We Trust Respondents to Do Their Best?
Siobhan Bernadette Carey - Office for National Statistics, UK

The Impact of the Internet on Daily Behavior (Salon D)
John P. Robinson - University of Maryland - Chair

Information Technology and Functional Time Displacement
Meyer Kestnbaum - University of Maryland

Media Use and Social Life Differences among Internet Users in the General Social Survey
Alan Neustadtl - University of Maryland

Dances with Napster: Predictable Consumer Behavior in the New Digital Economy
John Horrigan - The Pew Internet and American Life Project

Internet Use, Mass Media, Social Life and Other Daily Activity
Jeffrey Cole - University of California, Los Angeles

The Impact of Internet Use on Sociability: Time-Diary Findings
Norman Nie - Institute for the Quantitative Study of Society, Stanford University

Survey Methods: Participation and Mode Effects (Salon E)
John Kennedy - Indiana University - Chair
Mary E. Losch - University of Northern Iowa - Discussant

Would Social Isolation Theory Explain Teacher Participation in Surveys
Young I. Chun - Education Statistics Services Institute/American Institutes for Research
Leslie A. Scott - Education Statistics Services Institute/American Institutes for Research

How Web Surveys Differ From Other Kinds of User Interfaces
Michael F. Schober - New School for Social Research
Frederick G. Conrad - University of Michigan
Patrick Ehlen - New School for Social Research

The Effect of Method of Delivery and Response Propensity on Response to a Nonresponse Follow-up to the Medicare Satisfaction Survey
Linda L. Dimitropoulos - RTI International
Larry N. Campbell - RTI International
Vincent G. Iannacchione – RTI International

An Experimental Test of the Effects of Incentive Levels and Type of Mailer on Mail Survey Response in the Post-9/11 Era
Norman Trussell - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research

Interactive Paper Presentations (Kingsley)
Geraldine M. Mooney - Mathematica Policy Research - Chair

Trust, Attention, and Approval: Question-Order Effects and Attitudes toward the State Legislature
Kelly D. Patterson - Brigham Young University
Greg L. Snow - Brigham Young University
Howard B. Christensen - Brigham Young University
Joseph A Olsen - Brigham Young University

A Perfect Storm in Institutional Confidence
Jennifer Airey - Wirthlin Worldwide
Anne Rzeszut - Wirthlin Worldwide
Carol Gstalder - Wirthlin Worldwide

Pictures From Life's Other Side: A New Longitudinal Study of Young People
Iain Noble - Department for Education and Skills, UK

Interviews of Leaseholders in Chicago's Housing Authority: A Comparison of Data Collected by Public Housing Residents and Non-Public Housing Residents
Catherine C. Haggerty - NORC
Colm O'Muircheartaigh - NORC

"Everybody's Heard About It, But Did Anyone Actually See It? Campaign Advertising Via the World Wide Web in Ohio"
Kim Downing - University of Cincinnati

※ CONCURRENT SESSIONS ※
Friday 10:00 a.m. – 11:30 a.m. *Continued…*

Black Cities/White Cities: Evaluating the Public Schools
Susan E. Howell - University of New Orleans
Matthew A. Vile - University of New Orleans
Huey L. Perry - Southern University at Baton Rouge

Staff-Generated Newspaper Content: Does Quality Matter to Readers?
Michael O'Connell - University of North Carolina
W. Joann Wong - University of North Carolina
Cary R. Frith - University of North Carolina
Janet D. Kwami - University of North Carolina

The Health Insurance Verification Question in the 2001 California Health Interview Survey
Wei Yen - University of California, Los Angeles
E. Richard Brown - University of California, Los Angeles
Ninez Ponce - University of California, Los Angeles
Charles A. DiSogra - University of California, Los Angeles

※ POSTER SESSION ※
Friday 11:30 a.m. – 12:15 p.m.
(Plantation Lobby – Two Rivers Foyer)
Joanne M. Miller - University of Minnesota - Chair

Measuring Sensitive Information Through Personal Interviews
Leonard A. Wood - Multi-sponsor Surveys, Inc.
Harry E. Cotugno - Multi-sponsor Surveys, Inc.

The Personal Interview as a Means of Gathering Sensitive Data
Leonard A. Wood - Multi-sponsor Surveys, Inc.
Harry E. Cotugno - Multi-sponsor Surveys, Inc.

Why Do People Watch What They Do Not Trust? Need for Cognition as a Moderator in the Association Between News Skepticism and Exposure
Yariv Tsfati - University of Haifa

Responding Without Reason: Effects of Compliance on Item Nonresponse
Alex R. Trouteaud - Baylor University
James D. Parker - Baylor University

Race, Political Trust and the 2000 Election
Terri S. Fine - University of Central Florida

Individual Differences in Willingness to Self Censor
Andrew F. Hayes - Ohio State University
James Shanahan - Cornell University
Carroll J. Glynn - Ohio State University
Brian Uldall - Ohio State University

Bilingual Interviewer Selection in ATUS Cognitive Interviewing: Can We Trust Learned Bilingual Interviewers to Do Their Jobs as Well as Native Bilingual Speakers?
Man-chi Mandy Sha - NORC
Catherine Haggerty - NORC

Environmental Concerns of African American Parents in Tampa, Florida
Kimberly M. Harper - Florida A & M University

Evaluating the Cultural Equivalence of the Medicare CAHPS® Fee-for-Service Survey
Carla M. Bann - RTI International
Vincent G. Iannacchione – RTI International
Edward S. Sekscenski - Center for Medicare and Medicaid Service

A Comparison of the Effects of Four Study Designs on Data Quality: Preparing for the National Asthma Survey
Kathleen O'Connor - CDC/NCHS/DHIS

Part-Whole Question-Order Effects in a Quality of Life Survey
Scott R. Beach - University of Pittsburgh
Michael W. Bridges - University of Pittsburgh
Donald Musa - University of Pittsburgh

The Impact of Early Notification on Internet Survey Response Rates
Kerry Y. Levin - Westat
Martha Kudela - Westat
Michele Burr - Westat
Theresa Famolaro - Westat
Elizabeth Westin - Westat

Finding the Needle in the Non-Profit Haystack: Assessing Contact Results for a Telephone Survey of Non-Profit Organizations
Mareena M. Wright - Westat
Kerry Y. Levin - Westat
Katie Hubbell - Westat
Rachel Jones - Westat

Volunteering Trends Among Young Adults
Michael Regnier - AIR/ESSI
Mike Planty - Education Statistics Services Institute/AIR

Demographic Characteristics as Indicators of Performance on the Spanish Language Skills Assessment
Rosanna S. Quiroz - RTI International
Georgina McAvinchey - RTI International
Kimberly Watts - RTI International

As Life's Challenges Mount, Work Life Balance Becomes a Quest, Especially Among Racial/Ethnic Minority Workers 45+
Xenia P. Montenegro - AARP
Tracy Needham - AARP

Retirement Does Not Mean "Not Working" Anymore, Especially Among Racial Minorities
Xenia P. Montenegro - AARP
Tracy Needham - AARP

※ POSTER SESSION ※
Friday 11:30 a.m. – 12:15 p.m. *Continued…*

Personality Type as a Predictor of Interviewer Performance
Christina L. Abbott - Millersville University
Berwood A. Yost - Millersville University
Jennifer L. Harding - Millersville University
Shelley-Ann Francis - Millersville University

The Timing of a Prepaid Incentive in a Mail Survey of Physicians
Jeremy E. Morton - RTI International
Kristine Fahrney - RTI International
John Loft - RTI International
Mollyann Brodie - The Henry J. Kaiser Family Foundation

An Assessment of Current Population Survey Estimates of the Number of Persons Holding a GED
Matthew A. DeBell - American Institutes for Research

Pre-Paid vs. Promised Incentives: Which Works Better for a Telephone Survey of Low-Income Respondents?
Martha D. Kovac - Mathematica Policy Research
Jason A. Markesich - Mathematica Policy Research

The Effects of Differential Incentives on Completion Rates: A Telephone Survey Experiment with Low Income Respondents
Martha D. Kovac - Mathematica Policy Research
Jason A. Markesich - Mathematica Policy Research

Reformatting a Self-Administered Questionnaire Based on Item Nonresponse
Frances M. Chevarley - Agency for Healthcare Research & Quality

Comparison of Self- Versus Proxy-Reporting of General Health Status Using the 2000 Medical Expenditure Panel Survey (MEPS)
Frances M. Chevarley - Agency for Healthcare Research & Quality

Assessing Potential Nonresponse Bias and Strategies for Bias Reduction Among Types of Survey Resistors
Adam Safir - The Urban Institute

Experience of Violence and Commitment to Political Compromise
Erin Carriere - Office of Research, Department of State

Judicial Attitudes Toward Polling as Evidenced by Rulings in Connecticut Change of Venue Capital Felony Murder Trials
April M. Brackett - University of Connecticut
Chris E. Barnes - University of Connecticut
Dr. Kenneth Dautrich - University of Connecticut

Measuring Customer Satisfaction with a Salient Event: An Experimental Design Analyzing the Impact of Self-Administered Survey Mode and Personalized Visual Images
Richard G. Schuldt - University of Illinois at Springfield
Paul K. McDevitt - University of Illinois at Springfield

A System for Classifying Survey Questions: Preliminary Results and Considerations
Michael W. Bridges - University of Pittsburgh
Scott R. Beach - University of Pittsburgh
Donald Musa - University of Pittsburgh
Janet E. Schlarb - University of Pittsburgh

Effects of Sponsor Identity and Perceived Data Security on Response Rates and Data Quality
Kerry Y. Levin - Westat
Jennifer E. O'Brien - Westat
Andrew Wang - NIST
Stephanie Shipp - NIST
Bryan Davis - Westat
Adrian Gordon - Westat

Partials and Breakoffs in the National Health Interview Survey, 2000-2002
Beth L. Taylor - Centers for Disease Control and Prevention-NCHS
Barbara J. Stussman - Centers for Disease Control and Prevention-NCHS
Howard Riddick - Centers for Disease Control and Prevention-NCHS

The Impact of Senior Housing Arrangements on Demographic Surveys
Jennifer E. Hunter - U.S. Census Bureau

What Do You Do?: Occupational Coding Versus Respondent Self-Classification of Occupation Status
Isabel C. Farrar - University of Illinois at Chicago

The Effect of a Pre-paid and Promised Incentive on Response Rate
Barbara C. O'Hare - Arbitron Inc.
Christina Frederick - Arbitron Inc

Getting Around Privacy Managers
Jennifer De Pinto - CBS News
Jinghua Zou - CBS News

Maintaining Trust: How to Protect the Privacy and Confidentiality of Survey Respondents.
Howard M. Speizer - MSInteractive
Tony Diponio - Market Strategies
Bob Miller - MSInteractive

Conducting a Survey to Identify the Unmet Civil Legal Needs of a Low Income Population
John Tarnai - Social & Economic Sciences Research Center

Comparing Methods for Testing CATI Questionnaires
John Tarnai - Social & Economic Sciences Research Center
Danna L. Moore - Social & Economic Sciences Research Center

Response Rates and Timing of Mailings: A National Study of College Students
Matthew E. Jans - University of Massachusetts, Boston
Anthony Roman - University of Massachusetts, Boston

⋇ POSTER SESSION ⋇

Friday 11:30 a.m. – 12:15 p.m. ***Continued...***

Intra-Dyadic Agreement Between Parents and Their Teenagers
Stacey L. Bielick - American Institutes for Research

Both Close Together and Far Apart: Addressing the Challenges of Co-location and Off-site Management in the Los Angeles Latino Eye Study
Lisa V. John - Battelle Center for Public Health Research and Evaluation
Karen Tucker - Battelle Center for Public Health Research and Evaluation
Michael Preciado - Battelle Center for Public Health Research and Evaluation

A Measure of Socio-Economic Status Obtained From 15 Year Olds - Can It Be Trusted?
Baljit K. Gill - Office for National Statistics

Go with the Flow: Cognitive Testing of a Multi-mode, Multi-Agency Survey about Drinking Water
Barbara Wilson - National Center for Health Statistics
Laurie Kamimoto - Center for Disease Control and Prevention
Karen Whitaker - Center for Disease Control and Prevention
Melonie Williams - Environmental Protection Agency
Chris Dockins - Environmental Protection Agency
Henry Kim - Food and Drug Administration
Lauren Posnick - Food and Drug Administration
Beth Canfield - National Center for Health Statistics

Public Perceptions of the Phrase 'God Bless America'
John V. Bodle - Middle Tennessee State University
Larry Burriss - Middle Tennessee State University
Ken Blake - Middle Tennessee State University
Teresa Mastin - Middle Tennessee State University
Robert Wyatt - Middle Tennessee State University

Perceptions and Purchasing of the Phrase "God Bless America"
John V. Bodle - Middle Tennessee State University

Does Order Really Make a Difference? The Impact of Respondent and Question Characteristics on Response Option Order Effects
Grace E. O'Neill - Joint Program in Survey Methodology

An Experiment with Respondent Burden in a Pop-Up Web Survey
Prabu David, Lewis R. Horner, Carol Diedrichs, Sally Tschera Connell Rogers - Ohio State University

Asking Comparative Questions: A Comparison of Three Wording Strategies
Kaiya Liu - Ohio State University

The Rational Silence of Trusting Citizens
Marice K. McCoy - Annenberg School for Communication, University of Pennsylvania

Reflecting Audience Characteristics: The Influence of In-depth Reporting on Newspaper Credibility
Joan R. Cates - University of North Carolina - Chapel Hill
Juanita J. Covert - University of North Carolina - Chapel Hill
Stacey J.T. Hust - University of North Carolina - Chapel Hill
Ayna Mollazade - University of North Carolina - Chapel Hill

In Government We Trust: Exchanging Information for Public Health Services
Marice K. McCoy - Annenberg School for Communication, University of Pennsylvania

Perceived Scientific Consensus and Environmental Public Opinion: The Case of Global Warming
Christine J. Brittle - University of Michigan

Comparing Propensity Score Weighting with Other Weighting Methods: A Case Study
Gosta K. Forsman - University of Linköping
Maria Varedian - Linköping University

Have Florida's Election Problems Been Solved? Voter Attitudes and Behavior in Jacksonville, Florida, November 2002
Ray Oldakowski - Jacksonville University

It's Only Incidental: Effects of Response Format in Determining Behavioral or Event Occurrence
Randall K. Thomas - Harris Interactive
Rachel C. Lafond - Harris Interactive
Renee M. Smith - Harris Interactive,
Susan Behnke - Harris Interactive

Explaining the Georgia Election of 2002: Why Barnes and Cleland Lost
James Bason, Linton Mann III - University of Georgia

⋇ LUNCH/PLENARY SESSION 12:15 p.m. – 2:05 p.m. ⋇

(Tent)

Richard E. Petty, Distinguished University Professor of Psychology, Ohio State University. Dr. Petty is the 2003 Decade of Behavior Distinguished Lecturer.

DECADE of BEHAVIOR

Title: "The Psychology of Public Opinion Formation and Change"

⋇ CONCURRENT SESSIONS ⋇

Friday 2:15 p.m. – 3:45 p.m.

RDD Response Rates III: Regional Surveys, More Academic Surveys, Reporting Practices, and Effects on Data Quality (Salon C)
Ward Kay - Adirondack Communications - Chair

INVITED ADDRESS: **The Future of the Behavioral Risk Factor Surveillance System (BRFESS) in a Changing Environment**
Ali H. Mokdad - Centers for Disease Control

⨳ CONCURRENT SESSIONS ⨳
Friday 2:15 p.m. – 3:45 p.m. ***Continued…***

Response Rates Today: Academic Survey Centers
Gerald M. Kosicki - Center for Survey Research, Ohio State University
Krisztina Marton - Center for Survey Research, Ohio State University
Robert H. Lee - Survey Research Center, University of California, Berkeley

Data Quality of Refusal Conversions and Call-Backs
Joanne M. Miller - University of Minnesota
Justin Wedeking - University of Minnesota

Impact of Callbacks and Field Period on Response Rates and Representativeness
G. Donald Ferree, Jr. - University of Wisconsin

Political Attitudes I (Salon E)
Patricia Moy - University of Washington - Chair
Leonie Huddy - State University of New York at Stony Brook - Discussant

Views of George W. Bush: The Impact of Including the President's Name in Poll Questions
Sarah L. Dutton - CBS News

Rally Events and Presidential Approval - An Update
Larry Hugick - Princeton Survey Research Associates
Margie L. Engle - Princeton Survey Research Associates

What Affects Public Loyalty to President?
Raghavan Mayur - TIPP Poll/Technometrica Market Intelligence
Clare Sherlock - TIPP Poll/ Technometrica Market Intelligence
Tatiana Koudinova - TIPP Poll/Technometrica Market Intelligence

The Mass Media and Anti-American Attitudes in the Islamic World: Implications for U.S. Public Diplomacy
Erik C. Nisbet - Cornell University
Matthew C. Nisbet - Cornell University
Dietram A. Scheufele - Cornell University
James Shanahan - Cornell University

Questionnaire Design: Issues of Language and Culture (McGavock's A)
Alisu Schoua-Glusberg - Research Support Services - Chair
Gregory Herek - University of California, Davis - Discussant

Gender, Culture, and Knowledge: A Cross-National Examination of Cultural Determinants of Gender Disparities in Political Knowledge
Damarys Canache - Florida State University
Jeffery J. Mondak - Florida State University
Kristin L. Stewart - Florida State University

Can We Trust International Comparisons - What Happens When You Look Deeper?
Siobhan Bernadette Carey - Office for National Statistics, UK

Collecting Data in Multiple Languages: Evidence of the Need for Non-English Interviews in a Survey on Children's Health
Stephen J. Blumberg - National Center for Health Statistics
Marcie Cynamon - CDC/NCHS/DHIS
Seth Brady - Abt Associates Inc.
Larry Osborn - Abt Associates Inc.
Lorayn Olson - Abt Associates Inc.

Collecting Data in Multiple Languages: Development of a Methodology
Lorayn E. Olson - Abt Associates Inc.
Larry Osborn - Abt Associates, Inc.
Stephen J. Blumberg - National Center for Health Statistics
Seth Brady - Abt Associates Inc.

Interviewers and Interviewing (Salon F)
Victoria Albright - Field Research Corporation - Chair
Donald P. Camburn - RTI International - Discussant

Gender Differentiation in Measures of Psychological Political Engagement: The Role of Interviewer Effects
Susan A. Banducci - Universiteit Twente

Does Voice Matter? An Interactive Voice Response (IVR) Experiment
Mick P. Couper - University of Michigan
Eleanor Singer - University of Michigan
Roger Tourangeau - University of Maryland

Assessment of Voice Recognition and Behavioral Engine Technologies in an Interviewer Skills Training Tool
Michael W. Link - RTI International
Rachel Caspar - RTI International
Polly P. Armsby - RTI International
Laura Flicker - RTI International

The Impact of Interviewers' Attitudes on Performance
Candice A. Barnes - Field Division, US Census Bureau
Geraldine Burt - Census Bureau

Survey Research Examines Psychosocial Mechanisms Influencing Public Support for War, Capital Punishment, Killing and Social Inequality (Belle Meade)
Alfred McAlister - University of Texas Health Science Center - Chair
Wendy Rahn - University of Minnesota - Discussant

Moral Disengagement in the Perpetration of Inhumanities
Albert Bandura - Stanford University

Psychosocial mechanisms influencing tolerance for social inequalities
Alfred McAlister - University of Texas, Houston

Moral disengagement and support for war: Changes in the U.S. after 9-11-01
Theodore C. Morrison - University of Texas, Houston

※ CONCURRENT SESSIONS ※
Friday 2:15 p.m. – 3:45 p.m. *Continued...*

Moral justification of the death penalty, dehumanization of murderers and international variation in homicide rates
Jeannie A. Grussendorf - University of Texas, Houston

Interactive Paper Presentations (Kingsley)
Matthew Courser - Pacific Institute for Research and Evaluation - Chair

Ramifications of the Counter-Terrorism Campaign for Americans' Attitudes Toward International Affairs
Alvin Richman - U.S. Department of State

Tracking Continuing Psychological Outcomes From the World Trade Center Disaster Among New Yorkers
Michael J. Bucuvalas - Schulman, Ronca & Bucuvalas
Mark A. Morgan - Schulman, Ronca & Bucuvalas
Sandro Galea - New York Academy of Medicine

Finding a Way Forward: Building Confidence in a Shared Future in Brcko District
Janice Bell – U.S. Department of State

Political Party Preferences of U.S. Hispanics: The Role of Religion and Demographics
Ariela Keysar - City University of New York Graduate Center
Barry A. Kosmin - JPR London, UK
Egon Mayer - City University of New York Graduate Center

How Students Identify Gangs at School: An Analysis of Multiple Gang Identification Questions in the 1995 SCS/NCVS
Sally M. Ruddy - Education Statistics Services Institute/AIR

Community Differences in Public Opinion Regarding Substance Abuse Among Youth
Julie L. Andsager - Washington State University
Douglas B. Hindman - Washington State University

Is Social Trust Related to an Individual's Propensity to Participate in an RDD Survey?
Douglas B. Currivan - University of Massachusetts Boston

The Effects of Public Support on Public Policy and Mass Media Agendas During the Persian Gulf War
Thomas B. Christie - University of Texas at Arlington

Trust in the Media: Relation Between Fear of Invasion of Privacy and Support for Press Access to Information
David L. Cuillier - Washington State University

'How Do I Define Who I Am?' A Survey of Young People in Scandinavia
Mads Stenbjerre - Zapera
Anne Skare Nielsen - Copenhagen Institute for Futures Studies

Gender and Racial Differences in Prejudging High-Profile Cases: The Impact of the Race of the Defendant and the Characteristics of the Case on Respondent Choices
Robert S. Ross - California State University, Chico
Edward J. Bronson - California State University, Chico

Attitudes About Athletics in K-12 Public Schools
Russ Masco - Northern Arizona University
Sunshine Coffman - Northern Arizona University

※ CONCURRENT SESSIONS ※
Friday 4:00 p.m. – 5:30 p.m.

RDD Response Rates IV: Effects on Data Quality and Calculation Methods (Salon C)
Norman Trussell - Nielsen Media Research - Chair
Clyde Tucker - Bureau of Labor Statistics - Discussant

Invited Address: **The Impact of Response Rates on Survey Accuracy: When is Too Little Too Much?**
Paul Biemer – RTI International
Michael Link – RTI International

Invited Address: **A Review of AAPOR Standard Definitions for Response Rate Calculation and Reporting**
Robert Daves - Star Tribune

Invited Address: **Survey Response Rate Reporting in the Professional Literature**
Timothy Johnson - University of Illinois at Chicago
Linda Owens - University of Illinois at Chicago

Political Parties and Party Identification (Salon D)
Kurt Lang - University of Washington – Chair
Michael P. McDonald - George Mason University - Discussant

Measuring Party Identification: The Effect of Question Wording
Jeffrey M. Jones - The Gallup Organization
David W. Moore - The Gallup Organization

The Resilience of Party Identification: Predicting and Explaining Election Outcomes
Michael G. Hagen - Rutgers University
Cliff Zukin - Rutgers University
Robert J. Suls - Rutgers University

New Democrats and New Republicans: Changes in Partisan Attitudes Over 15 Years of the Times Mirror/Pew Research Center Values Study
Michael A. Dimock - Pew Research Center
Scott Keeter - Pew Research Center
Peyton M. Craighill - Pew Research Center

Getting the Job Done?: Party Images and Elections in Post-9/11 America
Anthony M. Salvanto - CBS News

⨳ CONCURRENT SESSIONS ⨳

Friday 4:00 p.m. – 5:30 p.m. ***Continued...***

Survey Methods: Questionnaire Design and Refusal Conversion (Salon F)
Cecilie Gaziano - Research Solutions, Inc. - Chair
Floyd (Jack) J. Fowler, Jr. - Center for Survey Research, University of Massachusetts Boston - Discussant

Invited Address: **Enhancing the Validity and Cross-Cultural Comparability of Measurement in Survey Research**
Gary King - Harvard University
Christopher J.L. Murray - World Health Organization
Joshua A Salomon - World Health Organization
Ajay Tandon - World Health Organization

Does "Call Me Back Later" Really Mean "I Refuse"? An Experiment to Convert Soft Refusals in a Business Survey
Kerry Y. Levin - Westat
Mareena M. Wright - Westat
Katie Hubbell - Westat
Rachel Jones - Westat

Question Wording Regulates Response Order Effects in Categorical Questions Presented Orally: The Impact of Warnings to Wait and Illusory Endings
Allyson L. Holbrook - University of Illinois at Chicago
Jon A. Krosnick - Ohio State University
David W. Moore - The Gallup Organization
Roger Tourangeau - University of Maryland

A Comparison of Minimally Balanced and Fully Balanced Forced Choice Items
Eric M. Shaeffer - Ohio State University
Gary E. Langer - ABC News
Daniel M. Merkle - ABC News
Jon A. Krosnick - Ohio State University

Beyond Black and White: Multi-Ethnic Studies of Racial Attitudes (Salon E)
Charlotte Steeh - Georgia State University - Chair
Maria Krysan - University of Illinois at Chicago - Discussant

Will Americans Still Hate Welfare? Inter-Racial Attitudes and Support for Redistribution
Cybelle Fox - Harvard University

African-American, Hispanic, and White Explanations of the Black/White Gap in Socioeconomic Status, 1977-2000
Matthew O. Hunt - Northeastern University

Comfort Zones: Immigration, Assimilation, and the Neighborhood Racial Composition Preferences of Latinos and Asians
Camille Z. Charles - University of Pennsylvania

Intergroup Contact and Latinos' Racial Attitudes: The Contact Hypothesis Revisited
Tyrone Forman - University of Illinois at Chicago
Matt Rodriguez - University of Illinois at Chicago

Telephone Survey Methodology (Belle Meade)
Leora Lawton - Freeman, Sullivan & Company - Chair
David Cantor - Westat - Discussant

Optimizing Call Strategies in RDD: Differential Nonresponse Bias and Costs in REACH 2010
Whitney E. Murphy - N.O.R.C.
Colm O'Muircheartaigh - N.O.R.C.
Rachel Harter - N.O.R.C.
Carol A. Emmons - N.O.R.C.

Impact of Changes in the Telephone Environment on RDD Telephone Surveys
Mary C. Murray - Abt Associates Inc.
Jessica Cardoni - Abt Associates Inc.
Erin Foster - Abt Associates Inc
Chris Becker - Abt Associates Inc
Paul Buckley - Consultant
Marcie Cynamon - National Center for Health Statistics

Differences in the Political Attitudes and Behavior of Cell and Land Line Telephone Users
Michael W. Traugott - University of Michigan
Sung-Hee Joo - University of Michigan

House Effects in a Telephone Survey
Peter Mariolis - Centers for Disease Control and Prevention
Judith Graber - Maine Department of Health

Interactive Paper Presentations (Kingsley)
Randall K. Thomas - Harris Interactive - Chair

Population Density Response Rates in a Statewide RDD Telephone Survey
Charles A. DiSogra - University of California, Los Angeles
David M. Grant - University of California, Los Angeles
Wei Yen - University of California, Los Angeles

Customer Satisfaction Research: The Impact of Study Sponsor, Response Option Order, and Question Order
Amanda Scott - Ohio State University
Michael P. Tichy - Ohio State University
Allyson L. Holbrook - University of Illinois - Chicago
Sowmya Anand - Ohio State University

Opinion Polling and Trust in the Democratic Process
Alun A. Preece - University of Queensland
Vivienne Croft - NFO Australia

The Surprising Relationship Between Community Health and Newspaper Success
Kathy R. Forde - University of North Carolina - Chapel Hill
Marti Maguire - University of North Carolina - Chapel Hill
Anne Milmoe - University of North Carolina - Chapel Hill
Guy R. Mossman - University of North Carolina - Chapel Hill

Name that Race: Using Names to Predict Ethnicity and Race
Karen H. Grigorian - NORC
John Sokolowski - NORC

※ **CONCURRENT SESSIONS** ※
Friday 4:00 p.m. – 5:30 p.m. ***Continued...***

Eating Your Cake and Having It: Reconciling Neo-Realism and Liberal International
Andrew Rojecki - University of Illinois, Chicago

Can America Trust the Deeply Religious? A New Question to Help Answer an Old Question
Steve Farkas - Public Agenda

Survey Research and Secondary Meaning: The Case of Colour Trademarks
Janet A. Hoek - Massey University
Phil Gendall - Massey University

Relationship Between Survey Questions, Newsgroup Content, and Mainstream News Coverage
David P. Fan - University of Minnesota

Legal Problems, Legal Needs: The Legal Assistance Gap Facing Lower Income People in New Jersey
Anjali Srivastava - Poverty Research Institute of Legal Services of New Jersey
Melville D. Miller, Jr. - Legal Services of New Jersey

Survey Documentation: On the Path to Enlightenment
Shawna L. Waugh - Energy Information Administration

6:00 p.m. – 7:00 p.m. **Reception** (Verandah)
7:030 p.m. – 8:30 p.m. **Plated Dinner** (Salon A/B/C/D/E/F)

※ **PLENARY SESSION** ※
Friday 8:45 p.m. – 10:30 p.m.
(Salon A/B/C/D/E/F)

Arianna Huffington: nationally syndicated newspaper columnist and author.
Title: Public Opinion and Polling in Contemporary American Politics

Discussants: Robert Shapiro (Columbia University); Roger Tourangeau (University of Maryland and University of Michigan); Richard Morin (The Washington Post)

10:30 p.m. – 12:00 a.m. **Cash Bar** (Plantation Lobby)

Saturday, May 17

7:00 a.m. – 3:00 p.m.	*REGISTRATION DESK OPEN
7:00 a.m.	AAPOR Fun Run/Walk
7:00 a.m. – 9:00 a.m.	Breakfast Buffet (Tent)
9:00 a.m. – 4:00 p.m.	EXHIBITS OPEN: Software, Technology & Books

※ **CONCURRENT SESSIONS** ※
Saturday 8:15 a.m. – 9:45 a.m.

Trust I (Salon C)
Lynda Carlson - National Science Foundation - Chair
Jon D. Miller - Northwestern University - Discussant

Trust in People and Institutions: A 30-Year Trend from the GSS
Tom W. Smith - NORC
Jibum Kim - University of Chicago

Trust in Government: Fact and Artifact
George F. Bishop - University of Cincinnati

The Individual Bases of Social and Political Trust
Gabriela Catterberg - University of Michigan
Alejandro Moreno - Institute Tecnologico Autonomo de Mexico

Methodological Challenges and Issues of Reliability in Election Polling (Belle Meade)
Mervin Field - Field Research Corporation - Chair
Colm O'Muircheartaigh - NORC - Discussant

Polling in the US Senate Race in Minnesota
Robert Daves - Star Tribune
Brad Coker - Mason-Dixon Research

Polling in the Governor's Race in California
Mark Baldassare - Public Policy Institute of California
Mark Di Camillo - Field Research
Susan Pinkus - LA Times

Understanding Campaign Dynamics
Charles H. Franklin - University of Wisconsin
Daniel M. Merkle - ABC News

A Review of Statistics to Evaluate Poll Accuracy
Michael Traugott - University of Michigan
Courtney Kennedy - University of Michigan
Elizabeth Martin - U.S. Bureau of the Census

Survey Methodology: Response Rates and Mode (Salon E)
Yuling Pan - U.S. Census Bureau - Chair
Mick Couper - University of Michigan - Discussant

Can You Trust Your Data When Telephone Response Rates Are So Low?
J. A. Selzer - Selzer & Company
Dana N. Birnberg - Selzer & Company

Mode Effects in Web-enabled, Telephone and Face-to-Face Foreign Policy Surveys
Monica L. Wolford - US General Accounting Office, PIPA, COPA, University of Maryland
Steven Kull - PIPA, COPA, University of Maryland

Web vs. IVR: Mode Effects in Structured Interviews Utilizing Rating Scales
Yongwei Yang - The Gallup Organization
Dennison Bhola - University of Nebraska-Lincoln
Mario Callegaro - University of Nebraska, Lincoln

Explaining Nonresponse in a Large National Multimode Survey
Kenneth W. Steve - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research
Chuck D. Shuttles - Nielsen Media Research

※ **CONCURRENT SESSIONS** ※
Saturday 8:15 a.m. – 9:45 a.m. ***Continued…***

Response Rates I (Salon D)
Young I. Chun - ESSI, American Institutes for Research - Chair
Eleanor Singer - University of Michigan - Discussant

Improving Response Rates for the BRFSS: Use of Lead Letters and Answering Machine Messages
Michael W. Link - RTI International
Ali Mokdad - Centers for Disease Control
Machelle Town - Centers for Disease Control
David Roe - RTI International
Jodie Weiner - RTI International

Checks, Telephone Cards, and Point-of-Sale Cards: Findings on Survey Response Incentives for a Low-Income Population
Susan B. Mitchell - Mathematica Policy Research
Colette LaMothe - Mathematica Policy Researh
Frank Potter - Mathematica Policy Research

Effects of Panel Attrition on Survey Results
J. Michael Dennis - Knowledge Networks, Inc.

'The Impact of Additional Callbacks on Response Distributions'
Sid Groeneman - Groeneman Research & Consulting

***Invited Roundtable:* Public Opinion Research and the Legal Battle over McCain Feingold** (Salon F)
Robert Y. Shapiro - Columbia University - Chair
Q. Whitfield Ayres - Ayres, McHenry, & Associates, Inc.
Marc L. Kesselman - United States Department of Justice
Mark S. Mellman - The Mellman Group
Robert K. Kelner - Covington and Burling

※ **CONCURRENT SESSIONS** ※
Saturday 10:00 a.m. – 11:30 a.m.

Trust II (Salon D)
E. Deborah Jay - Field Research Corporation – Chair
Eleanor R. Gerber - U.S. Census Bureau - Discussant

Trust During an Energy Crisis
Juliet Carlisle - University of California, Santa Barbara
Kristi Michaud - University of California, Santa Barbara
Eric R. A. N. Smith - University of California, Santa Barbara

Commerce and Social Trust: Cultivating Faith in the Generalized Other
Diana C. Mutz - Ohio State University

Effects of Columbine and 9/11 on Trust and Perceptions of Safety
Julien O. Teitler - Columbia University
Nancy E. Reichman - Columbia University

Annus Mirabilis, Annus Horibilis: How Press Coverage of Terrorism, the Iraqi Situation, and Wall Street Scandals Affect Confidence in the Military, the Government, and Major Corporations
Teresa Mastin - Middle Tennessee State University
Ken Blake - Middle Tennessee State University
Robert Wyatt - Middle Tennessee State University
David P. Fan - University of Minnesota

Election Polling I (Salon F)
Micheline Blum - Blum & Weprin Associates - Chair
Robert Daves – Star Tribune - Discussant

***Invited Address:* The Performance of Pre-election Polls in 2002**
Warren J. Mitofsky - Mitofsky International

***Invited Address:* Polls, Election Outcomes and Sources of Error**
Charles H. Franklin - University of Wisconsin, Madison

On the Over-Report Bias of the National Election Survey
Michael P. McDonald - George Mason University

Rationalization and Derivation Processes in Presidential Elections - New Evidence About the Determinants of Citizens' Vote Choices
Alison Pfent - Ohio State University
Jon A. Krosnick - Ohio State University
Matthew Courser - Pacific Institute for Research and Evaluation

Survey Methods: Modes of Data Collection (Belle Meade)
(AAPOR/IFD&TC Joint Session)
Diane Burkom - Battelle Centers for Public Health Research and Evaluation - Chair
Don Dillman - Washington State University - Discussant

Rates of Survey Completion and Resource Use at Each Step of a Dillman-style Multi-Modal Survey
Andrea Hassol - Abt Associates Inc.
Brenda Rodriguez - Abt Associates Inc.
Holly Harrison - Abt Associates Inc.
Ricki Jarmon - Abt Associates Inc.
Nancy Zhang - Centers for Medicare and Medicaid Services

Differences in Mode of Questionnaire Administration: Self-Administered Web vs. CATI/CAPI
Lisa R. Carley-Baxter - Research Triangle Institute
Jennifer Wine - Research Triangle Institute
Melissa Cominole - Research Triangle Institute
Kristin Perry - NCES

The Effect of Data Collection Modality on Students' Foreign Language Survey
Yann-Yann Shieh - Education Statistics Services Institute/American Institutes for Research

Mode Effects: A Quasi-Experimental Comparison of Response Effects Between Telephone and Web Surveys
Clarissa C. David - University of Pennsylvania

※ CONCURRENT SESSIONS ※

Saturday 10:00 a.m. – 11:30 a.m. *Continued...*

Political Surveys (Salon E)
Alfred McAlister - University of Texas Health Science - Chair
Andrew E. Smith - University of New Hampshire - Discussant

Did the 9/11 Terrorist Attacks Accelerate RDD Refusal Rates? A California Observation.
Charles A. DiSogra - University of California, Los Angeles
David M. Grant - University of California, Los Angeles
Greg Robison - Population Research Systems
Holly Hoegh - California Department of Public Health
Bonnie Davis - Public Health Institute

Test and Retest: Analyzing Survey Research Challenges
Molly W. Andolina - DePaul University
Cliff Zukin - Rutgers University
Scott Keeter - Pew Research Center
Krista E. Jenkins - Rutgers University

Rethinking the Virtuous Circle: Reciprocal Relationships of News Media Use with Civic and Political Participation
Heejo Keum - University of Wisconsin-Madison
Hernando Rojas - University of Wisconsin - Madison
Jaeho Cho - University of Wisconsin-Madison
Dhavan V. Shah - University of Wisconsin-Madison
William P. Eveland, Jr. - Ohio State University
Nojin Kwak - University of Michigan

Can We Trust Prison Inmates to Tell the Truth in Surveys?
Nicola M. Singleton - Office for National Statistics, GB
Michael Farrell - National Addiction Center, Institute of Psychiatry

Public Opinion and War (Salon C)
Gladys Engel Lang - University of Washington – Chair
Claudia Deane - The Washington Post - Discussant

***Invited Address*: The American Public and the Crises with Iraq and North Korea**
Steven Kull - University of Maryland

***Invited Address:* American Public Opinion and Military Ventures Abroad**
John Mueller - Ohio State University

***Invited Address:* The Pew Global Attitudes Project**
Mary E. McIntosh - Princeton Survey Research Associates
Elizabeth M. Gross - Pew Research Center for the People & the Press
Nicole M. Speulda - Pew Research Center for the People & the Press

Interactive Paper Presentations (Kingsley)
(AAPOR/IFD&TC Joint Session)
Paul J. Lavrakas - Nielsen Media Research - Chair

Interviewer and Respondent Behavioral Sequences that Predict Consents versus HUDIs
Kathy T Downey-Sargent - Arbitron, Inc.
Barbara C. O'Hare - Arbitron, Inc.

Evaluating Unit Nonresponse Rates in Web Surveys – A Meta Study
Vasja Vehovar - University of Ljubljana; RIS
Vesna Dolnicar - University of Ljubljana; RIS
Katja Lozar - University of Ljubljana; RIS
Gasper Koren - University of Ljubljana; RIS

Yes, People with Disabilities Probably *Are* in Your Sample: Methodological Issues and Strategies for Including Them Effectively
Corinne Kirchner - American Foundation for the Blind

Achieving High Response Rates on Web-based Surveys of Post-secondary Students
Bronwyn L. Nichols - NORC
Rashna Ghadialy - NORC

The Effects of Cash, Electronic, and Paper Gift Certificates as Respondent Incentives for a Web-based Survey of a Technologically Sophisticated Sample
Jeremy P. Birnholtz - University of Michigan
Daniel B. Horn - University of Michigan
Thomas Finholt - University of Michigan
Sung Joo Bae - University of Michigan

The Impact of Call Schedule on Survey Productivity, Response Rate, and Response Bias
Zheng Joan Wang - REDA International, Inc.
Elham-Eid Alldredge - REDA International, Inc.
Jian Zhu - REDA International, Inc.

Developing a Strategy for Sampling U.S. Mobile Phone Users Based on European Models
Trent D. Buskirk - American Cancer Society
Mario Callegaro - Survey Research and Methodology Program, University of Nebraska, Lincoln

Measuring the Effectiveness of a Public Relations Based Education Campaign in Florida
Graham Hueber - Ketchum
David Rockland - Ketchum
Jay Rayburn - Florida State University
Mary Elizabeth Dunleavy - Ketchum

Privacy Managers and Do Not Call Lists: A Comparison of RDD Sample Dispositions in Eight Regions
Victoria Albright - Field Research Corporation

※ POSTER SESSION ※

Saturday 11:30 a.m. – 12:15 p.m.
(Plantation Lobby – Two Rivers Foyer)
LinChiat Chang - Strategic Research Group - Chair

Round Up the Usual Suspects: African Americans' Views of Drug Enforcement Policies
Devon Johnson - Harvard University

Identifying the Sources of Nonresponse Rates in NLS Pension Plan Questions
Monica L. Dashen - Bureau of Labor Statistics

※ POSTER SESSION ※
Saturday 11:30 a.m. – 12:15 p.m. *Continued...*

Audience Perceptions of Digital Image Manipulation and Newspaper Trust
Alan M. Hantz - University of North Carolina at Asheville
Mark D. West - University of North Carolina at Asheville
Donald L. Diefenbach - University of North Carolina at Asheville

Media Exposure and Public Attitudes Toward Mental Illness: Cultivation and the Third-Person Effect
Donald L. Diefenbach - University of North Carolina at Asheville
Mark D. West - University of North Carolina at Asheville

Trust, Community Affiliation, and Newspaper Subscription
Mark D. West - University of North Carolina at Asheville
Donald L. Diefenbach - University of North Carolina at Asheville

Survey of Cell Phone Users: Identifying Cell Phone Only Households
Lester J. Jones - Arbitron
Dan Ames - Arbitron

Patterns of Response in a Mail Survey of Dentists
Colleen K. Porter - University of Florida
R. Paul Duncan - University of Florida
Scott L. Tomar - University of Florida

We Know Where You Live? GIS in a City Satisfaction Survey
Lewis R. Horner - Ohio State University

Recruiting Health Care Facilities: Barriers Encountered and Lessons Learned
Lisa V. John - Battelle Center for Public Health Research & Evaluation
Patrick T. Kiser - Battelle Center for Public Health Research & Evaluation
Jaime M. Liesmann - Battelle Center for Public Health Research & Evaluation

Urban Public Transit Riders: Surveying a Population on the Move
Lisel K. Blash - San Francisco State University
John D. Rogers - San Francisco State University

Religion, Government and Trust: The Reaction of Jews to the Changing Face of the Separation of Church and State in America
Christopher Paul Borick - Muhlenberg College
Alan Mittleman - Center for Jewish Community Studies

Factors Related to Increasing Education and Favorable Public Opinion Toward Skin Cancer Prevention Behaviors
Julie L. Andsager - Washington State University
Paul D. Bolls - Washington State University

Electronic Voting Machines – A Comparison Applying the Principles of Computer-human Interaction and Computer-assisted Questionnaires Design
Mario Callegaro - University of Nebraska, Lincoln
Emilia Peytcheva - University of Nebraska

Dealing With Distributions of Behavior Frequencies – An Example With Alcohol Use
Emilia Peytcheva - University of Nebraska
Andy Peytchev - University of Michigan

Assessment of High-School Civics Curricula in Three Locations: A Description of a Multi-Mode Survey of Students and Parents Using Incentives
Mary E. Losch - University of Northern Iowa
Gene Lutz - University of Northern Iowa
Mike McDevitt - University of Colorado
Spiro Kiousis - University of Florida

Telephone Center Interviewer Recruitment Alternatives
Nancy L. Noedel - Battelle Centers for Public Health and Evaluation

American Intolerance: The Persistence of Racism in Public Opinion, Voting, and Public Policy in the United States
Joel D. Bloom - Oregon Survey Research Laboratory

Trust, Social Values, and Symbolism of the Police: Investigating Public Attitudes to Law Enforcement
Jonathan P. Jackson - London School of Economics and Political Science
Jason Sunshine - New York University

Web Survey Design: Comparing Static and Interactive Survey Instruments
Zsolt Nyiri - University of Connecticut
Rich L. Clark - University of Georgia

Training Telephone Interviewers from a Psychological Perspective: An Integration of Interviewer's Emotion, Behavior, and Cognition in Telephone Survey Research
Dong Xie - Ohio State University

Interviewing Uncooperative and Hard-to-Reach Respondents: Is It Worth the Effort?
Mary E. Outwater - Ohio State University
Kana Fuse - Ohio State University

Examining Respondent Refusal as a Form of Panel Attrition
YangYang Yuan - Ohio State University

Characteristics of Non-Responders
Thomas C. Shaw - University of Cincinnati/Institute for Policy Research

A Content Analysis of the September 11, 2001 Terrorist Attacks in the Front Pages of Southern States Newspapers in the United States
Weiwu Zhang - Austin Peay State University
Mike Gotcher - Austin Peay State University
Ellen Kanervo - Austin Peay State University

⨳ POSTER SESSION ⨳
Saturday 11:30 a.m. – 12:15 p.m. ***Continued...***

Interaction Between Learning and Fatigue Effects in Surveys
Krisztina Marton - Center for Survey Research - Ohio State University

Survey Letters: Message Sent, Message Received?
Ashley D. Landreth - U. S. Census Bureau

Self-Evaluation as a Predictor of Source Credibility and Subsequent Third-Person Estimates
H. Allen White - Murray State University
Julie L. Andsager - Washington State University

Attitudes Toward Cigarette Smoking and Predictors of Tobacco-Related Health Perceptions in Arizona Adults
Kelly P. McCarrier - Northern Arizona University

A Comparison of Binge Drinking Behaviors in 18 to 21 Year Old College Students and Non-Students in the NLSY97
Dennis E. Dew - NORC

Comparing Web-Based Survey Methods With Other Approaches: An Examination of Health Knowledge, Opinion, and Behaviors
Andrea K. Greiling - Northern Arizona University
Kelly P. McCarrier - Northern Arizona University
M. Christopher Stringer - Northern Arizona University

Young Adults Tobacco Use Patterns: Analysis of 2000 National Health Interview Survey
Moh Yin Chang - Survey Research and Methodology Program, University of Nebraska, Lincoln
Kenneth Offord - Mayo Clinic
Steven Ames - Mayo Clinic

Discussion_Media@Trust.Community: The Effects of Interpersonal Communication Networks and Media Use on Trust
Seungahn Nah - University of Wisconsin-Madison
Sameer Deshpande - University of Wisconsin-Madison
Michael McCluskey - University of Wisconsin-Madison
Elliott Hillback - University of Wisconsin-Madison
Zhongdang Pan - University of Wisconsin-Madison
Dhavan V. Shah - University of Wisconsin-Madison
Douglas M. McLeod - University of Wisconsin-Madison

What Factors Affect Establishment Respondents Decision to Participate in Government Surveys?
Sylvia K. Fisher - Bureau of Labor Statistics
Christine Rho - Bureau of Labor Statistics

Election 2000, Civic Culture, and Media: Media Mobilization and Demobilization
Dhavan V. Shah - University of Wisconsin-Madison
Michael G. Schmierbach - University of Wisconsin-Madison
William P. Eveland - Ohio State University
Nojin Kwak - University of Michigan

Development of a Question to Measure Respondents Attainment of Vocational Certificates: Results of Cognitive Testing
Sylvia K. Fisher - Bureau of Labor Statistics

The Role of Issue Involvement in UK Public Attitudes to the Single European Currency
Caroline E. Roberts - London School of Economics and Political Science

The Role of Value Equivalence in News Media Selection
Thomas B. Christie - University of Texas at Arlington

Changing Foundations of a Governor's Support: Media, Political Trust and the Economy
Gerald M. Kosicki - Ohio State University
YangYang Yuan - Ohio State University

Do 'Knowledgeable' Respondents Really Know More? A Comparison of Parent and Teen Reports of Teen Spending
Kristen M. Olson - Joint Program in Survey Methodology

How Science Knowledge and Attitudes Relate to Pseudoscience Acceptance, Political Engagement, and Funding Venue Support
Susan Carol Losh - Florida State University
Christopher M. Tavani - Florida State University
Ryan Wilke - Florida State University
Rose Njoroge - Florida State University
Michael McAuley - Florida State University

Surveying Hispanic American Populations
Kristi K. Hagen - Northern Arizona University
Anne Mottek-Lucas - Northern Arizona University

On the Importance of Importance: An Examination of Weighting Evaluation Ratings with Importance Ratings.
Randall K. Thomas - Harris Interactive
Ellie Powell - Princeton University
Rachel C. Lafond - Harris Interactive
Susan Behnke - Harris Interactive

Changes in the Volume and Composition of RDD Telephone Survey Dial Attempts
Juyeon Son – University of Oregon
Patricia A. Gwartney - University of Oregon

Using an Instructional Web Site for Respondents to Improve Response Quality
Jennie W. Lai - Nielsen Media Research
Chuck D. Shuttles - Nielsen Media Research
Norman Trussell - Nielsen Media Research

※ **POSTER SESSION** ※
Saturday 11:30 a.m. – 12:15 p.m. ***Continued...***

Forcing Respondents to Make a Choice Provides Better Data: Do You Agree, Disagree, or Are You Not Sure?
Richard Warnecke - University of Illinois at Chicago
Jennifer Parsons - University of Illinois
Robert Smith - American Cancer Society
Vilma Cokkinides - American Cancer Society

12:15 p.m. – 2:05 p.m. **Lunch and AAPOR Presidential Address**
(Tent)
Sponsored By: Survey Sampling International

※ **CONCURRENT SESSIONS** ※
Saturday 2:15 p.m. – 3:45 p.m.

Trust: Financial Institutions, Science, Government, and Physicians (Belle Meade)
Craig A. Hill - RTI International - Chair
Vincent Price - University of Pennsylvania - Discussant

Changes in Trust of Financial Institutions and Professionals
Larry J. Cohen - SRI Consulting Business Intelligence

American Trust in Science and Technology: An Analysis of Data From the Second Half of the 20th Century
Jon D. Miller - Northwestern University
Linda G. Kimmel - Northwestern University

"Trust in Government and Political Participation Among California Latinos 1998—2002"
Jonathan Cohen - Public Policy Institute of California
Mark Baldassare - Public Policy Institute of California
Eliana Kaimowitz Rodriguez - Public Policy Institute of California

Trust Attitudes Towards Physicians and Experience With Other Elements of the Health Care System
Michael J. Bucuvalas - Schulman, Ronca & Bucuvalas, Inc.
Mark A. Morgan - Schulman, Ronca & Bucuvalas, Inc
Mark Schlesigner - Yale University
Bradford H. Gray - New York Academy of Medicine

Election Polling II (Salon E)
Charles H. Franklin - University of Wisconsin, Madison - Chair
Jeffery J. Mondak - Florida State University - Discussant

Tracking Interest and Knowledge During Election Campaigns
Matthias Kretschmer - ZMG Zeitungs Marketing Gesellschaft

Propensity Score and Calibration as Bias Reducing Techniques in Surveys Based on Internet Panels: Application to the Outcome of the Swedish Parliament Elections 2002
Boris Lorenc - Stockholm University
Christer Johansson - Netsurvey Bolinder AB

The Polls of the French Presidential Election of 2002, a Catastrophe?
Claire Durand - Université de Montréal
André Blais - Université de Montréal
Mylène Larochelle - Université de Montréal

Survey Methodology: Internet Surveys (McGavock's A)
(AAPOR/IFD&TC Joint Session)
Leora Lawton - Freeman, Sullivan & Company - Chair
Kent Marquis - U.S. Census Bureau - Discussant

Participation in Online Surveys: Results from a Series of Experiments
Renee M. Smith - Harris Interactive
Kerri A. Kiniorski - Harris Interactive

Validations in Web-based Surveys
Andy Peytchev - University of Michigan
Scott Crawford - MSInteractive

Use and Non-Use of Clarification Features in Web Surveys
Mick Couper - University of Michigan
Roger Tourangeau - University of Maryland
Frederick G. Conrad - University of Michigan

Web Experiment: Examining the Effect of Error Prompting on Item Nonresponse and Survey Nonresponse
Geraldine M. Mooney - Mathematica Policy Research
Barbara A. Rogers - Mathematica Policy Research
Deborah H. Trunzo - Office of Applied Studies, SAMHSA

Response Rates II (Salon C)
Paul Biemer - Research Triangle Institute - Chair
Manuel de la Puente - U.S. Census Bureau - Discussant

Invited Address: **Strategies for Retaining Respondents in Long-Term Panel Surveys: A Series of Experiments**
Randall Olsen - Ohio State University
James Walker - University of Wisconsin

Effects of a $30 Incentive on Response Rates and Costs in the 2002 National Survey on Drug Use and Health
Joel M. Kennet, Joseph Gfroerer, Katherine R. Bowman, Peilan C. Martin, & David Cunningham - Substance Abuse and Mental Health Services Administration

Refusal Conversion and Response Bias in the 2001 California Health Interview Survey
Wei Yen - University of California, Los Angeles,
Charles A. DiSogra - University of California, Los Angeles
David M. Grant - University of California, Los Angeles

Language of Contact, Nonresponse, and Measurement Error in a Multimode National Language Enumeration Survey
Tim Dolson - Nielsen Media Research
Natalie Coser - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research
Scott Bell - Nielsen Media Research
Randy Keesling – RTI International

※ CONCURRENT SESSIONS ※
Saturday 2:15 p.m. – 3:45 p.m. *Continued…*

Public Opinion in Politics and in Court (Salon F)
Jennifer Berktold - NORC - Chair
Peter V. Miller - Northwestern University - Discussant

The Public Judgment Index: Reviving Yankelovich's Effort to Differentiate Mass Public Opinion from Public Judgment
David W. Moore - The Gallup Organization

How to Conceptualize Attitude Strength and How to Measure it in Surveys: Psychological Perspectives
Jon A. Krosnick - Ohio State University
Penny S. Visser - University of Chicago
Allyson L. Holbrook - University of Illinois at Chicago

***Invited Address:* The Interface of Survey Research and the Legal System**
Shari S. Diamond - Northwestern University Law School, the American Bar Foundation

Survey Evidence in Court: What it Takes to Get Through the Gate
E. Deborah Jay – Field Research Corporation

Interactive Paper Presentations (Kingsley)
(AAPOR/IFD&TC Joint Session)
Melody Rodriguez - Research Systems and Solutions, Incorporated - Chair

The Individual Determinants of Political Persuasion
Patrick Fournier - Université de Montréal

How Much Can You Trust the Answers You Get Using Cognitive Interviews?
Christine H. Rho – U. S. Bureau of Labor Statistics
Roberta Sangster – U. S. Bureau of Labor Statistics

Evaluating Various Methods of Standard Error Estimation for Use with the Current Population Survey's Public Use Data
Michael E. Davern - University of Minnesota
Gestur Davidson - University of Minnesota
James Lepkowski - University of Michigan

Using Latent Class and CHAID Models to Develop Meaningful Segments from Survey Data
Jay Magidson - Statistical Innovations

Comparing Internet "River," Internet "Panel" and RDD CATI Sampling; Do the Differences Affect the Data?
Karl G. Feld - Western Wats

A Comparison Between Using the Web and Using the Telephone to Survey Political Opinions.
Gosta K. Forsman - University of Linköping
Annica Isaksson - University of Linköping

Design and Implementation of a Multimode Web Survey
Jennifer S. Wine - Research Triangle Institute
Melissa B. Cominole - Research Triangle Institute
Stephanie D. Carwile - Research Triangle Institute
Kristin Perry - National Center for Education Statistics

Partnering With a Newspaper to Assess Community Opinion Online
Phillip E. Downs - Florida State University
Mary Anne Lindley - Tallahassee Democrat

Implementing a Web Survey Administration System at the GAO
Alice G. Feldesman - U.S. General Accounting Office

Incentive Effects in the Age of Anthrax: Experimental Results for Mail Questionnaires
Anthony Silvaggio – University of Oregon
Patricia A. Gwartney - University of Oregon

Cognitive Processes in Web Surveys
Marek Fuchs - University of Eichstaett

※ CONCURRENT SESSIONS ※
Saturday 4:00 p.m. – 5:00 p.m.

Trust III (Salon C)
Kristin Stettler - U.S. Census Bureau - Chair
Janice Ballou - Mathematica Policy Research - Discussant

Trust and Engagement: Assessing Causality in the "Virtuous Circle"
Dhavan V. Shah - University of Wisconsin-Madison
Hernando Rojas - University of Wisconsin - Madison
So-Hyang Yoon - University of Wisconsin - Madison
William P. Eveland, Jr. - Ohio State University
Nojin Kwak - University of Michigan

The Effect of Trust in Media on Advertising Rates
Philip E. Meyer - University of North Carolina at Chapel Hill
Joe Bob Hester - University of North Carolina at Chapel Hill

Geographies of Trust: Explaining Inter-city Variation in Trust Using Hierarchical Linear Modeling
Wendy Rahn - University of Minnesota
Kwang Suk Yoon - American Institutes for Research
Michael Garet - American Institutes for Research
Steven Lipson - American Institutes for Research
Katherine Loflin - Knight Foundation

Election Surveys (Salon D)
Alice Robbin - Indiana University - Chair

When Respondents Know Too Much: Limitations of Web Surveys for Electoral Research
Nicholas C. Allum - London School of Economics and Political Science
Patrick J. Sturgis - University of Surrey

Social Desirability and Faulty Memory in Vote Over-Reporting: A Cross-National Comparison of the American and British Electorates
Allan L. McCutcheon - University of Nebraska, Lincoln
Robert F. Belli - University of Nebraska, Lincoln
Yongbin Tian - University of Nebraska, Lincoln

⁜ CONCURRENT SESSIONS ⁜
Saturday 4:00 p.m. – 5:00 p.m. ***Continued...***

Coverage Bias in Telephone Samples of Registered Voters
Chase H. Harrison - CSRA; University of Connecticut
Lauren J. Packman - CSRA; University of Connecticut

Right on Target or Off the Mark?: Margin of Error in Election Polls
Joel Bloom – University of Oregon

Questionnaire Design II (Salon F)
(AAPOR/IFD&TC Joint Session)
Stanley Presser - University of Maryland - Chair

Invited Address: **Parsing the Polls: A View from the Trenches**
Gary E. Langer - ABC News
Daniel M. Merkle - ABC News

Validating Self-Reports of Socially Desirable Behaviors
Jane E. Burris - University of Illinois at Chicago
Timothy Johnson - University of Illinois at Chicago
Diane O'Rourke - University of Illinois at Chicago

State Health Insurance Coverage Estimates: Why State-Survey Estimates Differ From the Current Population Survey
Michael E. Davern - University of Minnesota
Kathleen T. Call - Universtiy of Minnesota
Lynn A. Blewett - University of Minnesota
Tim Beebe - University of Minnesota

Response Rates III (Salon E)
Nancy Bates - U.S. Census Bureau - Chair
Kathleen Frankovic - CBS News - Discussant

Scheduling Calls for Refusal Conversion in an RDD Survey
Sherman Edwards - Westat
Charles DiSogra - University of California, Los Angeles
Wei Yen - University of California, Los Angeles

How Important Is Response Rate?
Nathaniel J. Ehrlich - University of Michigan

CMOR's National Survey to Help Build an Advertising Campaign to Motivate Survey Response
Jane Shepard - CMOR
Paul J. Lavrakas - Nielsen Media Research

Political Attitudes II (Belle Meade)
Gerald Kosicki - Ohio State University – Chair & Discussant

Racial Resentment and White Opposition to Race-Conscious Programs: Principles or Prejudice?
Stanley Feldman – State University of New York at Stony Brook
Leonie Huddy – State University of New York at Stony Brook

Age- and Participation-Related Differences in Political Agendas
Douglas A. Strand - University of California, Berkeley
Merrill Shanks - University of California, Berkeley

Driving the Wedge: The Strategic Use of Group Cues in Campaign Communications
Nicholas A. Valentino - University of Michigan
Vincent L. Hutchings - University of Michigan

5:00 p.m. – 6:15 p.m. **AAPOR Membership & Business Meeting** (McGavock's A/B)
6:45 p.m. – 7:30 p.m. **Reception** (Verandah/Courtyard)
Sponsored By: Marketing Systems Group
7:30 p.m. – 9:15 p.m. **Awards Banquet** (Salon A/B/C/D/E/F)
Sponsored By: RTI International (wine with dinner)
9:15 p.m. – 12:00 a.m. **Old Time Country Dance** (Salon A/B/C/D/E/F) - the Saturday night party will feature live old time country music played by an outstanding Nashville band and square dancing with a traditional caller and "dance doctors" to guide the uninitiated. Afterward, a jam session will feature the band playing with AAPOR-member musicians sitting in.
Sponsored By: Schulman, Ronca & Bucuvalas
9:15 p.m. – 12:00 a.m. **Session in Applied Probability** (Kingsley)

Sunday, May 18
7:00 a.m. – 11:30 a.m. ***REGISTRATION DESK OPEN**
7:00 a.m. – 9:00 a.m. Breakfast Buffet (Salon A/B/C)

⁜ CONCURRENT SESSIONS ⁜
Sunday 8:15 a.m. – 9:45 a.m.

A Memorial for Bud Roper (Salon D)
Lois Timms-Ferrara - Organizer

Questionnaire Pretesting (Salon E)
(AAPOR/IFD&TC Joint Session)
Edward P. Freeland - Princeton University - Chair
Michael F. Schober - New School University - Discussant

Respondents' Understanding of Confidentiality Language
Eleanor R. Gerber – U.S. Census Bureau

Collecting Eye Tracking Data to Test QUAID, a Web Facility That Helps Survey Methodologists Identify Problems With the Comprehensibility of Questions
Arthur C. Graesser - University of Memphis
Frances K. Daniel - University of Memphis
Zhiqiang Cai - University of Memphis
Elisa Cooper - University of Memphis
Shannon Whitten - University of Memphis
Max Louwerse - University of Memphis

Applying Discourse Analysis to the Questionnaire Design and Evaluation Process: a Proposal for the Incorporation of an Alternative Methodological Tool
Christine A. Horak - Westat
Brian Kleiner - Westat

Modeling the Cognitive Processing of Drug Use Questions
Timothy P. Johnson - University of Illinois at Chicago
Michael Fendrich - University of Illinois at Chicago

※ CONCURRENT SESSIONS ※
Sunday 8:15 a.m. – 9:45 a.m. *Continued…*

Telephone Survey Methods (Salon C)
(AAPOR/IFD&TC Joint Session)
Corinne Kirchner - American Foundation for the Blind - Chair
Sandra H. Berry - RAND Survey Research Group - Discussant

Determining the Probability of Selection for a Telephone Household in a Random Digit Dial Sample Design Is Becoming Increasingly More Difficult
Timothy A. Triplett - Urban Institute
Natalie Abi-Habib - Urban Institute

RDD vs. Listed: An Experimental Study of Coverage Error, Costs, and Nonresponse in a Statewide Telephone Survey
Thomas M. Guterbock - University of Virginia
David E. Hartman - University of Virginia
Ryan A. Hubbard - University of Virginia

The Effect of Partial Incentive Pre-Payments on Telephone Survey Response Rates
Todd J. Robbins - Abt Associates
Donna Demarco - Abt Associates
Rhiannon Patterson - Abt Associates
Ting Yan - Abt Associates
Erik Paxman - Abt Associates

Surveys Using Cellular Telephones: a Feasibility Study
Charlotte G. Steeh - Georgia State University

Questionnaire Design to Measure Opinions II (Salon F)
Kristin Stettler - U.S. Census Bureau - Chair
Patricia M. Gallagher - University of Massachusetts Boston - Discussant

Presidential Approval: You May Be Only as Good as Your Rating Scale
Randall K. Thomas - Harris Interactive
David Krane - Harris Interactive
Humphrey Taylor - Harris Interactive

How Does Ranking Rate?: A Comparison of Ranking and Rating Tasks.
Randall K. Thomas - Harris Interactive
Eric M. Shaeffer - Ohio State University

The More Things Change the More They Stay the Same: Examining Difference in Political Communication, 1952-2000
Lonna R. Atkeson - University of New Mexico
Ronald B. Rapoport - College of William & Mary

Consumer Confidence: How It's Measured and What It Means
Daniel M. Merkle - ABC News
Gary E. Langer - ABC News
Dalia Sussman - ABC News

Race , Politics, and Law Enforcement (Belle Meade)
Dianne Rucinski - University of Illinois at Chicago - Chair
David Moore - The Gallup Organization - Discussant

Changing of the Guard: Mayors, Race, Engagement, and Efficacy
Adria Gallup-Black - New York University

Black Respondents' Prejudice Towards Whites
David C. Wilson - The Gallup Organization

***Student Paper Award Winner:* Justice or "Just Us?" Perceived Racial Bias in the Criminal Justice System**
Devon Johnson – Harvard University

Public Perceptions of Racial Bias by the Police
Steven A. Tuch - George Washington University
Ronald Weitzer - George Washington University

***Roundtable:* Survey Research and IRBs: Can't We All Just Get Along** (Belmont)
Mary E. Losch - University of Northern Iowa - Chair

※ CONCURRENT SESSIONS ※
Sunday 10:00 a.m. – 11:30 a.m.

Deliberative Polling (Salon D)
Robert Eisinger - Lewis & Clark College - Chair
J. Merrill Shanks - University of California, Berkeley - Discussant

***Invited Address:* Deliberative Foreign Policy Opinions on the Verge of War: Evidence from the 2003 National Issues Convention**
Henry Brady - University of California, Berkeley
Robert Luskin - University of Texas
James Fishkin - University of Texas

***Invited Address:* Replicating Deliberative Polling Online**
Shanto Iyengar - Stanford University
James Fishkin - University of Texas
Robert Luskin - University of Texas

A Different Take on the Deliberative Poll: Information, Deliberation and Attitude Constraint
Patrick J. Sturgis - University of Surrey
Caroline E. Roberts - London School of Economics and Political Science
Nick Allum - London School of Economics and Political Science

Questionnaire Design: Visual Displays (Salon C)
(AAPOR/IFD&TC Joint Session)
Carla Jackson - Schulman, Ronca, and Bucuvalas - Chair
Fran Featherston - National Science Foundation - Discussant

The Effects of Graphics, Symbols, Numbers and Words on Answers to Self-Administered Questionnaires: Results from 18 Experimental Comparisons
Don A. Dillman - Washington State University
Leah Christian - Washington State University

※ **CONCURRENT SESSIONS** ※

Sunday 10:00 a.m. – 11:30 a.m. *Continued...*

What They See Is What We Get: Response Options for Web Surveys
Mick P. Couper - University of Michigan
Roger Tourangeau – Univ. of Maryland & Univ. of Michigan
Frederick G. Conrad - University of Michigan
Scott Crawford - MSInteractive

Can You Judge a Questionnaire by Its Cover?
Phil J. Gendall - Massey University

***Student Paper Award Winner:* Measuring Visual Political Knowledge**
Markus Prior - Stanford University/Princeton University

Response Rates IV (Salon F)
Peter V. Miller - Northwestern University - Chair
Ali Mokdad - Centers for Disease Control - Discussant

Countering Nonresponse Through Interviewer Training: Avoiding Refusals Training (ART) II
Chuck D. Shuttles - Nielsen Media Research
Jennifer S. Welch - Nielsen Media Research
Brooke Hoover - Nielsen Media Research
Paul Lavrakas - Nielsen Media Research

The Role of an Explicit Refusal Option on Response and Refusal Rates: A Study of Machinists
Matthew E. Jans - University of Massachusetts, Boston
Mary Ellen Colten - University of Massachusetts, Boston
Anthony Roman - University of Massachusetts, Boston
Timothy Stablein - University of Massachusetts, Boston

Survey Content Foreknowledge and Response Rate
Nathaniel J. Ehrlich - University of Michigan

Collection and Analysis of Process Data in Personal Visit Surveys (Belle Meade)
Richard Kulka - RTI International - Chair
Tony Hak - U.S. Census Bureau - Discussant

Analysis of Contact Histories in Personal Visit Surveys:
Nancy Bates - U.S. Census Bureau

Using Process Data from Computer-Assisted Face to Face Surveys to Help Make Survey Management Decisions
Robert Groves - University of Michigan/Joint Program in Survey Methodology

Using Call Records to Study Sources of Nonresponse Bias in Consumer Expenditure Surveys
John Dixon - Bureau of Labor Statistics

Effect of Incentives on Data Collection: A Record of Calls Analysis of the National Survey on Drug Use and Health
Dicy Butler - SAMHSA
Douglas Wright - SAMHSA
James Chromy - Research Triangle Institute
Martin Meyer - Research Triangle Institute
Rebecca A. Granger - Research Triangle Institute
Peilan Martin - Research Triangle Institute

Political Attitudes III (Salon E)
Colm O'Muircheartaigh - NORC - Chair
Michael G. Hagen - Rutgers University - Discussant

A Spiral of Silence in the 2002 German Federal Elections and the Role of Public Opinion Research in Opinion Formation in Election Campaigns
Thomas Petersen - Institute fur Demoskopie Allensbach

Reinvigorating Democracy: Generating Social Capital and Political Participation on the Internet
Samuel J. Best - University of Connecticut
Kenneth Dautrich - University of Connecticut

A Group-Level Experiment on Framing
Vincent Price - University of Pennsylvania
Lilach Nir - University of Pennsylvania
Joseph N. Cappella - University of Pennsylvania

Public Response to the Cuban Missile Crisis
Tom W. Smith - NORC

***Roundtable:* Cognitive Interviewing Theory and Practices: Implications of Results from Recent Experiments** (Belmont)
Paul Beatty - National Center for Health Statistics - Chair
Frederick Conrad - University of Michigan
Johnny Blair - Abt Associates
Ashley Landreth - U.S. Census Bureau
Theresa J. DeMaio - U.S. Census Bureau
Gordon Willis - National Cancer Institute

Interactive Paper Presentations (Kingsley)
(AAPOR/IFD&TC Joint Session)
Dawn V. Nelson - U.S. Bureau of the Census - Chair

Gender and Racial Attitudes: A Cross National Study
Michael Hughes - Virginia Polytechnic Institute & State University
Steven A. Tuch - George Washington University

The Effects of Priming Negative Group Attitudes
Jean L. McSween - University of Virginia

Why Do Respondents Provide Vague Answers to Open-Ended, Categorical Questions?
Monica L. Dashen - Bureau of Labor Statistics

Respondents Confidence in Survey Taking and Their Co-Operation With Government Surveys: Some Evidence From the UK
Roeland Beerten - Office for National Statistics
Mark McConaghy - Office for National Statistics

Using Internet-Based Surveys With Physicians, What Works and What Doesn't Work
Mindy Schneiderman - American Medical Association
Sara Thran - American Medical Association
Claire Adams - American Medical Association
Belle Lerner - American Medical Association

⋇ CONCURRENT SESSIONS ⋇
Sunday 10:00 a.m. – 11:30 a.m. *Continued…*

Mapping Public Perceptions of Globalization: A Framework of Audience Frames
Erik C. Nisbet - Cornell University
James Shanahan - Cornell University

10:00 a.m. – 12:00 p.m. **Box Lunch Pick Up**
(Salon A/B)

⋇ SHORT COURSE ⋇
Sunday 12:30 a.m. – 4:00 p.m.

A Practical Guide to Project Management for the Survey Researcher – Mike Weeks (RTI International) (Salon D)

ABSTRACTS

QUESTIONNAIRE DESIGN I

***Test of an Alternative Form to Agree/Disagree Items: Development of a Health Locus of Control Scale,* Patricia M. Gallagher, Center for Survey Research, University of Massachusetts Boston, patricia.gallagher@umb.edu, and Floyd (Jack) M. Fowler, Jr., Center for Survey Research, University of Massachusetts Boston, floyd.fowler@umb.edu**

The agree/disagree response task, while widely employed in surveys, has been criticized on a number of dimensions (Converse & Presser 1986; Krosnick 2000; Saris 2002). In this form of question design, respondents are presented with a statement and asked to indicate whether they strongly agree, agree, slightly agree, neither agree nor disagree, slightly disagree, disagree, or strongly disagree (or something similar). Criticisms include: Respondents are faced with a cognitively complex task, e.g., in order to indicate that they are often depressed, respondents must disagree that they are seldom depressed. Agree/disagree items may not yield interpretable answers. Many domains of interest to researchers may reflect more than one dimension, or may not be clearly defined by a place on a continuum. The agree/disagree format is often undiscriminating. Responses are usually collapsed into two categories, losing whatever subtle differences may be expressed by those selecting the "slightly" or "strongly" categories. Possible acquiescence bias; respondents with lower levels of education are more likely than others to agree with statements, particularly when they perceive a large education/class difference between themselves and the interviewers asking the questions. The often-used modifier "strongly" adds an emotional component to a cognitive task. We are developing a health locus of control (HLOC) scale for use in a nationwide survey. The HLOC scales were originally developed in the agree/disagree format (Wallston & Wallston 1981). Using RDD protocols, a split-half test of an alternatively worded subset of HLOC items was conducted. Randomized samples of metropolitan Boston residents were presented HLOC items either in the agree/disagree format or an alternative format. The study will be out of the field by February. A total of about 1,000 responses will be available for comparisons of internal consistency, correlations, and degree of association with a summary rating (by such demographic factors as education and race).

***What Surveys, Censuses, and Political Polls Mean to Respondents,* Anthony Leiserowitz, Oregon Survey Research Laboratory, ecotone@darkwing.uoregon.edu, and Patricia Gwartney, University of Oregon Survey Research Laboratory, pattygg@oregon.uoregon.edu**

Survey instruments include keywords, such as "race" or "the environment," that evoke different subjective meanings from survey respondents, which vary widely by their knowledge, beliefs, values, and sociodemographic characteristics. Survey researchers have paid little attention to keywords in survey introductions, questions, and answer categories - and even the very word "survey". As Americans shy away from participating in scientific surveys, it behooves us to uncover their essential meanings to respondents.
As one part in a larger project of mapping the distribution of differential subjective meanings across populations, we experimented with using "political poll," "survey," and "census" as stimuli in word- and image-association questions. Specifically, we randomly assigned 806 respondents to receive one of the following question pairs:
What is the first thought that comes to mind when you hear the term "political poll"?
And what is the first picture or image that comes to mind when you think of a "political poll"?
What is the first thought that comes to mind when you hear the term "survey"?
And what is the first picture or image that comes to mind when you think of a "survey"?
What is the first thought that comes to mind when you hear the term "census"?
And what is the first picture or image that comes to mind when you think of a "census"?
The answers entertain as much as they illuminate. In order to explore conceptual ambiguity in respondents' understanding of these terms, we use affective image analysis to classify their subjective meanings and multivariate analysis to examine correlates. Another part of the analysis examines how respondents' meanings correlate with features of their survey participation, including word counts in their answers to open-ended questions and their percentages of "don't know" and "refuse" answers.

***Educational Attainment and Vocational/Technical Training: Questionnaire Design and Data Quality,* Anna Y. Chan, U.S. Census Bureau, anna.y.chan@census.gov, and Jeffrey Y. Moore, U.S. Census Bureau, jeffrey.c.moore@census.gov**

Educational attainment is an important variable in survey research on social and economic phenomena. As with all survey measures, measurement design can have important impacts on the quality of measurement outcomes. This paper examines a redesigned approach to educational attainment measurement in the context of the Census Bureau's automated Survey of Income and Program Participation (SIPP) questionnaire. A split-panel experiment tested two types of revisions of the educational attainment series. One revision added a new question before the standard attainment question to determine whether the person had completed high school or not; the final attainment screen then presented one set of options to those who had completed high school and another set to those who had not. The goal of this approach was to reduce the clutter of response options on the main attainment screen. The second set of revisions focused specifically on vocational/technical training and attainment – specifically, whether vocational/technical training should be included as part of the standard educational attainment response category list (the current SIPP procedure), or whether there should be separate questions about this type of educational attainment, and, if so, whether they should precede or follow the main attainment question. The experimental designs were motivated by prior research suggesting that the "regular" educational attainment of vocational degree recipients varies widely, which further suggested the inappropriateness of trying to fix the position of this category in the standard attainment continuum. Results of our experiment favor the one screen attainment question (without the high school graduate/not a high school graduate screener question), and a separate set of vocational training questions appearing after the main question.

***Can What We Don't Know (about "Don't Know") Hurt Us?: Effects of Item Nonresponse.,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Rachel C. Lafond, Harris Interactive, rlafond@harrisinteractive.com, and Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.com**

We experimentally tested various no-opinion options for evaluative tasks and compared them with conditions that omit the no-opinion options. In a between-subjects design, we randomly assigned 9300 respondents to 1 of 8 conditions that varied the no-opinion options in rating 10 aspects of grocery stores. We found significant differences in response endorsement patterns depending on the type of no-opinion option used. We also report on the correlations that were obtained between the ratings utilizing the various no-opinion options and standard key criteria.

SURVEYS INVOLVING CHILDREN

Racial and Ethnic Variations in Attitudes about Genetic Testing, **Eleanor Singer, University of Michigan, esinger@isr.umich.edu, Toni Antonucci, University of Michigan, tca@isr.umich.edu, and John Van Hoewyk, University of Michigan, jvz@umich.edu**

This study was designed to shed light on whether differences in utilization of genetic testing by African-Americans, Latinos, and non-Hispanic Whites are due primarily to different preferences, or whether they reflect other values and beliefs or differential access, instead. It explores the values, attitudes, and beliefs of African-Americans, Latinos, and non-Hispanic Whites with respect to genetic testing by means of a telephone survey of representative samples of these three groups. The study finds clear evidence that Latinos and African-Americans are, if anything, more likely to express preferences for both prenatal and adult genetic testing than White respondents. At the same time, they hold other beliefs and attitudes that may conflict with, and override, these preferences in specific situations. African-Americans and Latinos are also less knowledgeable about genetic testing than non-Hispanic Whites, and they are less likely to have the financial resources or insurance coverage that would facilitate access to testing.

The Public's Perception of Children's Well-being, **Lina P. Guzman, Child Trends, lguzman@childtrends.org, Laura P. Lippman, Child Trends, llippman@childtrends.org, Kristen A. Moore, Child Trends, and William O'Hare, Annie E. Casey Foundation**

Although more data are available on child well-being, it is unknown whether these data are improving the public's understanding of the status and trends in the well-being of America's children. This study assesses public perceptions of child well-being by conducting a series of representative surveys with American adults. The responses are then compared to the best available data to determine how well public perceptions track with reality. Lastly, the study seeks to identify if there are population groups that are less informed than others and how this varies by topic. In general, we find that the public is fairly well informed about children's current characteristics, however, they tend to overestimate the extent of problems and underestimate improvements. For example, while half of adults are aware of current poverty levels among black and white children, three quarters are unaware of the recent stabilization in percentage of single parent families. We find evidence to suggest that the public is unaware of the extent to which government programs and public policy impact children's lives. Specifically, despite dramatic declines in welfare rolls, 74 percent of the public believes that the number of children on welfare has either increased or remained the same over the last five years. An individual's understanding of children's characteristics is shaped by their background and environment. For example, those living in non-urban areas are less likely to overestimate the extent to which Latinos makeup the child population and the percent of children living in poverty than those residing in urban areas, where Latinos and child poverty is more likely to be concentrated. These findings and others will be discussed along with the role that the media plays in shaping and reinforcing the gap between public perception and the current state of child well-being, as well as potential policy implications.

Does The No Child Left Behind Act Leave the Public Behind, **Nancy Belden, Belden Russonello & Stewart, nancybelden@brspoll.com, John Russonello, Belden Russonello & Stewart, and Tresa Undem, Belden Russonello & Stewart**

Over the last decade, the school reform movement has focused on higher academic standards, more standardized testing of students, and now the quality of teaching. New federal policy championed by corporate America and the Bush Administration mandates and relies on student testing at levels never experienced before in the US. Public education is a high priority for Americans, according to much survey research, but how to improve it can be controversial. In this paper, we will present our analysis of findings from a variety of surveys and focus groups illuminating how the parents, teachers, students and other stake holders view standards, testing, teachers, and the road to improving schools. We address the questions: is public support for school improvement, including student testing, a call for the reforms the Administration initiated and Congress enacted last year; and has public opinion been misread?

Item Nonresponse in Surveys Among Children and Juveniles, **Marek Fuchs, University of Eichstaett, marek.fuchs@ku-eichstaett.de**

The theory of the question-answer process as well as rules of designing a 'good' questionnaire are well developed. However, these methods are predominantly developed for surveys in the adult population. In recent years, many surveys have addressed samples of children and juveniles. Today, their behavior, their attitudes and believes are predominantly collected directly from them. By contrast, proxy-reporting from parents or other adults taking care of them is no longer seen as a sufficient data collection technique, and one may wonder whether children can adequately perform these tasks. Assuming their cognitive skills still developing and considering their limited ability to interpret a survey interview as a specific social and communicational situation, we could demonstrate that children and juveniles answer survey questions from a different cognitive and communicative perspective compared to adults (Fuchs 2002). Research supports the idea that question characteristics and respondent characteristics affect the question-answer process described above and thus have an impact on response quality. According to Krosnick (1992) for cognitively less sophisticated respondents extensive memory search and extensive cognitive activities are less enjoyable and thus they are less likely to perform these tasks. However, those activities are necessary for not to show satisficing respondent behaviors. As a result respondents with less developed cognitive skills are more prone to item nonresponse. In this paper we will assess the effects of age and education as proxy indicators for cognitive functioning of children and juveniles on item nonresponse. Based on an analysis of the three large scale surveys among children and juveniles aged 10 thru 21 (n=3,600, n=4,200, n=5,000) we will determine questions of certain formal characteristics and of specific content, where children and juveniles with less developed cognitive skills show significant differences in the proportion of item nonresponse.

ROUNDTABLE: ARCHIVING SURVEY DATA: RESOURCES AND ISSUES
The rapid expansion of the availability of digital information via the Internet has significant implications for the practice of public opinion research. Electronic storage and sharing of data files enables researchers to take advantage of and build upon previous research in a way that was not possible even ten years ago. This session will discuss ways to incorporate these vast new resources into the research process. The goals of the session are to: (1) alert the public opinion research community to the wide array of resources available in survey data archives; (2) familiarize researchers with basic methods for accessing information from these archives (via live online demonstrations of several archives); (3) discuss the importance of including "archiving" as the final stage of a research project; (4) discuss ways to maximize the utility of data archives in public opinion research. Representatives from four or five data archives will lead the discussion.

PUBLIC OPINION AND LESBIANS, GAY MEN, AND BISEXUALS
Although the American public shows an increasing willingness to endorse principals of nondiscrimination on the basis of sexual orientation, personal hostility toward lesbians, gay men, and bisexuals remains widespread and political debates about legislation and public policies that would guarantee equal rights to sexual minorities are heated and divisive. The proposed panel will address a variety of public opinion issues related to sexual minorities. The first three papers will present data from large national probability samples of the US adult population. Gregory Lewis will demonstrate the impact of public opinion on the passage of state gay rights laws. Gregory Herek will examine the ways in which heterosexuals' personal relationships with lesbians and gay men affect public opinion toward the gay community. Douglas Strand will examine the role of attitudes toward gay people and gay rights issues in motivating political participation, and will identify the characteristics of people whose political evaluations and behaviors are most strongly driven by their attitudes in this arena. The panel's fourth paper -- by Gregory Lewis, Marc Rogers, and Kenneth Sherrill -- will present data from lesbian, gay, and bisexual respondents to the General Social Survey and Harris Interactive surveys, showing that members of sexual minorities tend to be more liberal and Democratic than their heterosexual counterparts. The authors will argue that recognizing and acting on one's same-sex attractions is often a life-altering experience that inspires a rethinking of religion, family, and politics. Murray Edelman, former president of AAPOR, has agreed to serve as the discussant.

***Public Opinion and State Gay Rights Laws*, Gregory B. Lewis, Georgia State University.**
Although both the state policy and the morality politics literatures indicate that state legislatures respond strongly to public opinion, especially on highly salient issues, the only state-level analysis of protections against discrimination on the basis of sexual orientation (Haider-Markel and Meier 1996) suggests that a "politics as usual" model (driven by interest group strength and elite attitudes) fits gay rights issues better than a "morality politics" model (driven by the relative weight of the forces for righteousness and for tolerance). In this paper, I argue that poor proxies for public opinion are underestimating its impact. Using data for 50,000 respondents to 31 surveys conducted since 1973 (by the General Social Survey, Gallup, and the Pew Research Center), I develop and validate state-level measures of public acceptance of lesbian and gay teachers. All 13 states that have passed gay rights laws are among the 16 states where public support for gay teachers is strongest. In cross-sectional logit analyses and preliminary hazard rate models, support for gay teachers explains passage of gay rights laws better than liberalism (Erickson et al. 1993), general political tolerance, attitudes toward gay sexuality (Brace et al. 2002), and Haider-Markel and Meier's interest group politics model. The final hazard rate model will control for a variety of political and demographic factors to provide a stricter test of the impact of public opinion. The expected findings are that gay rights politics are classic morality politics, and gay rights proponents must keep a focus on shaping public opinion.

***Why Is Sexual Prejudice Declining in the United States? The Role of Heterosexuals' Interpersonal Contact with Lesbians and Gay Men*, Gregory M. Herek, University of California, Davis.**
Public opinion data show that sexual prejudice (heterosexuals' negative attitudes toward gay men and lesbians) in the United States has declined markedly since the 1980s. Using data from four national RDD surveys conducted by the author between 1990 and 1999 (Total N = 2513), this paper will examine the role played in that trend by personal contact between heterosexuals and gay people. Consistent with other national surveys, the data reveal a steadily growing proportion of heterosexual adults who personally know a gay man or lesbian. In 1991, 31% of heterosexual adults reported contact with a gay person. By 1999, 25% of respondents had a gay or lesbian close friend or family member and another 47% reported having a gay acquaintance or distant relative. Heterosexual women were consistently more likely than men to report personal contact, and both were more likely to know gay men than lesbians. Multiple regression analyses demonstrate that interpersonal contact was one of the best predictors of heterosexuals' attitudes, and this effect remained fairly constant over the decade. Simply knowing a gay person, however, appears not to be sufficient for reducing prejudice. Data from the 1997 and 1999 surveys will be used to demonstrate that sexual prejudice was lower among heterosexuals who knew multiple gay individuals, described their gay contacts as close friends, and had directly discussed the gay or lesbian person's sexual orientation with him or her. The importance of open discussion of a minority member's status will be further illustrated with data from the same surveys concerning White heterosexuals' attitudes toward people with AIDS and African Americans. Implications for understanding public opinion about members of stigmatized groups will be considered, and the findings will be discussed within the larger context of Allport's (1954) contact hypothesis and more recent formulations of contact theory.

***Assessing and Comparing the Political Influence of Support and Opposition Toward Gays and Gay Rights*, Douglas A. Strand, University of California, Berkeley.**
Much research has identified those most likely to favor or oppose gays and gay rights. Other work has assessed how much attitudes toward gays and gay rights influence broader political opinions and behaviors, such as vote choice. But no literature brings these two lines of work together. No research identifies the individual characteristics that affect the importance (i.e., salience) that negative or positive attitudes about gays and gay rights have when Americans evaluate national political leaders, pick a president, or initially decide to participate in politics. Which kinds of Americans care about their negative or positive attitudes so much that those attitudes outstandingly affect their broader political outlooks or their political mobilization? In this paper, I will use cumulative data from the American National Election Studies to address this question. First, I will examine political participation as a dependent variable, assessing whether negative or positive attitudes about gay rights have a greater impact on motivating political participation, or whether

neither direction of attitude increases the propensity to participate. Second, I will switch the dependent variable to vote choice and other evaluations of political leaders, and will compare negative and positive attitudes about gays and gay rights in terms of the influence that each "side" has on these broader political evaluations and behaviors. Third, I will highlight the individual characteristics that identify those who are most strongly influenced by negative versus positive attitudes. By examining not only the level of negativity or positivity toward gays and gay rights but also the broader political influence of negative and positive views, this paper will help to identify the leading champions and the most potent opponents of gays and gay rights, and will assess the "balance of forces" between these two sides.

***Does Gay Sex Make People Liberal Democrats?*, Marc A. Rogers, Hunter College.** GSS

The lesbian, gay, and bisexual (LGB) liberal Democratic voting bloc runs counter to much political science research showing strong inter-generational transmission of partisan identification and political ideology. One possible explanation is that children of liberal Democrats are more willing to identify publicly as LGB; as social acceptance increases, more LGB children of conservative Republicans may come out and the LGB-straight ideological and partisan differences may disappear. We argue, however, that recognizing and acting on one's same-sex attractions changes partisan identification and political ideology. Using the 1989-2000 General Social Surveys, we show that (1) respondents who acknowledge any same-sex sex partners are markedly more liberal and Democratic than demographically similar respondents who do not; (2) LGB-straight partisan and ideological differences did not shrink over time as the percentage of respondents acknowledging such partners doubled; and (3) LGB respondents were far more likely than others to have changed religions and moved to a different state since age 16, suggesting a greater willingness to switch other aspects of identity as well. Using a 2000 Harris Interactive (online) poll of nearly 14,000 Americans, we show that respondents who identified as lesbian, gay, bisexual, transgender, "other," or "not sure" (as well as those who declined to answer the question) were more liberal and more Democratic than comparable self-identified heterosexuals. Among LGB respondents, those who identified as lesbian or gay rather than bisexual, those with greater social involvement in the gay community, those more open about their sexuality, and those more interested in LGB policy issues were more liberal and Democratic. Same-sex sexual contact or doubt that one has a heterosexual orientation appears to be a life-altering experience that inspires re-thinking of religion, family, and politics. As involvement in the gay community grows, so does liberal and Democratic identification. [AUTHORS: Gregory B. Lewis, Marc A. Rogers, & Kenneth Sherrill]
Although the American public shows an increasing willingness to endorse principals of nondiscrimination on the basis of sexual orientation, personal hostility toward lesbians, gay men, and bisexuals remains widespread and political debates about legislation and public policies that would guarantee equal rights to sexual minorities are heated and divisive. The proposed panel will address a variety of public opinion issues related to sexual minorities. The first three papers will present data from large national probability samples of the US adult population. Gregory Lewis will demonstrate the impact of public opinion on the passage of state gay rights laws. Gregory Herek will examine the ways in which heterosexuals' personal relationships with lesbians and gay men affect public opinion toward the gay community. Douglas Strand will examine the role of attitudes toward gay people and gay rights issues in motivating political participation, and will identify the characteristics of people whose political evaluations and behaviors are most strongly driven by their attitudes in this arena. The panel's fourth paper -- by Gregory Lewis, Marc Rogers, and Kenneth Sherrill -- will present data from lesbian, gay, and bisexual respondents to the General Social Survey and Harris Interactive surveys, showing that members of sexual minorities tend to be more liberal and Democratic than their heterosexual counterparts. The authors will argue that recognizing and acting on one's same-sex attractions is often a life-altering experience that inspires a rethinking of religion, family, and politics. Murray Edelman, former president of AAPOR, has agreed to serve as the discussant.

ROUNDTABLE: CELLULAR PHONES AND TELEPHONE SAMPLING

The penetration of cellular phones in the United States continues to grow. According to reports in the media, a growing number of households are considering giving up or have already given up their traditional wireline telephone service to become wireless-only. This trend will offer both challenges and opportunities to telephone research. The challenges will involve changes to traditional frame construction, sample and questionnaire design, response rate calculations, sample disposition coding and respondent compensation policies. There are also legal (FTC and FCC) challenges to be met. However, if we can meet these challenges, including wireless phones in telephone surveys may offer opportunities to significantly improve the coverage of the hard to reach population. Some recent studies are already testing the waters of cellular phone sampling while others are seeking to quantify and understand the wireless-only population. Rather than presenting papers, this round table will afford the research community the opportunity to discuss both the challenges and the opportunities this new technology presents.

RDD RESPONSE RATES I: RESEARCH ON IMPROVING RESPONSE RATES WITH THE NATIONAL SURVEY OF AMERICA'S FAMILIES

An Experiment in Call Scheduling for an RDD Survey, **Pat Cunningham, Westat. David Martin, Westat, and J. Michael Brick, Westat**

The 2002 National Survey of America's Families (NSAF) includes a large random digit dial (RDD) sample. Experiments were conducted in the survey to evaluate the effects of the treatments on response rates and data collection efficiency. This paper examines the results of an experiment conducted to evaluate whether a new procedure for scheduling telephone calls could reduce the number of call attempts required to contact households. Exploratory analysis from the 1997 NSAF calling records found that the percentage of telephone numbers resulting in an initial contact decreased monotonically as the number of attempts increased, except when the timings for the calls were intentionally delayed. This finding laid the foundation for an experiment in the 2002 survey that systematically called for delays or hold periods in the scheduling of calls. The experiment was conducted by subsampling 60,000 telephone numbers and randomly assigning 5,000 cases to receive one calling protocol and the remaining 55,000 to get the other protocol. The scheduling protocol for the larger sample required delaying additional call attempts for a hold period of one-week if the first 4 attempts were noncontacts. The smaller sample did not have this hold period. The findings compare the outcomes from the calling to determine if holding the cases results in contacting households more quickly and if a smaller percentage of cases finalize as noncontacts.

How Has the Level of Effort Changed to Contact Households on an RDD Survey?, **Jonathan R. Wivagg, Westat, David Martin, Westat, and J. Michael Brick, Wastat**

Recent literature on random digit dial (RDD) telephone surveys suggests that increased levels of effort are required to contact households due to changes in technology. Answering machines, caller-ID devices, TeleZappers and privacy managers are some examples of the types of technologies that are being used at an increasing rate to shield the households from unwanted calls. In addition, it is speculated that more telephone numbers are devoted to purposes such as fax machines and computers and may never be answered no matter how many times the numbers are dialed. This paper examines the results from comparable levels of dialing attempts between 1997 and 2002 using the RDD component of the National Survey of America's Families (NSAF). One analysis compares the percentage of telephone numbers that have not been answered or are only answered by an answering machine, by the number of call attempts for the two years. Another analysis estimates the percentage of busy outcomes for the telephone numbers that are not answered as an indicator of the degree to which the telephone numbers may be devoted for computer uses. The results help understand how technology has affected the required level of effort to conduct RDD surveys with high contact rates.

Comparing Incentives at Initial and Refusal Conversion Stages on a Screening Interview for a Random Digit Dial Survey, **David Cantor, Westat, Pat Cunningham, Westat, Timothy A. Triplett, Urban Institute, and Rebecca Steinbach, Urban Institute.**

This paper describes the results of an experiment that tested the use of pre-paid incentives to increase response rates at the initial household contact on a random digit dial (RDD) survey. The experiments were conducted as part of the National Survey of America's Families (NSAF), a large RDD effort, sponsored by a number of private foundations to assess the impact of changes in federal policy on social programs. The goal of the experiment was to assess the relative effects of sending money prior to the initial interview or at the refusal conversion stage. Sending money prior to the initial call should increase the initial cooperation rate and thereby reduce the amount of time spend converting refusals. Conversely, waiting to send money at refusal conversion may more effectively target those persons for whom an incentive will make the biggest difference. The experiment had three conditions: 1) send a letter with $2 prior to the initial call, 2) send a letter with $5 prior to a refusal conversion call and 3) send a letter with no money at either the initial or refusal conversion stage. A subsample of the respondents across the conditions were also asked if they remember receiving the incentive. The latter serves as a crude measure of whether the letter and/or incentive sent to the household was actually received by the person who answered the telephone. Response rates are used to measure the effectiveness of the incentive, as well as whether respondents report receipt of the incentive.

Comparing Different Incentives Schemes for an Extended Interview on a Random Digit Dial Survey, **Kevin H. Wang, Urban Institute, David Cantor, Westat, and Natalie Adi-Habib, Urban Institute**

In many RDD surveys, two stages are needed to get a completed interview. The screening stage consists of calling into the household to find an eligible respondent. Once a respondent is selected, the interviewer attempts to complete the extended interview with the selected respondent. This paper reports the results of an experiment testing the use of promised and pre-paid incentives at the extended interview for an RDD survey. Previous research on RDD surveys has found that use of promised incentives at the screening stage are not consistently effective (Cantor, et al, 1998). However, at the extended level, promised incentives may be more effective because the interviewer has just completed the screener and has been able to build some rapport and credibility with members of the household. In addition, the effectiveness of the promise of money might be increased if money had already been sent at the screening stage. Non-experimental evidence in support of these hypotheses was presented at the 2002 AAPOR meeting. To investigate these hypotheses, a two-factor 2 x 2 experimental design was conducted. One factor was the timing/method of the incentive offer at the extended level. A randomly selected portion of the sample was promised a $10 incentive when initially attempting to complete the extended interview. The other portion of the sample was sent $5 to those who initially refuse to complete the extended interview, with a promise of $20 more if they cooperate. The second factor was whether or not the household was initially sent an incentive to complete the screener. Crossing these two factors resulted in 4 experimental groups. A fifth group consisted of no incentives at either the screening or extended stages. The analysis examines which combination of treatments results in the highest response rates and how they compare to not using any incentives at all.

USING REGISTRATION BASED SAMPLING TO IMPROVE SURVEY METHODOLOGY

***Enough Already with Random Digit Dialing: A Validated Vote Test of Improving Pre-Election Polling with Registration Based Sampling*, Donald P. Green, Yale University, and Alan Gerber, Yale University**
Pre-election polls invariably use random digit dialing (RDD) to draw representative samples of likely voters. We make the case for an alternative sampling methodology, clustered random sampling from voter registration lists. Because these lists often furnish useful background information that strongly predicts whether a person will vote, registration-based sampling (RBS) may provide more accurate election forecasts. This paper presents the results of testing the relative accuracy of RDD and RBS in predicting election outcomes in several states in the 2002 General Election.

***Polls in Black and White: Examining the Differences in the Demographics from RDD and Registration Based Sampling*, Richard Morin, The Washington Post, and Claudia Deane, The Washington Post**
The greatest difficulty pollsters confront in trying to accurately forecast elections is figuring out who will participate in the election. Although this is usually discussed in terms of knowing what the aggregate voter turnout will be, it is actually more important for the pollster to know the share of the electorate for each demographic group. The registration based sampling [RBS] methodology is intended to provide a sample that is much closer to representative of the electorate than the standard random digit dialing [RDD] methodology for sampling. In an experiment testing registration based sampling versus RDD sampling methodology for a simultaneous pair of surveys regarding the 2002 Maryland gubernatorial race, the RBS sample had significantly too few African American voters while the RDD sample may have had too many African American voters. We will explore the causes of the under-inclusion of African American voters in the RBS sample and the over-inclusion of African American voters in the RDD sample.

***When Every Day is Election Day: Finding Early Voters and Forecasting the Absentee Vote*, Anthony M. Salvanto, CBS News, and Michael X. Butterworth, CBS News**
With the explosive growth in absentee voting and so many states instituting some form of early balloting, Election Day is fast becoming "Election Week" or even "Election Month." For the pollsters and scholars who forecast elections, properly measuring the size and direction of the pre-Election day vote has become increasingly important -- and increasingly challenging. These challenges include, for example, properly locating and identifying early voters in telephone surveys, and then eliciting accurate responses from them, given that some who have already cast ballots will protect the privacy of that vote prior to Election Day. Absentee forecasts must also consider changes in local or state election laws, and have mechanisms to account for the impact of GOTV and vote-by-mail campaigns. This paper examines the results of an experimental CBS News' methodology for forecasting the impact of the absentee vote, using the 2002 North Carolina Senate race as a case study. It reports the results of a survey sampled from county-supplied lists of all voters who had requested absentee ballots. The paper discusses the observed benefits and pitfalls stemming from use of such lists, including missing data problems when information varies from county to county, and observed discrepancies between respondents' reported and actual behavior. It presents a statewide model that incorporates the survey results, past voting history data and current absentee request levels. The result is an evaluation of the accuracy - and potential biases - in this forecasting method based on a direct comparison to final absentee vote tallies.

***Getting People to Talk to You: The Effect of an Introductory Letter on Poll Response Rates in Registration Based Samples*, Christopher B. Mann, Yale University - Political Science Dept.**
Declining participation rates present an ever growing problem for the cost and accuracy of telephone surveys. It has been speculated that potential respondents who are more politically aware and those who are aware they may be called for surveys will be more likely to answer the phone and participate in a survey. We conducted three pairs of statewide polls (Maryland, New York and Pennsylvania) prior to the 2002 General Election in which one poll was conducted using standard Random Digit Dialing methodology and another identical poll was conducted using a registration based sample based on a model of stratification using past voter history. This design allowed us to test several potential advantages of registration based samples to improve response rates. Using registration information, we could ask for a particular voter by name. The selection of a specific individual allowed us to utilize the information available in the public record to stratify the sample on past voting behavior to maximize the number of likely voters in our response pool. We find this innovation to be very successful in reaching likely voters with little waste of time or money and no sacrifice in accuracy. Within the RBS sample design we conducted an additional experiment by sending introductory letters to a randomly selected subset of our universe of potential respondents for each survey. We find that potential respondents in the treatment group have a significantly higher participation rate in each of the three states.

***How Likely Is a Likely Voter to Vote: An Assessment of RDD and Registration Based Sampling*, Doug Schwartz, Quinnipiac University Polling Institute, and Clay Richards, Quinnipiac University Polling Institute**
In order for public opinion polls to accurately reflect the opinion of voters "if the election were held today", pollsters must determine which respondents are actually likely to cast a ballot. Whether polling is conducted for public consumption or private use by candidates, getting correctly defining the universe of likely voters is paramount to forecasting the election results. Differences in preferences between likely voters and likely non-voters is important to the health of US democracy, but failing to distinguish between voters and non-voters provides misleading information about what will happen when the ballots are counted. This misleading information can confound the fair practice of democracy when it causes voters, candidates or elected officials to make mistaken decisions about their actions. Pre-election data from New York and Pennsylvania from parallel surveys using RDD and registration based [RBS] samples and the subsequent voter validation of the RBS sample will be used to examine how well these methodologies screen for likely voters.

QUESTIONNARIE DESIGN FOR FACTUAL RECALL

***Telescoping Events in Student Surveys on Victimization*, Mike Planty, Education Statistics Services Institute/AIR, mplanty@air.org**

Surveys that require the respondent to accurately date events or incidents within a specific reference period are subject to the possibility of error due to telescoping. When respondents are not given a clear date or event to bound their recall to, they tend to report events that are outside of the reference period. This subsequently leads to over-estimations. For example, victimization surveys have shown generally higher rates of victimization with unbounded interviews. It is unclear whether or to what extent telescoping is a problem with adolescents. Using the 1999 School Crime Supplement (SCS) to the National Crime Victimization Survey (NCVS), responses about criminal victimization and school crime from 8,373 juveniles attending public and private school between the 6th and 12th grades were examined by interview rotation. The NCVS is a repeated household survey with 7 interviews over 3.5 years (6-month reference period) that allows for the examination of telescoping. Interviews in the incoming rotations were not bounded by a previous interview, whereas all subsequent interviews are bounded by the previous interview. Multivariate analyses, controlling for interview conditions (mode, time in sample), individual characteristics and school characteristics, were used to compare bounded versus unbounded interview responses. The findings are discussed in terms of survey data collection strategies and adolescent survey error.

***Measuring the Frequency of Regular Behaviors: Comparing the "Typical Week" to the "Past Week"*, LinChiat Chang, Strategic Research Group, lchang@strategicresearchgroup.com, and Jon Krosnick, Ohio State University, krosnick@osu.edu**

Reports of behavioral frequencies are informative for gauging unemployment and crime rates, the epidemiology of illnesses, neighborhood and community service provision, transport infrastructure effectiveness, consumer behavior, government health resource allocation, and more. Hence, researchers often measure the frequency with which people perform behaviors that are executed regularly throughout their daily lives. Whereas some investigators have asked respondents about their behavior during a "typical" day, week, or month, others sought to describe the same sorts of behavior patterns by asking about the most recent day, week, or month. Because there are strong rationales and empirical evidence supporting both approaches, it is not obvious a priori whether questions about particular recent time periods will yield more accurate reports than questions asking directly about typical behavior patterns.
We compared the validity of "typical" week and "past" week reports from the 1989 National Election Study Pilot, in which respondents were randomly assigned to report TV news program and newspaper exposure during either a typical week or the past week. We also explored the possibility that differences between typical week reports and past week reports might vary with the education level of the respondent. The predictive validity of the measures was assessed using objective tests of current events knowledge and identification of political figures, as well as self-assessments of political knowledge. Convergent trends across four different dependent variables suggested that typical week reports were more accurate because they tended to be more representative and reliable than past week reports. The typical week questions consistently manifested superior predictive validity, especially among the respondents with at least some college education. Our findings also point to the importance of considering the interaction between exposure and attention when studying information acquisition. Limitations on the implications of our evidence will be reviewed.

***Event History Calendar Interviewing Improves the Reporting of When Events Happened*, Robert F. Belli, University of Nebraska, bbelli2@unl.edu, Eun Ha Lee, University of Michigan, ehlee@umich.edu, and Frank P. Stafford, University of Michigan, fstaffor@umich.edu**

For theoretical reasons, Event History Calendars (EHCs) are expected to encourage respondents to use idiosyncratic cues available in the structure of autobiographical memory, improving the quality of retrospective reports. In a direct experimental comparison between paper and pencil EHC (n = 309; 84.4% response rate) and standardized question list (Q-list; n = 307; 84.1% response rate) interviewing methodologies, the EHC has been shown to lead to higher quality survey retrospective reports for a reference period of one to two years previously on variables that measure the quantity and frequency of social and economic behaviors. In this experiment, interviews were conducted during 1998 on events that occurred during the calendar years of 1996 and 1997. Using data from the same respondents collected one year earlier on events reported during 1996 as a standard of comparison, the quality of retrospective reports on 1996 events from the 1998 administration of EHC and Q-list interviews was assessed. Specifically, the EHC outperformed the Q-list in eliciting reports of whether moved, number of jobs, amount of income, and the number of weeks not working due to unemployment, the illness of oneself, or the illness of another. However, data had yet to be analyzed to determine any advantages for EHC interviews in the retrospective reporting of when events happened. In analyses of the specific months during 1996 that respondents reported having been employed, unemployed, and out of the labor force, the EHC had significantly higher match rates of specific months for employment and out of the labor force than the Q-list. In addition, the EHC and Q-list did not differ in intrusion rates of specific months with any of these variables. Taken together, the hit and intrusion rates indicate that the EHC condition led to better reporting of when events happened in comparison to the Q-list.

***The Relationship between Accuracy and Interval Length in the Respondent Generated Interval Protocol*, S. James M. Press, University of California at Riverside, jpress@ucrac1.ucr.edu, and Judith M. Tanur, State University of New York at Stony Brook, jtanur@notes.cc.sunysb.edu**

In the Respondent-Generated Interval (RGI) technique, respondents are asked to recall a numerical quantity by giving both a best estimate and an interval that bounds the values that the respondent thinks the recalled quantity might take. The RGI technique then estimates a population mean using a weighted average of the values given by the respondents. The weights are functions of the lengths of the intervals supplied by the respondents; longer intervals, assumed to represent less accurate recall, generate smaller weights than do shorter intervals, assumed to represent more accurate recall. In this paper we examine this assumed relationship between accuracy of recall and length of interval. We use data from record-check surveys carried out on two college campuses. If the assumed relationship does not hold overall, we examine patterns in the data to attempt to identify subsets of respondents or sets of questions for which the relationship does hold.

INTERNET AND TELEPHONE SURVEY METHODOLOGY

***Exploring Online Survey Methodologies: Who are the Respondents and How to Get Them to Respond*, Kristine Wolter-Warmerdam, University of California-Santa Barbara, kristy@survey.ucsb.edu, Paolo A. Gardinali, University of California-Santa Barbara, paolo@survey.ucsb.edu, and Raymond Wong, University of California-Santa Barbara, wong@survey.ucsb.edu**
Although the collection of survey data using the internet has become increasingly popular, the concern whether the responses are representative of the larger population has presented a major challenge to survey researchers. Using data collected from the Student Experience in the Research University in the Twenty-First Century (SERU21) study, this paper seeks to compare the characteristics of respondents and non-respondents and the methodologies to elicit responses from a well-defined undergraduate population at the University of California system. About seven thousand undergraduates from seven participating University of California campuses were sampled. Electronic invitations were sent to each student to solicit participation in the study. Students were also randomly assigned to three different subgroups, each receiving a different email invitation sequence. The variation was designed to explore which strategy would provide the most effective mean to yield positive responses from students. In addition, a follow-up telephone survey was conducted with a representative sample of non-respondents after the completion of the online survey. The follow-up telephone survey of 216 non-respondents collected detailed information regarding the reasons for their lack of participation as well as selected items from the online survey. Using information from various sources as described above, the study will: (1) compare the characteristics of respondents and non-respondents to see if response biases exist; (2) compare the response rates from the three groups to see which invitation sequence is the most effective method; and (3) examine whether nonresponses may also be conditional on the invitation sequencing. Findings from the study will provide an informed understanding of possible biases in collecting survey data over the internet, even in a well-defined population that has wide electronic access.

***Methodological Issues in Web Data Collection of Ego-Centered Networks*, Vasja Vehovar, University of Ljubljana , Vasja.Vehovar@uni-lj.si, Katja Lozar Manfreda, University of Ljubljana , Katja.Lozar@uni-lj.si, Gasper Koren, University of Ljubljana, gasper.koren@uni-lj.si, and Valentina Hlebec, University of Ljubljana, Valentina.Hlebec@guest.arnes.si**
Interviewer assisted survey is a typical way of collecting data for ego-centered social networks owing to their complex data structure. However, as Web data collection can substantially reduce the costs and time required for such data collection, its applicability to populations familiar with Internet tools is of our interest. An experiment with two name generator wording forms was implemented in the annual RIS (Research on Internet in Slovenia) Web survey conducted by the Faculty of Social Sciences, University of Ljubljana in summer 2001. Respondents were randomly split into four groups. Each group received a name generator for one type of social support: material, informational, emotional support or social companionship, and a set of questions regarding alters for each alter they named in the network generator. Dropouts from the questionnaire were studied with respect to the two name generator forms and characteristics of respondents. Results shows that Web can be used as a data collection method for ego-centered social networks. However, the graphic layouts of name generators as well as the wording of instructions are substantial in ensuring item response rate and quality of collected data. Furthermore, possible mode effects due to Web data collection are discussed: interviewer supported vs. self-administered, experimental instructions for name generators and its effects on the number of alters listed as well as on the dropout rate on name interpreters, composition of networks evaluated via the Web as opposed to composition of the networks evaluated via telephone and face-to face surveys of Slovenian general population.

***Respondent Generated Intervals: Do They Help in Collecting Quantitative Data?* , Dominic P. Lusinchi, Far West Research, dominic@farwestresearch.com**
Respondent-generated intervals ("RGI"), a response protocol promoted by statisticians Press and Tanur , promises to have a positive impact on survey data quality, both by reducing item nonresponse and by improving the accuracy of estimators. In this experiment, we put this method (RGI) to test with a sample of electronics engineers each reporting on a unique integrated circuit (chip) design completed in 2002. The treatment version of the questionnaire (a self-administered web survey) encourages respondents to provide a self-generated interval if they are unsure of the number for the physical quantity requested (e.g., number of transistors on the chip, number of bytes of embedded memory, etc.). Respondents in the control group receive no such encouragement and are just asked to provide the relevant number ("usage quantity"). 1) First we test the hypothesis that encouraging respondents to provide an RGI reduces item nonresponse. 2) The second objective of this experiment is to contribute to the discussion of whether RGIs can provide more accurate estimates than are obtained by merely asking respondents for one number. Research has shown that when asked for a number whose exact value is unknown, people resort to an "anchoring-and-adjustment heuristic" which often results in biased values. The bias is due to the original anchor value, which acts as a tether preventing sufficient adjustment. Because RGIs promote the reporting of at least two values, this very process might well break the "pull" which the original anchor value has on a respondent's ability to provide an unbiased estimate. The purpose of this research is to elicit questions dealing with ways to help respondents reporting quantitative data to provide unbiased estimates of target quantities. The biases we are talking about here are cognitive (anchoring) and not motivational (e.g., social desirability).

***Improving the Validity of Self-Reports of Cancer Screening Behaviors*, Timothy P. Johnson, University of Illinois at Chicago, tjohnson@srl.uic.edu, Diane O'Rourke, University of Illinois, dianeo@srl.uic.edu, Jane E. Burris, University of Illinois at Chicago, janeb@srl.uic.edu, and Richard Warnecke, University of Illinois at Chicago, warnecke@uic.edu**
We present findings from a complex factorial experiment designed to evaluate four approaches to collecting autobiographical information that we hypothesize may help reduce over-reporting of health promotion and disease prevention behavior. The methods evaluated include (1) the mode in which data are collected from the respondent, (2) asking about intention to obtain the procedure (a socially desirable behavior) before asking whether the behavior occurred, (3) asking about barriers or problems that might keep respondents from getting the procedure (justification for not performing the behavior) before asking about whether they have received it, and (4) asking about exceptions to the regularity with which they might report getting the examination as part of their annual physical examination. Data were collected from a sample of women aged 55 and older who live and receive their health care in Champaign-Urbana, Illinois. After completing telephone or ACASI interviews, respondents were asked to give permission to abstract their medical records in order to validate their self reports of pap tests, mammograms and physical examinations received during the past three years. A total of 1005 women participated in this study. Of these, information from medical records were available for approximately 560. Analyses focus on assessments of the practical utility of each experimental manipulation for improving the accuracy of self reports.

ROUNDTABLE: IS INTERVIEWER FALSIFICATION SCIENTIFIC MISCONDUCT

RDD RESPONSE RATES II: ACADEMICS, NON-PROFITS, COMMERCIAL FIRMS, AND THE NEWS MEDIA

***Recent Response Rates Changes on the Surveys of Consumers*, Richard Curtin, Institute for Social Research, University of Michigan, curtin@umich.edu, Stanley Presser, University of Maryland, spresser @socy.umd.edu, and Eleanor Singer, University of Michigan, esinger@isr.umich.edu**
This paper will focus on recent changes in refusals and non-contact rates, as well as trends in refusal conversions and the number of calls needed to complete interviews on the University of Michigan's Surveys of Consumers. The presentation will update earlier work on "The effects of response rate changes on the Index of Consumer Sentiment" (POQ, 64:413-28). The analysis will be based on call histories for the monthly surveys dating back to 1978 and will focus on changes observed since 1996.

***Response Rates to National RDD Surveys at NORC, 1996-2002*, Tom W. Smith, NORC, smitht@norcmail.uchicago.edu**
This paper looks at response rates conducted by NORC during the last 7 years and considers: 1) trends in response rates, 2) how to calculate "e", and 3) factors associated with the response rate such as topic, interviewing period, and interview length.

***Response Rates in Recent Surveys Conducted by Non-Profits and Commercial Survey Agencies and the News Media*, Allyson L. Holbrook, University of Illinois at Chicago, allyson@uic.edu, Alison Pfent, Ohio State University, pfent.1@osu.edu, and Jon Krosnick, Ohio State University, krosnick@osu.edu**

POLITICS AND ELECTIONS

***The Increasing Disconnect Between Voters and the General Public in California*, Mark J. DiCamillo, Field Research Corporation, markd@field.com**
The long-term trend of declining voting participation in California accelerated in 2002, ranking last year's gubernatorial elections as the lowest participation rate in state history. This occurred at a time in which major demographic changes continue to transform the state's overall population, making California the nation's first "majority minority" state. The record low turnouts in both the state's 2002 primary and general elections led to the electorate becoming older, whiter, and better educated, at a time when the overall population is becoming younger, more racially and ethnically diverse, and less educated. These two divergent trends spell trouble for the Golden State and have serious implications for policymakers and governance. My paper will summarize findings from recent statewide Field Poll surveys contrasting the profound and growing social and demographic disconnect between the state's overall population and its voting electorate.

***Pre-Election Surveys: The Impact of Ballot Order on Pre-Election Projections*, Eric W. Rademacher, University of Cincinnati, Institute for Policy Research, eric.rademacher@uc.edu, and Andrew W. Smith, University of New Hampshire, andrew.smith@unh.edu**
Researchers conducting pre-election surveys for the purpose of election projection often construct and administer multiple forms of ballot test questions. This practice is in response to codified directives in states such as Ohio where candidate name orders are rotated for each race that appears on a ballot, so that each candidate has the "opportunity" to appear first and last. Thus, in states like Ohio, rotating candidate order may be desirable in telephone surveys because such rotation simulates the operation of the Election Day ballot. In addition, formulating research designs sensitive to the potential for response order effects might improve pre-election measures of voter preferences. The present study updates previous research conducted by the University of Cincinnati Institute for Policy Research and the University of New Hampshire Survey Research Center. In 2002, both academic survey research centers conducted telephone surveys designed to measure vote preferences in multiple statewide races, including governor and United States Senator. Our analysis will examine the results of these surveys, which included multiple ballot order experiments. The experimental design allows for multiple analyses examining the impact ballot order has on reported vote preferences in several "types" of election contests, including 1) two candidate and multiple candidate contests, 2) higher salience "top of the ticket" election contests and "bottom of the ticket" contests, and 3) both partisan and non-partisan elections.

***General Views of Government, 'Blame' for Difficulties and Electoral Politics*, G. Donald Ferree, Jr., University of Wisconsin, gferree@ssc.wisc.edu**

Wisconsin, along with other states which elected Governors this past year, encountered severe financial difficulties which were expected to cause severe problems for incumbents. Indeed, early on in the political season, the confluence of budget deficits, corruption scandals in the legislature, and related developments were seen by many commentators as constituting a "pefect political storm". In the event, while Republicans gained modestly in the legislature, and a Democratic challenger (Attorney General Jim Doyle) defeated incumbent Republican Scott McCallum, the results overall were much closer than many expected, and the "perfect storm" largely blew out to sea. If perceptions were of a bad situation for the state, and if incumbents reap the benefit of good times and the blame for bad times, why did not McCallum go to down to a landslide defeat? Using a number of statewide surveys (in the UWSC's "Badger Poll" series), conducted during the campaign and in the first months of the Doyle Administration, this paper examines why the perfect storm did not occur, and the imperfect link between circumstances for which incumbents are thought generally to be held accountable and what seems actually to have occurred. Particular factors examined include the crucial "blame" link, doubts as to the nature of the fiscal difficulty, and the inexact "fit" between a referendum on an incumbent's performance and the actual choice among candidates on election day. Other sources of data are also used to examine why this election may have been an unusual one, including national data on related issues affected in the aftermath of the terrorist attacks of September 11, 2001.

QUESTIONNAIRE DESIGN TO MEASURE OPINIONS I

***Do Small Question Changes Destroy Comparability?*, Michelle Ernst, NORC, University of Chicago, ernst@norcmail.uchicago.edu, Kenneth A. Rasinski, NORC, rasinski@norcmail.uchicago.edu, and Catherine C. Haggerty, NORC, University of Chicago, haggerty@norcmail.uchicago.edu**

The goal of the Annie E. Casey Foundation's Making Connections initiative is to improve the lives of children and families in selected cities throughout the United States. As part of an effort to evaluate this initiative NORC is conducting surveys in low-income neighborhoods in five cities. The questionnaire includes questions from existing surveys, some of which underwent slight modifications to make them appropriate for this study. The inclusion of pre-existing questions is common practice in survey research. However, it is often necessary to make wording changes to tailor a question to a specific population or situation. In this research we assess the consequences of these changes by examining the relationship of the slightly altered questions to the scales from which they were derived. We will try to assess whether tailoring items to a population creates unintended consequences in scale integrity. To the extent possible, we will also assess the impact of small changes on responses. We will compare data from the Making Connections initiative in which wording changes of pre-existing questions were made with data from the original source of the questions.

***Assertions in Opinion Surveys:On the Limits of a Popular Question Format*, Harry van den Berg, Vrije Universiteit, berg.scs@planet.nl and Christine Carabain, Vrije Universiteit**

The paper concerns a specific type of question wording often used in public opinion research: the assertion. This question format requires that the respondent tells whether (s)he agrees or disagrees with an evaluative assertion about a specific topic. The results of a methodological study in which assertions are compared with open questions will be presented. A field experiment was designed to get more insight in the meaning of answers to assertions. Two hundred respondents were randomly distributed over four groups. The first group was interviewed with a questionnaire about asylum seekers. The questionnaire starts with assertions followed by open questions about the same topic. The second group obtained the same questions but the order of assertions and open questions was reversed. The third group was interviewed about traffic jam. The questionnaire starts with assertions followed by open questions. The last group was also interviewed about traffic jam but the order of assertions and open questions was reversed. Systematic comparison of these groups is used to answer the following general research question: To what extent are answers to assertions valid representations of the way respondents talk about the question-topic? Especially relevant is the analysis of frames of references used by respondents in talking about a topic. For example, to what extent differ the definitions used by respondents in talking about asylum seekers or traffic jam from the definitions implied by the assertions in the questionnaire? And to what extent differ the criteria used by the respondent in evaluating the policy concerning asylum seekers or traffic jam from the criteria implied by the assertions in the questionnaire?
The choice of two very different question-topics offers the opportunity to detect if differences between answers to assertions and answers to open question are topic dependent.

***Priming Disclosure Of Sensitive Topics in Surveys*, Kenneth A. Rasinski, NORC, rasinski@norcmail.uchicago.edu, Penny S. Visser, University of Chicago, pvisser@uchicago.edu, Maria Zagatsky, University of Chicago, zagatsky-maria@norcmail.uchicago.edu, and William B. Witherspoon, University of Chicago, witherspoon-brock@norcmail.uchicago.edu**

Surveys of sensitive topics, such as alcohol or drug use or sexual practices request information generally reserved for intimate relationships (SAMHSA, 1995; Laumann, Gagnon, Michael, & Michaels, 1994). Underreporting is a common phenomenon (Harrison & Hughes, 1997). Two pilot studies were conducted to determine whether a norm of truthfulness could be primed such that, in a survey context, participants would increase in their likelihood of disclosing socially sensitive information about themselves. In one study, 160 students were given a vocabulary test immediately before they were asked questions about health and education. The "test" either primed dishonesty, through words such as suspicious and wary, honest (truthful, accurate) or had neutral words (peaceful, plain). Dependent measures were questions about exercise, alcohol consumption, skipping classes, cheating, smoking, and feeling uncomfortable with a member of another race group. In a second study 120 survey respondents were randomly assigned to conditions that asked them to answer attitude questions about lying that were presented in strong form (e.g., "It is always better to lie than to tell the truth if the truth is complicated" or in weak form (e.g., ""It is sometimes better to lie than to tell the truth if the truth is complicated"). Questions about diet, exercise, smoking and drinking followed. In both studies participants in the primed conditions elicited significantly more sensitive behaviors when primed with either words denoting honesty or truthfulness or with words or questions denoting deceitfulness and lying. Supraliminal priming of a norm of honesty can result in greater self-disclosure of mild to moderately sensitive behavior in a survey context. Priming both positive and negative instances of the norm (Hertel & Fielder, 1998) resulted in greater self-disclosure, suggesting that, all things being equal, people have a propensity toward honesty.

***Can We Trust Respondents to Do Their Best?*, Siobhan Bernadette Carey, Office for National Statistics, UK, siobhan.carey@ons.gov.uk**

There is an increasing demand for direct measures of skill and for these to be cross national. Major international survey programmes such as the Programme for International Student Achievement, the International Adult Literacy Survey and its successors aim to provide comparative data on skill levels such as literacy or reading across countries. The surveys of adults bring together traditional educational testing methods, more normally associated with school based tests, with household survey methods. Following a standard interview on demographic and reading related behaviour the respondent is asked to complete an assessment booklet. Although the assessment is not conducted in an exam type setting and does not have a set time limit it does depart from the types of activities normally conducted as part of a household survey. The average completion time of the assessment is one hour.

Following the first round of the International Adult Literacy Survey in 1994 the results for France were withdrawn from the study. As part of a methodological review commissioned by the European Commission and conducted by a consortium led by the Office for National Statistics in the UK, respondent motivation was investigated in three countries, the UK, France and Sweden. Sweden had performed particularly well in the IALS while France performed poorly. Some IALS respondents across the range of ability in each country were reinterviewed and asked to redo the assessment and some new respondents were recruited to take part in the study. Following the assessment indepth interviews were conducted about the approach to the assessment tasks, their perceptions of what the survey was about, their reaction to the assessment, their views on particular types of items such as calculations among other topics.

This paper presents the findings from this research which showed differences in approach and understanding across countries.

THE IMPACT OF THE INTERNET ON DAILY BEHAVIOR

The question of the social impact of new information technology (IT) on Americans' daily time has attracted a great deal of press and scientific attention, as some social observers have hailed these developments as eventually equivalent to the Industrial Revolution in impacting human behavior and social structure. While the recent dot-com market failures have reduced interest in such behaviors, research reported here and elsewhere shows little if any indication that public time spent with this technology, or public fascination with the technology, has declined. Questions remain about what the impact of this IT has been thus far. This session would review data from five separate U.S. national survey projects studying the impact of the Internet on society, all of which have a strong and diverse set of measures on peoples' daily activities. Three of the studies include full 24-hour time diaries, allowing careful assessments of time displacement following the zero-sum property of time. Four of the studies involve panel samples allowing some possibilities for causal analysis. In general, the studies do not converge in their findings, although most find some decline in TV viewing and sleep, but little decline in sociability. Perhaps most surprising is the increased reading reported by IT users. In this way, the Internet diverges markedly from TV in its impact. In addition to the new research reported here, each of the study presenters has additional findings and results to put the impact of IT into broader societal context. Moreover, there is a great deal of parallel research undertaken in other countries to draw on to enlighten the debate (which has been reviewed by the panelists) - and there is much research conducted by market researchers that could be considered as well - particularly by the potential discussants.

***Information Technology and Functional Time Displacement*, Meyer Kestnbaum, University of Maryland**

According to the "functional equivalence" argument that has been applied to the diffusion of earlier communication technologies, one should expect decreases in daily activities that perform the same functions as the Internet. An effective and comprehensive method for testing which activities seem most affected by the Internet is through 24-hour time-diary studies, in which all daily activity is recorded. When the time diaries of Internet users and nonusers in a combined 1998-2001 national telephone diary study are compared, consistent declines in TV use and sleep times are found, but no consistent declines in reading or other activities. This suggests some ways that the Internet may affect some communication activities more than others. This is a rather different pattern than what seems to have been the case for television, as predicted by the functional equivalence hypothesis.

***Media Use and Social Life Differences among Internet Users in the General Social Survey*, Alan Neustadtl, University of Maryland**

The General Social Survey (GSS) in 2000 and 2002 included traditional questions on the extent of TV viewing and newspaper reading that provide bivariate support for the conclusion that Internet users watch less TV than nonusers, but this difference is largely explained by demographic differences between the two groups. On the other hand Internet users are more likely to read newspapers, and significantly so after multivariate adjustment for demographic predictors - but these differences are monotonic with extent of usage. The GSS also asked new questions on the use of the Internet vs. other media for information on health and politics. Analysis of these comparative media questions also provides little evidence of reduced usage of traditional media by those who use the Internet for health or political content, particularly for heaviest Internet users for those purposes. There was more evidence to support the Newtonian model of increased media use among Internet users than evidence of any displacement effect. These results largely parallel the results from the GSS questions on sociability, which cover a broader range of behaviors to link to Internet usage.

***Dances with Napster: Predictable Consumer Behavior in the New Digital Economy*, John Horrigan, The Pew Internet and American Life Project**

When confronted with new media, old media quaver. Whether it was the telephone, the movies, the radio, television, videocassette recorders, cable, or personal computers-each of them posed a challenge to the existing ecology of media. Yet, in each case, commercial media interests eventually absorbed the shock and adjusted to their new markets. Drawing primarily upon data from the Pew Internet and American Life Project, this analysis addresses the following questions: How many consumers substitute the Internet for traditional media? Does the Internet supplement traditional media, by providing another means to retrieve information? How many Internet users navigate Internet content in order to download relevant information goods (news, music, movies); and, in so doing, develop interrelated strategies for the consumption -- and purchase -- of information? More specifically, the analysis examines the extent to which Internet information gathering leads to substitution versus supplementing of consumption. A logit model is used to identify the main predictors of the dependent variable of purchasing products on the Internet, such as books, music, clothing, or toys. The fervency and Net information searching indices from a factor analysis emerge as the strongest predictors of people's online purchasing. Other positive predictors of online purchasing are whether one has a home broadband connection, marital status and race. It may not necessarily be the case that information searching fosters purchases of music, but it seems clear that the information available on the Web is broadly beneficial to the electronic marketplace. To generalize, the idea of information is the fundamental social unit of the information age. Consumers will increase behaviors that access information from one source in order to access information from another, because it makes sense to them - even if it doesn't to the music industry.

***Internet Use, Mass Media, Social Life and Other Daily Activity,* Jeffrey Cole, University of California, Los Angeles**
In this analysis of national panel data conducted by UCLA in years 2000, 2001 and 2002 data, a multivariate approach is used to test the relation between Internet use, mass media, social life and other activities, using both behavioral and attitudinal data in the UCLA surveys. These analyses indicate little consistent evidence of significantly decreased media, social or other behavior among heavier Internet users, after age, education, income, race, gender and marital status are taken into account. Internet users did report 5 hours less TV viewing, but only 1.5 hours less after MCA adjustment, and the differences were not monotonic with amount of Internet use. On the contrary, there is significant evidence of more reading of books and newspapers/magazines, video game playing, and radio and music listening among Internet users, even after adjustment for these same demographic factors. Subjectively, Internet users did report less importance of TV, radio, organizations and colleagues as sources of information - but not for entertainment. These results contrast with results from survey questions on respondents' social behavior

***The Impact of Internet Use on Sociability: Time-Diary Findings,* Norman Nie, Institute for the Quantitative Study of Society, Stanford University**
This study has explored the complex ways in which the Internet affects all daily activity using the power of Internet sampling. Dynamic and complex new time-diary data collected from more than 6000 national respondents identify when and where Internet use impacts daily activities. Internet use during weekend days is found to be more strongly related to decreased time spent sleeping, watching TV and socializing with friends and family than Internet use during weekdays. These findings offer support for a "displacement" theory of Internet use -- time online is largely an activity that competes with, rather than complements, mass media use and social life - while reducing time on sleep as well. However, it is the location and timing of Internet use that determines how these relations are affected. The question of the social impact of new information technology (IT) on Americans' daily time has attracted a great deal of press and scientific attention, as some social observers have hailed these developments as eventually equivalent to the Industrial Revolution in impacting human behavior and social structure. While the recent dot-com market failures have reduced interest in such behaviors, research reported here and elsewhere shows little if any indication that public time spent with this technology, or public fascination with the technology, has declined. Questions remain about what the impact of this IT has been thus far. This session would review data from five separate U.S. national survey projects studying the impact of the Internet on society, all of which have a strong and diverse set of measures on peoples' daily activities. Three of the studies include full 24-hour time diaries, allowing careful assessments of time displacement following the zero-sum property of time. Four of the studies involve panel samples allowing some possibilities for causal analysis. In general, the studies do not converge in their findings, although most find some decline in TV viewing and sleep, but little decline in sociability. Perhaps most surprising is the increased reading reported by IT users. In this way, the Internet diverges markedly from TV in its impact. In addition to the new research reported here, each of the study presenters has additional findings and results to put the impact of IT into broader societal context. Moreover, there is a great deal of parallel research undertaken in other countries to draw on to enlighten the debate (which has been reviewed by the panelists) - and there is much research conducted by market researchers that could be considered as well - particularly by the potential discussants.

SURVEY METHODS: PARTICIPATION AND MODE EFFECTS

***Would Social Isolation Theory Explain Teacher Participation in Surveys,* Young I. Chun, Education Statistics Services Institute/American Institutes for Research, ychun@air.org, and Leslie A. Scott, Education Statistics Services Institute /American Institutes for Research, Lscott@air.org**
The purpose of this study is to add to the limited literature on nonresponse in 'education surveys,' and to do so specifically by applying social isolation theory to nonresponse in teacher surveys. According to social isolation theory of nonresponse, teachers experiencing "social isolation" feel a lack of social support or membership in the larger community in which the survey is embedded either directly or indirectly, such as the classroom and the school in which a teacher teaches, and about which the survey asks questions. We argue that teachers may refuse to comply with a request to participate in a survey because they feel disengaged from fellow teachers and their classrooms or schools. Our test of social isolation theory uses constructs proposed by Groves and Couper (1998), including teacher's race/ethnicity, income, gender, and education. Acknowledging the limitations of these proxy measures, we go one step further and combine them with attitudinal measures of social isolation, such as the degree of support teachers perceive receiving from fellow teachers or their agreement with school norms. Finally, we construct multiple logistic models in which structural variables such as classroom- and school-level influences over participation (e.g., class size, school type, and school safety and crime) are combined with individual proxy and attitudinal measures. Our study uses a decade of response and nonresponse data from the nationally representative Schools and Staffing Survey (SASS) and the Fast Response Survey System (FRSS) Teacher Survey collected by the National Center for Education Statistics (NCES). The SASS baseline teacher survey and Teacher Follow-up Survey provide us with measures of individual characteristics and classroom-and-school-level influences for nonrespondents as well as respondents.
The findings have implications for the external validity of a social isolation theory of nonresponse, in general, and specifically, a theory of survey participation among teachers.

***How Web Surveys Differ From Other Kinds of User Interfaces*, Michael F. Schober, New School for Social Research, schober@newschool.edu, Frederick G. Conrad, University of Michigan, fconrad@isr.umich.edu, and Patrick Ehlen, New School for Social Research, ehlen@yahoo.com**
Interacting with a web survey differs in important ways from interacting with other user interfaces, and so different principles of user interface design may apply. Web surveys belong to the class of tasks where the main goal is for the user to provide information to the system (e.g., filing taxes on-line, registering new purchases with manufacturers); the more usually-studied systems are ones where the main goal is for the user to obtain information from the system, as in most web searches and in help systems. Users providing information to systems may be less concerned with understanding terms precisely, and less willing to request clarification, than users obtaining information from systems. In this study we examine whether users seek clarification of words in survey questions differently than they do for the same words in a web database retrieval task. In a laboratory experiment, two groups of participants carried out almost identical web-based tasks using the same set of fictional scenarios about purchases and housing, with the same set of standard definitions of terms (words like "bedroom" and "moving") available for them to request by clicking. The survey group answered questions using these terms taken from ongoing US government surveys (e.g., how many bedrooms are in a house, or whether expenses for moving had been incurred). The database group retrieved information from a numerical table in order to complete a subsequent task (e.g., to determine the price of an apartment based on the number of bedrooms, or to determine the amount of reimbursement that a moving expense allowed). Results show that participants were less likely to click for definitions in survey responses than in the database retrieval task. We propose that motivating web survey respondents to understand questions requires a more sophisticated view of the nature of the task.

***The Effect of Method of Delivery and Response Propensity on Response to a Nonresponse Follow-up to the Medicare Satisfaction Survey*, Linda L. Dimitropoulos, RTI International, lld@rti.org, Larry N. Campbell, RTI International, campbell@rti.org, and Vincent G. Iannacchione, RTI, vince@rti.org**
The nonresponse follow-up to a mail survey, by telephone or mail, is the required final step in Dillman's Tailored Design Method (2000). Research has shown that response to special delivery methods is greater than response to regular first class mail presumably because the increased cost and effort of the attempt raises the respondents' perception of the importance of the study. Given the significant cost difference in special delivery methods, it is important to know whether there is a difference in response that can be attributed to the method of special delivery. This study explored the following questions: First, correcting for other factors known to influence response, does the use of overnight courier or US priority mail produce a greater response rate among nonrespondents than the use of regular first class mail? Second, are these comparisons affected by response propensity? (E.g., persons with low response propensity may be more likely to respond to overnight courier than priority mail or regular mail whereas persons with a high response propensity may be equally likely to respond to any delivery mode). The sample for this study consisted of 6,300 nonrespondents to the second round of a national mail survey of 178,000 Medicare Fee-For-Service (FFS) beneficiaries. The cases were assigned expected response propensities based on the response rates from round one of the survey calculated by urbanicity, race, age and region. The sample was drawn from nine strata defined by the intersection of three levels of expected response propensity (high, medium and low) ,and three mailing methods (overnight courier, US priority mail, and first-class mail). Although there were clear main effects for the method of mailing and for response propensity, no significant interactions were found. Cost implications for follow-up efforts are discussed.

***An Experimental Test of the Effects of Incentive Levels and Type of Mailer on Mail Survey Response in the Post-9/11 Era*, Norman Trussell, Nielsen Media Research, norman_trussell@tvratings.com, and Paul J. Lavrakas, Nielsen Media Research, pjlavrakas@tvratings.com**
Nielsen Media Research, in an effort to improve response rates for its mailed television viewing survey, began sending a $5 cash incentive via Priority Mail in 2001 to households with a householder less than 50 years of age and initially achieved a significant increase in response rates prior to 09/11/01. In 2002, it was determined by the US Postal Service that, in many instances, materials mailed via Priority Mail were taking longer to be delivered than ones mailed via 1st Class because of delays caused by new terrorism related mail-screening procedures. This paper will report on a large factorial experiment conducted in November 2002 designed to assess the impact of three levels of non-contingent cash incentives and two types of mailers on 18-34 year old and 35-49 year old households. All experimental conditions resulted in statistically significant differences in overall cooperation when compared to the control condition. A $10 condition with Priority Mail resulted the largest increase (5.9 pp) and an even greater increase among under age 35 households (7.9 pp). The implications of these findings will be discussed.

INTERACTIVE PAPER PRESENTATIONS

***Trust, Attention, and Approval: Question-Order Effects and Attitudes toward the State Legislature*, Kelly D. Patterson, Brigham Young University, Kelly_Patterson@byu.edu, Greg L. Snow, Brigham Young University, gls@byu.edu, Howard B. Christensen, Brigham Young University, howardc@byu.edu, and Joseph A. Olsen, Brigham Young University, joseph_olsen@byu.edu**
This research builds on previous work on question-order effects. Research on question order demonstrates that the context and order of questions can affect subsequent responses. Recently, Larry Bartels demonstrated in Public Opinion Quarterly that the decline in confidence in government institutions documented by the National Election Studies was the result of question order effects. We examine the extent to which questions of trust in government and attention paid to the concerns of ordinary people may affect the amount of approval citizens express in the way the Utah state legislature handles its job. The data come from the 2002 Utah Colleges Exit poll. The Utah College Exit Poll is a multi-stage stratified random sample. To select the sample, we stratify the counties in Utah by the percentage of the votes in the previous election that were cast for Democrats and select counties within their strata by probability proportional to size (PPS) sampling, weighting each one by their estimated voter turnout. We take another PPS sample of the polling places within each county to determine the locations at which we would poll. Through this process, ninety-three precincts are selected

for the sample. We have five different survey instruments administered at each polling location. On three of those forms we included three questions on trust in the state legislature, attention paid by the state legislature to ordinary people, and approval of the state legislature. Each of the three forms asked the questions in a different order. We predict that those respondents who first had to answer questions about trust and attention will express lower levels of approval. This research helps pollsters to understand the extent to which approval for a democratic institution can be conditioned by questions of trust and attention.

***A Perfect Storm in Institutional Confidence*, Jennifer Airey, Wirthlin Worldwide, jairey@wirthlin.com, Anne Rzeszut, Wirthlin Worldwide, arzeszut@wirthlin.com, and Carol Gstalder, Wirthlin Worldwide, cgstalder@wirthlin.com**

The pages in the newspaper now resemble the "crime watch" section as an increasing number of scandals unfold. On television night after night, violations of our social confidence by our most valued institutions are glaringly paraded in front of our eyes. From every angle, it seems, we find more surprise revelations that we cannot trust those upon which our world was built. These institutional, corporate and accounting scandals have begun to affect our feelings about ourselves, the stock market, the dollar and the U.S. economy, and American confidence in institutions. This tribulation has put American business in the crosshairs. "The American corporation is in crisis today." Misconduct by highly visible corporations is eroding shareholder value for all corporations and public confidence in critical elements of our economic system. Far more is at stake than the governance failures of a few companies. At risk are the trust of investors, employees, the public, and the ethical viability of the American corporate sector." -- Pete Peterson and John Snow, Conference Board How did it come to this? How deep are the wounds? How do institutions respond? How can the healing begin? Through the use of both public and proprietary data, this paper will focus on origins of this breakdown in institutional confidence and the concept of trust in America. It will also examine the degree to which the corporate scandals have impacted corporate image, consumer confidence and stakeholder relations. This paper will provide insight into how major corporations can reinforce and restore the trust of key stakeholders.

***Pictures From Life's Other Side: A New Longitudinal Study of Young People*, Iain Noble, Department for Education and Skills, UK, iain.noble@dfes.gsi.gov.uk**

This paper describes the Longitudinal Study of Young People in England (LSYPE), a large scale, interview-based, cohort survey. The LSYPE is a major development in longitudinal youth research, is likely to be one of the major data resources over the next decade taking a place alongside the Birth Cohort Studies and the NLSY. The study is funded by the Department for Education and Skills (DfES) the UK government department with responsibility for education and skills training in England. The LSYPE will launch in Spring 2004 with an initial set sample of 20,000 (15,000 general population, 5,000 ethnic minority boost) sampled at age 14 from school records. The main sample will also over-represent young people at risk of social exclusion and deprivation. The research design is annual interviews, face to face for the first two waves and by telephone subsequently, for a minimum period of ten years. Data will also be drawn from parental interviews at the first two waves and administrative data. Among the most important features of the LSYPE will be linkage of survey data and individual level administrative data through the use of new databases now becoming available.
The paper examines: The background to the study, specifically changes in government policy priorities, the labour market and young people's education and employment behaviour, leading to the demand for different types and sources of information for policy analysis; the specific areas where information lack is seen to be greatest and the special relevance of longitudinal methods for research on these; an outline of the LSYPE design and methods and a critical review of the extent to which such a study can solve the previously discussed problems of information shortfall.

***Interviews of Leaseholders in Chicago's Housing Authority: A Comparison of Data Collected by Public Housing Residents and Non-Public Housing Residents*, Catherine C. Haggerty, NORC, haggerty@norcmail.uchicago.edu, and Colm C. O'Muircheartaigh, NORC, colm@norcmail.uchicago.edu**

Several years ago the Chicago Housing Authority (CHA) announced a "Plan for Transformation" which included the relocation of all public housing residents over a ten-year period. The MacArthur Foundation is funding research to help the CHA improve the relocation process; NORC is collecting data from public housing residents to inform relocation improvements. During the planning phase of the project various groups interested in the improvement process talked about both the benefits and drawbacks of using public housing residents to collect these data. Those in-favor of using public housing residents to collect the data argued that public housing residents are more comfortable talking to other public housing residents and more likely to honestly disclose their experiences. Those not-in-favor of using public housing residents as interviewers argued that public housing residents are angry with the CHA and may influence respondents' answers. NORC recruited and hired half of the interviewing staff for this project from within the CHA developments. NORC randomly assigned half of the addresses in each building to CHA resident interviewers and the other half to non-CHA resident interviewers. The paper will describe the interviewer recruiting and hiring process, the interviewer training, and the operational strategies employed during data collection. The paper will also examine and compare the data collected by CHA resident interviewers and non-CHA resident interviewers.

***"Everybody's Heard About It, But Did Anyone Actually See It? Campaign Advertising Via the World Wide Web in Ohio"*, Kim Downing, University of Cincinnati, kim.downing@uc.edu**

The State of Ohio is the well-funded campaign's dream, and the under-funded campaign's nightmare. The nation's 7th largest state has several major media markets, and together they feature the political diversity that describes the national electorate. Recent history has demonstrated the importance of television advertising on statewide campaign outcomes in Ohio. The need for such television advertising requires a hefty war chest. In the absence of such a war chest, however, one recent campaign used a newer medium to air video campaign commercials: the Internet. In the 2002 race for Ohio governor, Democrat Timothy Hagan launched an Internet- only advertising program thought to be one of the first for a major party gubernatorial candidate. In response, Republican Governor Bob Taft also placed a single Internet-only advertisement on his campaign website. Traditional advertising mediums have been a well studied component of the campaign process. Candidates use both cost and audience reach considerations when making resource allocation decisions. The use of the World Wide Web as an additional media outlet or, in this case the only media outlet, has not been widely studied. Using The Ohio Poll, a statewide survey of voters, we focus on awareness of the Internet advertising campaigns by the 2002 major party gubernatorial candidates in Ohio. We are most interested in two questions. First, were voters aware of the existence of these advertisements? Second, if they were aware of the ads, is it because they actually saw the advertisements, or were they exposed to them through "free media" or other sources? Our analysis of these questions takes into account such factors as Internet usage, interest in the election, gubernatorial vote preference and several demographic variables. We will also discuss the implications of the use of this new medium for statewide campaigns both in Ohio and in other states.

***Black Cities/White Cities: Evaluating the Public Schools*, Susan E. Howell, University of New Orleans, sehowell@uno.edu, Matthew A. Vile, University of New Orleans, mvile@uno.edu, and Huey L. Perry, Southern University at Baton Rouge, hperrysubr@hotmail.com**

This research examines the racialization of public opinion toward the public schools in racially diverse cities. Specifically, it addresses the following questions. To what degree do race, racial context, and familiarity with the public school system influence judgments of its quality? How do whites' and blacks' racial attitudes color their views of public education? Finally, do these relationships change when we compare majority white cities and majority black cities?

Evidence from falling standardized test scores, public surveys, and anecdotal stories points to a decline in the quality of public education in the United States. Today, more than in the past, individuals are likely to assert that their local public schools are not succeeding at the job of education. Yet this disappointment in the system is not evenly distributed in the population. Patterns of use of the public school system by minorities and non-minorities suggest that evaluations of the public schools have become racialized.

In a study funded by the National Science Foundation, we conducted identical surveys in four cities around the United States, asking questions about school quality, racial attitudes and other political topics. We selected these cities based on racial majority (two majority white and two majority black) and region (two southern and two non-southern). We will evaluate the complex relationships between race, racial attitudes, the racial composition of the city, and evaluations of the public schools.

***Staff-Generated Newspaper Content: Does Quality Matter to Readers?*, Michael O'Connell, University of North Carolina, moc@unc.edu, W. Joann Wong, University of North Carolina , joannw@unc.edu, Cary R. Frith, University of North Carolina, frith@email.unc.edu, and Janet D. Kwami, University of North Carolina, kwami@email.unc.edu**

In the past two decades, four national surveys have sought to help newspaper editors win more trust with their readers. Their underlying assumption has been that credibility is something that editors can control with content. We regret to report new evidence that challenges this cherished assumption. Using data collected by the Knight Foundation in 21 of its "communities of interest" plus our content analysis of the dominant newspaper in each of those markets, we found much variance in editors' content choices and approaches. But, with one exception, none of the content variables predicted newspaper credibility. Expanding the sample to 30 newspapers and looking at each paper's ability to maintain home-county circulation penetration over time, we found little in content that appeared to make a difference. The exception: Statistical analysis using regression indicates that the more frequently newspapers include "go and do" information (such as times, dates, and places events will occur, and phone numbers and Website URLs for non-newspaper information sources) in their news articles, the greater the degree of trust (credibility) a paper earns with its audience.

Our research involved looking at 1,044 articles published in the 30 sample newspapers to measure specific characteristics of staff-produced news articles, such as news type (hard v. soft news), news value (timeliness, impact, prominence, proximity, etc.), number of sources, and total column inches. In sum, our research indicates that aside from adding "go and do" information to their news articles, newspaper editors have little ability to affect how much readers trust their newspapers.

***The Health Insurance Verification Question in the 2001 California Health Interview Survey*, Wei Yen, University of California, Los Angeles, wei49876@hotmail.com, E. Richard Brown, University of California, Los Angeles, erbrown@ucla.edu, Ninez Ponce, University of California, Los Angeles, nponce@ucla.edu, and Charles A. DiSogra, University of California, Los Angeles, cdisogra@ucla.edu**

In population surveys, uninsurance has been generally measured as the residual after all possible insurance sources have been addressed. That is, if the respondent reported no to all listed insurance sources, he/she would be then classified, post survey, as uninsured. Researchers have suspected that this practice overestimated the uninsured rate. One remedy is the use of a verification question at the end of the series of insurance source questions. The notable experience of CPS using a verification question shows that the uninsured estimates were indeed higher without the verification question. However, uninsurance in CPS is measured as lack of insurance for all 12 months of the previous calendar year while in most health insurance surveys, it is measured as lack of insurance coverage at the time of interview. This paper examines the effect of the verification question in a large RDD health survey in California (55,428 adults, 5,801 adolescents, and 12,529 children) – the 2001 California Health Interview Survey – which measured insurance status at the time of interview. In addition to examining the effect of the verification question on estimates of the uninsured, this paper also examines the details of the health insurance sources captured by a follow-up question to the verification question.

FRIDAY POSTER SESSION

***Measuring Sensitive Information Through Personal Interviews*, Harry E. Cotugno, Multi-sponsor Surveys, Inc., harryedc@aol.com, and Leonard A. Wood, Multi-sponsor Surveys, Inc., lwood@multi-sponsorsurveys.com**

Over the years the use of personal interviews for data gathering has declined significantly. Part of the reasons for the decline are the cost of fielding a survey and the logistical problems involved. Telephone interviews became the data gathering process of choice. However, using telephone interviews to measure sensitive issues is difficult. While the anonymity of the telephone interview may provide a sense of privacy, it also allows the respondent to shade the truth. Personal interviews can play a valuable role in surveys on sensitive issues. Given respondents' reluctance to discuss sensitive matters on the telephone, a well designed personal interview using supervised self-administered questionnaires can increase cooperation rates for sensitive questions and the accuracy of the information obtained. The self-administered questionnaire provides the sense of privacy. Being in the same room with the questioner helps to decrease the tendency to provide incorrect information. The presence of an interviewer also contributes to a high completion rate. This study is an example of how personal interviews were used to probe issues related to male and female sexual dysfunction and other sensitive issues. Completion rates for self-administered questionnaires were more than 90%.

***The Personal Interview as a Means Of Gathering Sensitive Data*, Leonard A. Wood, Multi-sponsor Surveys, Inc., lwood@multi-sponsorsurveys.com, and Harry E. Cotugno, Multi-sponsor Surveys, Inc., harryedc@aol.com**

Over the years the use of personal interviews for data gathering has declined significantly. Part of the reasons for the decline are the cost of fielding a survey and the logistical problems involved. Telephone interviews became the data gathering process of choice. However, using telephone interviews to measure sensitive issues is difficult. While the anonymity of the telephone interview may provide a sense of privacy, it also allows the respondent to shade the truth. Personal interviews can play a valuable role in surveys on sensitive issues. Given respondents' reluctance to discuss sensitive matters on the telephone, a well designed personal interview using supervised self-administered questionnaires can increase cooperation rates for sensitive questions and the accuracy of the information obtained. The self-administered questionnaire provides the sense of privacy. Being in the same room with the questioner helps to decrease the tendency to provide incorrect information. The presence of an interviewer also contributes to a high completion rate. This study is an example of how personal interviews were used to probe issues related to male and female sexual dysfunction and other sensitive issues. Completion rates for self-administered questionnaires were more than 90%.

***Why Do People Watch What They Do Not Trust? Need for Cognition as a Moderator in the Association Between News Skepticism and Exposure*, Yariv Tsfati, University of Haifa, ytsfati@com.haifa.ac.il**

Trust has many correlates, in almost every aspect of social life: For example, citizens' trust in government is associated with taxpaying (Scholz & Lubell, 1998), trust in the nurse has implications for the well-being of the patient (Pask, 1995), trust in the teammate is related to teamwork (Porter & Lilly, 1996). Psychologists studying intimate relationships found trust to be one of the most desired qualities in love relationships (Holmes & Rempel, 1989). In sum, research shows that trust plays a part in almost every human interaction. However, media scholars investigating the correlation between trust in news organizations and news media exposure have found only humble, albeit in most cases significant, associations (Kiousis, 2001; Rimmer & Weaver, 1987). In terms of variance explained, news media skepticism only accounts for a fraction of the variance in news exposure. Tsfati and Cappella (2001) estimated that the difference between those most and least skeptical was associated with a decrease of merely 1.6 days in the past week of watching national television news. They found that even the most skeptical audience members watch the national and local news on television and read daily newspapers. Why do people watch what they do not trust? One answer might be that news gratifies diverse needs even when trust is abrogated. This paper explores the moderating role of the psychological "need for cognition" (NC) in the association between media trust and exposure. Psychologists defined NC as "a need to understand and make reasonable the experimental world" (Cohen et al., 1955:291) or as "a tendency to engage in and enjoy thinking" (Petty & Cacioppo, 1982). Possibly, the need to think, to understand, to make sense of the world, and to learn about various points of view motivates news exposure, regardless of whether the news media are perceived as trustworthy or not. An interaction between media trust and NC, in their joint effect on news exposure, is tested on large sample data (n=546). Need for cognition was measured by nine items, a subset of Petty & Cacioppo's (1982) need for cognition scale. OLS models were employed to predict mainstream news exposure using media trust, NC, and a NC by media trust interaction term, controlling for demographic, political and scheduled-related variables. Results support the hypothesis regarding a NC by media trust interaction: The association between trust and exposure was substantial for audiences low on cognitive needs. These people did not attend to news sources they did not trust. However, as NC increased, the association between media trust and exposure diminished. For those highest on NC, media trust did not predict exposure.Findings tell us that when people select media contents, needs interact with attitudes toward media sources. People may consume mainstream news despite their media skepticism, just because they enjoy listening to diverse points of view, because they like to deliberate about problems, and because they get satisfaction from thinking per se. In other words, people may expose themselves to news sources they do not trust just in order to fulfill cognitive needs.

***Responding Without Reason: Effects of Compliance on Item Nonresponse*, Alex D. Trouteaud, Baylor University, Alex_Trouteaud@baylor.edu, and James D. Parker, Baylor University, Rusty_Parker@baylor.edu**

Negative impacts on data quality and statistical compatibility make item nonresponse reduction important in surveys, especially for personally sensitive questions. To identify strategies for reducing item nonresponse to household income questions, a 2X3 experimental design was embedded in a countywide CATI omnibus survey of 1000 randomly selected adults. Experimental conditions were created to test the effects of nonmaterial incentives through exchange theory and compliance strategies based on psychological 'mindlessness.' Results suggested that while nonmaterial incentives failed to increase respondents' likelihood of offering a specific dollar value household income, compliance strategies significantly reduced item nonresponse when presented without placebic or legitimate reasons. Logistic regression models identified significant improvements in income item response rates attributable to compliance strategies lacking explicit reasons, controlling for demographic indicators of income item response rates in general.

Race, Political Trust and the 2000 Election, **Terri S. Fine, University of Central Florida, tfine@mail.ucf.edu**
Allegations of voter fraud and systemic abuse plagued the 2000 election. Dominating these allegations were concerns that minority dominated electoral districts were more likely to eliminate ballots already cast. Further, voter rejection rates, where persons intending to vote were turned away from polling places, were also higher in minority dominated areas. While these allegations focused on Florida, the nature and magnitude of the decision (the outcome of the presidential contest), brought these concerns into the national spotlight. One questions whether and how levels of political trust, internal efficacy and external efficacy were affected by the thirty-six day conflict that unfolded after election day 2000. In light of the race based allegations, these questions are particularly interesting when one looks at them from the perspective of minority and majority races. Addressing this question entails analyzing public opinion on matters of trust and political efficacy across time among whites and blacks. These two race groups are chosen because conflict over voter fraud was framed as a black/white issue. Public opinion collected as part of the American National Election Study will constitute the sole data sources for this project. Data collected from three election cycles, 1992, 1996 and 2000, will be explored. This question is particularly interesting in light of the election reforms recently passed by Congress and signed into law by President Bush. Such reforms were meant, in part, to earn the public's trust in the electoral process. Thus, one questions whether political trust and efficacy were so affected by the 2000 election that such changes may reverse a downward trend in trust and efficacy levels. Analyzing political trust and efficacy from 1992 and 1996 will put the trust and efficacy levels expressed in 2000 into perspective. Structural change may have no impact on future trust and efficacy levels if such levels stayed static over time.Other factors will also be considered in this analysis such as the impact of trust and efficacy on political participation.

Individual Differences in Willingness to Self Censor, **Andrew, F Hayes, Ohio State University, hayes.338@osu.edu, James Shanahan, Cornell University, jes30@cornell.edu, Carroll J. Glynn, Ohio State University, glynn.14@osu.edu, and Brian Uldall, Ohio State University, uldall.1@osu.edu**
People in many countries throughout the world are given the right to freely express their opinions without fear of government retribution. In the United States, for example, freedom to speak is granted by the Constitution. But no act of government can overcome many of the forces that may lead people to censor themselves in an environment perceived to be hostile to a certain opinion. The research presented here takes a personality approach to understanding self-censorship. We discuss initial studies on the development of a self-report measure of "willingness to self-censor," defined as a reticence to speak one's opinion around an audience perceived to disagree with that opinion. The 8-item scale with a Likert response format asks respondents to respond to such statements as "It is safer to keep quiet than publicly speak an opinion that you know most others don't share" and "It is difficult for me to express my opinion if I think others won't agree with what I say." Across 4 independent samples, we consistently find only a single factor with internal consistency (Cronbach's alpha) reliability in excess of 0.70. Willingness to Self-Censor shows weak to moderate correlations with conceptually related individual differences such as shyness, communication apprehension, fear of negative evaluation, public self-consciousness, and argumentativeness. Those more willing to censor themselves tend to experience less positive and more negative affect in the course of their daily lives, and tend to be lower in self-esteem and higher in social anxiety. The measure has a variety of potential uses in many different areas of research, including group decision making, participation in political processes such as advocacy and protest, the evolution of public opinion, and the accuracy of opinion polls. Its brevity makes it especially valuable as a research tool.

Bilingual Interviewer Selection in ATUS Cognitive Interviewing: Can We Trust Learned Bilingual Interviewers to Do Their Jobs as Well as Native Bilingual Speakers?, **Man-chi Mandy Sha, NORC, sha-mandy@norcmail.uchicago.edu, and Catherine Haggerty, NORC, haggerty@norcmail.uchicago.edu**
In the instances and areas of the country where the number of native Spanish speakers is low, will non-native speakers conduct Spanish interviews as well as native bilingual speakers? After all, more Americans whose native language is not Spanish are learning to speak Spanish as a second language. We are not aware of any literature that examined and compared native vs. learned bilingual interviewers except in document translations. Two NORC bilingual interviewers, one native and the other a learned speaker of Spanish, together conducted 15 cognitive interviews to test the Spanish language version of the American Time Use Survey (ATUS) for the Bureau of Labor Statistics (BLS). Prior to that, each interviewers had already collected time use data from 14 English-speaking respondents. In the ATUS Spanish cognitive interviewing, the first ten interviews were conducted with bilingual subjects, and after making changes to the instrument based on findings from the bilingual interviews, five monolingual subjects were interviewed. Since the ATUS is a non-scripted and conversational survey and the cognitive debriefing was done in English (except for the monolinguals), an interviewer's bilingual proficiency is essential. The interviews were tape recorded; we examined both the hardcopy protocols and the tape recorded interviews. Although findings from cognitive interviewing are qualitative in nature and the sample size is small, our data is compellingly suggestive – We observed that the learned Spanish interviewer achieves the same effectiveness in cognitive interviewing as a native speaker. As a measure of effectiveness, we quantified the instances when an interviewer asks the key questions that guide data collection in the time diary, especially in the monolingual interviews; we also compared the entries in the time diary. We found that for a learned Spanish speaker, the performance is not confounded by habitual use of local idioms, and there is no difference between the quality of qualitative data collected.

Environmental Concerns of African American Parents in Tampa, Florida, **Kimberly M. Harper, Florida A & M University, kimberly.harper@famu.edu**
This study is significant because there is a lack of environmental education programs specifically designed for the concerns or incorporating the cultural beliefs of African-American populations. There were 262 surveys conducted door-to-door in the selected census block groups. The participation rate was 70.6% in which 371 households were eligible and contacted for the survey and 262 participated in the survey study. Of the 262 households that responded to the survey, the majority of them earned between $25,000 and $34,999. The responses regarding air, food, and water concerns are of particular interest. Air pollution concerns of survey respondents revealed a variety of opinions. The sources of concern regarding air pollution included car exhaust fumes, industrial emissions, truck and bus transportation emissions, and cigarette smoke. Environmental questions referring to land concerns focused on food. The most common food quality response focused on the issue of not wanting to ingest chemical additives. The sources of concern regarding food quality included a desire for food without chemicals, food is grown too fast, all ingredients not listed on the label,

health and safety reasons, and changes in food taste, smell, color and nutritional value. The survey respondents named water pollution/water quality as the main concern of Tampa's environmental problems. Tap water quality was a primary concern of the survey respondents. The sources of concern regarding tap water included taste, smell, color! and floating particles. The majority of respondents selected bottled water as their household's type of drinking water. The primary reasons for selecting the chosen kind of drinking water for their family was taste, health benefits, purity, safety, better looking appearance, habit, and media influence. Overall, these issues should be addressed in a community environmental education program designed for African American families.

***Evaluating the Cultural Equivalence of the Medicare CAHPS® Fee-for-Service Survey*, Carla M. Bann, RTI International , cmb@rti.org, Vincent G. Iannacchione, RTI International, vince@rti.org, and Edward S. Sekscenski, Centers for Medicare and Medicaid Service, ESekscenski@cms.hhs.gov**

This study examines the cultural equivalence of the English and Spanish versions of the Medicare CAHPS® Fee-for-Service survey, one of the leading sources of information about the quality of health care received by Medicare beneficiaries. To reduce potential confounding in the English and Spanish comparisons, a random sample of 1,498 English survey respondents was selected from the 2000 and 2001 administrations of the survey with demographic characteristics matching the 1,498 respondents who completed the Spanish survey. Three different approaches to evaluating the cultural equivalence of the surveys were used. First, comparisons of item-level nonresponse revealed much higher rates of missing data for Spanish respondents. Next, factor analyses indicated that with few exceptions the factor structures were very similar for the two languages. Finally, Item Response Theory (IRT) was used to investigate possible differential item functioning (dif) between the English and Spanish versions of the survey. The results of the dif analyses revealed that several items demonstrated threshold-related dif, suggesting that respondents in the two languages utilized the response options for the items differently. For example, among respondents with the same experiences with their health plans (as measured by the other items), Spanish respondents tended to give higher rates of Medicare than English respondents. Only two of the items demonstrated slope-related dif which would imply that the items are measuring a different construct in the two languages. For example, an item concerning whether doctors spend enough time had a higher slope for English respondents, suggesting that they may consider this a more important aspect of care from providers than do Spanish respondents. Overall, the results of this study suggest the need for future qualitative research to understand how respondents comprehend the response options in the two languages and to identify potential sources of item nonresponse.

***A Comparison of the Effects of Four Study Designs on Data Quality: Preparing for the National Asthma Survey*, Kathleen O'Connor, CDC/NCHS/DHIS, kdo7@cdc.gov**

Kathleen S. O'Connor1, Jeanne Moorman2, Marcie L. Cynamon1, Lorayn Olson3, Larry Osborn3, Sergei Rodkin3 1Centers for Disease Control and Prevention, National Center for Health Statistics, Division of Health Interview Statistics, State and Local Area Integrated Telephone Survey 2Centers for Disease Control and Prevention, National Center for Environmental Health, Air Pollution and Respiratory Health Branch 3Abt Associates, Inc. Objectives: To compare data quality indicators resulting from various approaches tested for the design of the National Asthma Survey (NAS). Methods: The NAS uses the State and Local Area Integrated Telephone Survey (SLAITS) mechanism of the Centers for Disease Control and Prevention (CDC) National Center for Health Statistics (NCHS), which employs the sampling frame of the National Immunization Survey (NIS) to conduct additional surveys. The NIS is sponsored by the CDC National Immunization Program (NIP). Aspects of the NAS design were revised and tested in the field in an attempt to favorably impact response rates and address respondent burden and saliency concerns. The following aspects of the data collection were varied: advance letter wording, the use of a household roster technique versus random respondent selection, the level of screening (household-level versus person-level), qualifications for the screener respondent, context of the screening questions, informed consent script and placement, Hispanic ethnicity question, placement of demographic measures, and time interval between administration of the NIS and NAS. Results: Changes in the NAS design had major impacts on the resolution, screener completion, interview completion, and CASRO rates, as well as the asthma prevalence rate. Conclusions: This case study of the NAS design reveals valuable practical information on survey research methods that can be used to improve response rates and data quality.

***Part-Whole Question-Order Effects in a Quality of Life Survey*, Scott R. Beach, University of Pittsburgh, scottb@pitt.edu, Michael W. Bridges, University of Pittsburgh, mbridges@ucsur.pitt.edu, and Donald Musa, University of Pittsburgh, dmuc@pitt.edu**

Part-whole question-order effects in surveys have received a great deal of research attention. For example, how are ratings of general life satisfaction affected by asking about marital satisfaction before versus after the general rating? How is the correlation between the general and specific ratings affected by the order in which the items are asked? This issue is particularly relevant for surveys that measure evaluations in a variety of specific domains in addition to obtaining overall or general evaluations. Should the general evaluation be placed at the beginning or the end of the survey? Should there be a context-setting lead-in to the general evaluation? This paper reports on a split-ballot experiment in the context of a 25 minute RDD telephone survey focused on quality of life conducted in Allegheny County (Pittsburgh) Pennsylvania (n = 400). A 2 (order: general – specific vs. specific – general) X 2 (general evaluation lead in present vs. absent) factorial design is employed (n = approximately 100/cell). The lead in to the general evaluation items is: "When answering these items, consider things like your family, your health, your financial situation, your job, your housing situation, as well as things like local government services, your neighbors, the environment, recreational opportunities, transportation, crime and public safety, and race relations." The general evaluations include ratings (5-point "excellent" to "poor" scale) of the broader region and the local community as places to live, and a rating of the respondent's overall quality of life. The specific domains surveyed are those mentioned in the lead-in statement, and use a variety of scaling techniques. The effects of experimental condition on interrelationships between domain-specific and general evaluations, as well as mean levels on the general evaluations will be explored. Theoretical implications and practical recommendations for the conduct of surveys involving part-whole questions are discussed.

The Impact of Early Notification on Internet Survey Response Rates, **Kerry Y. Levin, Westat, levink1@westat.com, Martha Kudela, Westat, marthakudela@westat.com, Michele Burr, Westat, micheleburr@westat.com, Theresa Famolaro, Westat, theresafamolaro@westat.com, and Elizabeth Westin, Westat, elizabethwestin@westat.com**
In order to increase response rates, researchers often rely on multiple modes of survey administration. In addition to paper-and pencil and telephone data collection options, the web has become a popular method for obtaining survey responses. The focus of this study was to increase web use, thereby also increasing overall response rates and reducing data collection costs. In previous administrations of a government customer satisfaction survey, paper-and-pencil and web survey options were provided to respondents using Dillman's (1978) recommended contact procedures. That is, the contact sequence included—(1) respondents receiving an advanced letter, (2) a questionnaire mailing about 1 week later, (3) a reminder/thank you, and (4) a second questionnaire mailing. In each mailing, the web address was included. Yet, web use remained relatively low over a three-year period compared to responses received by mail. One hypothesis was that the web instructions were so embedded within all the other information mailed to respondents that respondents paid little attention to the instructions. In order to test this hypothesis, we designed an experiment that employed two conditions. Respondents were randomly assigned to either the same mailing sequence as previous years (n=7,200) or to a mailing sequence that included the addition of a flyer that was sent with the advanced letter (n=800). The flyer was printed on bright purple paper and described all the necessary steps to gain Internet access. Results will present the effects of the flyer on response rates. Results will be supplemented by qualitative data which summarizes reasons respondents reported for not using the Internet as their preferred method for survey response.

Finding the Needle in the Non-Profit Haystack: Assessing Contact Results for a Telephone Survey of Non-Profit Organizations, **Mareena M. Wright, Westat, wrightm1@westat.com, Kerry Y. Levin, Westat, levink1@westat.com, Katie Hubbell, Westat, katiehubbell@westat.com, and Rachel Jones, Westat, racheljones@westat.com**
Telephone surveys of organizations face a number of difficulties in obtaining respondent participation, such as identifying the most knowledgeable respondents, and then obtaining their cooperation (Groves, et al., 1997). Non-profit organizations may represent a special case of organizational survey respondents that create additional contact problems. Many smaller non-profits are not "brick and mortar" organizations with telephone listings and paid staff to answer the phones. For example, Alcoholics Anonymous groups do not have a named leader and often meet in homes or other organizations' spaces. Non-profit staff also have limited time for participation, especially since they tend to operate in an environment of scarce resources. Thus finding a knowledgeable respondent may be nearly impossible for some non-profit organizations. Given these contact problems, are non-profit organizations more difficult to survey than private sector organizations? We conducted a telephone survey of non-profit organizations in Los Angeles County, using the client's sampling frame developed from IRS Form 990 data. We compared contact results from this survey to those from another survey of private sector establishments. We compared the total number of call attempts, as well as the number of times each case was scheduled for an appointment, left an answering machine message, and sent to tracing.

Volunteering Trends Among Young Adults, **Michael Regnier, AIR/ESSI, mregnier@air.org, and Mike Planty, Education Statistics Services Institute/AIR, mplanty@air.org**
Adolescent participation in unpaid volunteer service is thought to promote a sense of civic and community responsibility. Currently there is a strong interest in having students serve as volunteers, with high schools and post-secondary institutions instituting opportunities, and in some cases requirements, for students to serve through coursework and extracurricular activities. Using the NELS:88 data file we examined trends in volunteering behaviors among a cohort of young adults. We examined three waves of data from these young adults starting in high school (1990-92), two years after high school (1994) and 8 years after high school (2000) when most had entered the workforce and began family formations. We find significant differences in volunteering by race, gender and socioeconomic status over the 10-year period. The organizational preference for volunteering also shifts from high school through adulthood. Finally, we find that students who participated in required volunteering programs in high school were less likely to volunteer 8 years later than those who performed volunteer service for other reasons. In fact, those with required high school volunteer service were as likely to volunteer in 2000 as those students who did not volunteer in high school.

Demographic Characteristics as Indicators of Performance on the Spanish Language Skills Assessment, **Rosanna S. Quiroz, RTI International, quiroz@rti.org, Georgina McAvinchey, RTI International, McAvinchey@rit.org, and Kimberly Watts, RTI International, Watts@RTI.org**
In 1994, after realizing the need to hire a large number of bilingual field and telephone interviewers, RTI developed an instrument called "Spanish Language Skills Assessment" (SLSA). This instrument was created to evaluate the interviewers' self-expression, listening, and comprehension skills in Spanish prior to assigning them to conduct Spanish language field and telephone interviews.
During the past two years, three assessors have administered the instrument to more than 100 bilingual interviewer candidates. The assessors collected demographic information, including the candidate's country of origin, and the number of years and the context in which the candidate currently uses his/her Spanish language skills. Through these assessments, we were able to identify several factors that seemed to make a candidate more likely to score well. This poster presents the analysis of the data collected on interviewer candidates from August 1999 to April, 2003. The graphics show the percentages of individuals recommended and not recommended as bilingual interviewers according to three main characteristics: birthplace, years of formal education in the Spanish language, and current use of Spanish language skills. Our results suggest that candidates who are born in Latin America, formally educated in the Spanish language, and who use their Spanish language skills regularly, are more likely to perform well on the instrument.

As Life's Challenges Mount, Work Life Balance Becomes a Quest, Especially Among Racial/Ethnic Minority Workers 45+, **Xenia P. Montenegro, AARP, xmontenegro@aarp.org, and Tracy Needham, AARP**
The quest for work life balance is a critical goal for workers age 45 – 74, but is more so among racial/ethnic minority workers. This is one of the major findings in Staying Ahead of the Curve: The AARP Work and Career Study, conducted by AARP in 2002. The telephone survey was conducted among a nationally representative sample of 1,500 employed respondents age 45-74 and over samples of 400 each among African Americans, Hispanics, and Asians. Asians and Hispanics are most likely to agree they are seeking

better balance between work and family (84% and 82% respectively). Three-quarters of African Americans agree they are seeking better balance, while 70 percent of whites agree. Perhaps there is a greater desire for better work/life balance in the racial/ethnic minority community because more minorities than the general sample experienced major life changes over the past five years. While 29 percent of whites say they began caring for a parent within the last five years, the incidence is 36 percent among African Americans, 46 percent among Asians, and 51 percent among Hispanics. In addition, African Americans and Hispanics are more likely than whites or Asians to say that in the past five years they had an adult child move back home or began providing childcare on a regular basis. This paper offers an overview of the results and focuses on ethnic differences in the pursuit of better work and personal life balance. As the working population ages, the implications for employers demand work place changes to help workers in their quest for balance between their work and family care giving needs.

***Retirement Does Not Mean "Not Working" Anymore, Especially Among Racial Minorities,* Xenia P. Montenegro, AARP, xmontenegro@aarp.org, and Tracy Needham, AARP**

Today, most workers view full retirement as a myth. Seven in ten respondents in a nationwide study intend to work either part time or full time at "retirement" either for their mental and emotional well-being or due to financial need. For most workers age 45-74 a working retirement is a welcome reality rather than a harsh one. Seventy-seven percent of Hispanics and 73 percent of African Americans say they plan to work during retirement for interest or enjoyment sake, while only 68 percent of whites and 67 percent of Asians plan to work for this reason. In fact, African Americans and Hispanics are most likely to say they plan to start their own business during retirement (28% vs. 22% respectively, compared to 8% of whites and 10% of Asians). However, older workers perceive age discrimination as a harsh reality. Sixty-seven percent of respondents think workers face age discrimination in the workplace today. In fact, older workers perceive age and education to have the biggest impact on how older workers are treated in the workplace: education getting better treatment (according to 24% of workers), and age getting worse treatment (perceived by 12% of workers). Workers view age discrimination as more prevalent than race discrimination. These are the findings from Staying Ahead of the Curve: The AARP Work and Career Study. A telephone survey was conducted among a nationally representative sample of 1,500 employed respondents age 45-74 as well as approximately 400 over samples each among African Americans, Hispanics, and Asians. Its purpose was to explore in-depth the work and career attitudes and behaviors of older workers age 45-74. This paper offers a brief overview of this unique survey and focuses on racial/ethnic differences in work behaviors and attitudes.

***Personality Type as a Predictor of Interviewer Performance,* Christina L. Abbott, Millersville University, christina.abbott@millersville.edu, Berwood A. Yost, Millersville University, berwood.yost@millersville.edu, Jennifer L. Harding, Millersville University, jennifer.harding@millersville.edu, and Shelley-Ann Francis, Millersville University (student), sing_it_girl_2000@yahoo.com**

The Myers-Briggs Type Inventory (MBTI) has been used to identify how compatible individuals are for certain types of jobs, to determine the effectiveness of learning and training styles, to compare person-organization fit to work success, and a variety of other work related outcomes. To date, there have been few published efforts to relate interviewers' psychological attributes, specifically personality traits, to their performance. This research relates personality traits among a diverse staff of interviewers to performance outcomes on a variety of measures including refusal/completion ratio, training receptivity, and job performance. The research involved collecting MBTI data for all interviewing staff over a period of five months and comparing outcomes for each of the 16 identified personality types. The purpose of this research is to help streamline interviewer selection and training, using personality type as a predictor of job compatibility and work performance.

***The Timing of a Prepaid Incentive in a Mail Survey of Physicians,* Jeremy E. Morton, RTI International, jmorton@rti.org, Kristine Fahrney, RTI International, fahrney@rti.org, John Loft, RTI International, jloft@rti.org, and Mollyann Brodie, The Henry J. Kaiser Family Foundation, mbrodie@kff.org**

Incentives and advance letters are important tools for survey researchers in their efforts to increase mail survey response rates. Typically in mail surveys, incentives are sent along with the first mailing of the questionnaire. In a small scale survey of local health departments, an experiment was conducted by the University of North Carolina (UNC) to examine whether the timing of the incentive offer in the sequence of mailings (advance letter, first questionnaire mailing) might affect response rates. Using a pen with a UNC logo as the incentive, the study found that the group who received the incentive with the advance letter had an 8% higher response rate than the group who received the incentive with the questionnaire (Bowers, Morton, and Earnshaw, 1999). One explanation of the results was based on the idea that the sooner there is the potential to encourage reciprocity, the more likely it is that a sample person will open and carefully consider mailings and ultimately participate in the survey. The initial exploration of the timing of the prepayment prompted this current research. RTI was able to replicate the experiment using a national study and a monetary incentive. The sample for the Kaiser Family Foundation Survey of Physicians was randomly split into two groups. One group received the incentive (i.e., $25 check) with the advance letter while the other group received the incentive with the initial mailing of the questionnaire. This paper provides the details of the design and results of this experiment. Our analysis focuses on the examination of response rates by incentive timing group. Other factors such as rate of return, quality of data, and subgroup analyses are also discussed.

***An Assessment of Current Population Survey Estimates of the Number of Persons Holding a GED,* Matthew A. DeBell, American Institutes for Research, mdebell@air.org**

This paper examines the Current Population Survey (CPS) to explain a significant drop in recent estimates of the population of people age 15 to 29 who have completed high school with a GED (General Educational Development test). The 2000 estimate was 39 percent lower than the 1999 estimate. A drop of this magnitude in one year is unexpected and warrants careful inquiry. This paper suggests that the drop in estimates is a result of a minor change in question wording and changes in skip patterns. A comparison of records of GED testing against CPS estimates allows assessment of the validity of CPS estimates and shows that no substantial change has occurred in the number of persons taking the GED. To assess the reliability of CPS estimates, I compare estimates from recent years. The results indicate that estimates were fairly consistent through 1999. A low estimate in 2000 was followed in 2001 by a second relatively low estimate. The low estimates in 2000 and 2001 appear to be the result of changes in the CPS design that occurred in 2000. I examine sample design, weights, skip patterns and question wording in the 1999 and 2000 surveys and isolate question wording as the most likely cause of the difference. The analysis indicates that the change in estimates is a surprising result of minor changes in question wording, which suggests a two-fold caution. Users of the CPS data may wish to discount the information provided on the GED after 1999; this analysis is a reminder of the potentially large effects of changes to question wording.

***Pre-Paid vs. Promised Incentives: Which Works Better for a Telephone Survey of Low-Income Respondents?*, Martha D. Kovac, Mathematica Policy Research, mkovac@mathematica-mpr.com, and Jason A. Markesich, Mathematica Policy Research, jmarkesich@mathematica-mpr.com**

We conducted an incentive experiment on a recent CATI survey of TANF recipients in one east coast state. The experiment entailed randomly assigning the full sample (n=1,146) into two groups. The first group was sent $2 cash with their advance letter and promised the remainder of the incentive (or $18) upon completion of the survey. The second group was sent no cash prepayment, but was promised $20 upon completion of the survey. Overall, we realized a 71% completion rate over an 11 week field period. The experiment yielded some interesting results.

***The Effects of Differential Incentives on Completion Rates: A Telephone Survey Experiment with Low Income Respondents*, Martha D. Kovac, Mathematica Policy Research, mkovac@mathematica-mpr.com, and Jason A. Markesich, Mathematica Policy Research, jmarkesich@mathematica-mpr.com**

We conducted an incentive experiment on a recent CATI survey of TANF recipients in an east coast state. The experiment entailed randomly assigning the full sample (n=585) into two groups. The first group was offered $20 for completing the survey. The second group was offered $35 for completing the survey. The experiment was carried out for the entire length of the field period (9 weeks), and we did not increase the amount of the incentive in either group. Overall, the survey realized a 72% completion rate. The experiment yielded some predictable results.

***Reformatting a Self-Administered Questionnaire Based on Item Nonresponse*, Frances M. Chevarley, Agency for Healthcare Research and Quality, fchevarl@ahrq.gov**

This poster summarizes item nonresponse for two years of a self-administered questionnaire used in the Medical Expenditure Panel Survey (MEPS). Starting in 2000, a Self-Administered Questionnaire (SAQ) and a number of other enhancements were added to the MEPS. The SAQ is part of the Household Component of the MEPS. After an initial review of item nonresponse in the 2000 SAQ using a preliminary coded file and while planning for the 2001 SAQ, it was noticed that certain questions had higher item nonresponse than other questions in the SAQ. For example, the questions on the last page had higher nonresponse than questions on the previous page and the very last question had even higher nonresponse—12.8% based on a preliminary 2000 MEPS SAQ coded file—possibly indicating additional formatting issues for the last question. Based on item nonresponse analysis of the preliminary coded file for the 2000 MEPS SAQ, several design changes were incorporated into the 2001 MEPS SAQ. For example, we improved upon our survey instructions by adding specific skip instructions, and adding instructions on each page to go to the next page. In addition, the last question was reformatted and moved from the last page to the page before it. In this presentation, comparisons will be made between item nonresponse for the 2000 and 2001 questionnaires. Issues regarding whether the methodology involved in determining general principles of self-administered questionnaire design can positively influence nonresponse patterns in a "before/after" sense, will also be discussed.

***Comparison of Self- Versus Proxy-Reporting of General Health Status Using the 2000 Medical Expenditure Panel Survey (MEPS)*, Frances M. Chevarley, Agency for Healthcare Research and Quality, fchevarl@ahrq.gov**

This paper summarizes an analyses of self-reporting versus proxy-reporting of general health status using the 2000 Medical Expenditure Panel Survey (MEPS). Starting in 2000, a Self-Administered Questionnaire (SAQ) and a number of other enhancements were added to the Medical Panel Expenditure Survey (MEPS), a nationally representative survey of the civilian non-institutionalized U.S. population. Included in the 2000 SAQ is a general health question that is part of the SF-12 battery of questions. This question is almost identical to the general health status question already contained in the MEPS core. Although the response categories are the same, the wording of the two health status questions differ slightly. Having adults self-report questions in the SAQ contrasts with the process of having a knowledgeable adult report for themselves and other family members for the core MEPS questions. These data provide the basis of analysis. A comparison will be made of the responses to the core health status question (for both self and proxy respondents) compared with self-reported health status from the SAQ. Although there is much literature on the correlation of self report with other health related variables and of it's predictive value of survival, this analysis should add to the knowledge of self versus proxy reporting of general health. This should also add to the knowledge of self reporting of general health at different times. The findings in this analysis are subject to the following limitations: the mode of interview is different for the two questions—interviewer administered CAPI versus a self-administered paper questionnaire; the wording of the two questions differ slightly; the two questions may be answered at different times; and there was no outside validation measures so differences only could be assessed.

***Assessing Potential Nonresponse Bias and Strategies for Bias Reduction Among Types of Survey Resistors*, Adam Safir, The Urban Institute, asafir@ui.urban.org**

With increased levels of survey nonresponse, survey organizations may question what strategies are optimal for maximizing participation among those sample subgroups most likely to be a source of bias due to higher levels of nonparticipation and/or higher levels of distinctiveness (as compared with other sample subgroups). For example, from a bias reduction standpoint, it may be more productive to complete a break-off interview with a respondent who is reluctant to participate because of survey content than to make repeated attempts at completing an interview with a respondent who refused "at random" at the survey introduction. While the effect of nonparticipation on sample survey estimates is difficult to measure due to the lack of information about nonparticipants, a number of models have been proposed, using classes of participants as proxies for nonparticipants (whether categorically defined or in a "continuum of resistance" model).

The paper addresses these issues by analyzing data from two rounds of the National Survey of America's Families (NSAF). The survey uses standard survey methods to reduce nonresponse, but the unique structure of the survey's administration provides numerous opportunities for respondents to refuse or break-off an interview: immediately at the screener introduction (a "traditional" refusal), at some point during the screener interview (a break-off refusal), immediately at the extended interview introduction, and at some point during the extended interview. The analysis examines differences in sample composition, responses to survey items, and level of item non-response among four types of NSAF resistors who eventually completed the survey: traditional screener interview resistors, screener interview break-offs, traditional extended interview resistors, and extended interview break-offs. The second part of the research extends the analysis to include all sampled households, and compares differences by final survey disposition and refusal type, using sampling frame data available for all sampled units, regardless of interview status.

***Experience of Violence and Commitment to Political Compromise*, Erin Carriere, Office of Research, Department of State, e.carriere@gmx.net**
Divided societies in which portions of populations have direct experience with violence (political, ethnic or religious) have difficulties achieving/implementing political settlements. It seems useful to investigate the role of experience with violence to commitment to political settlement given that existing realities in at least two areas (Northern Ireland and the former Yugoslavia) present unique opportunities for the study of this relationship. Northern Ireland is at a crossroads what with The Good Friday peace agreement having been accepted in 1998 but recently (October 2002) suspended and support for the Good Friday Agreement dropping and violence increasing. In the former Yugoslavia, while regular elections are now taking place, peacekeeping missions have been extended due to concerns about a lapse back to violence. Also, publics in these countries will shortly address in a referendum whether to keep the loose union that was established between Serbia and Montenegro in late Spring or establish fully independent states. The futures of these societies depends on public willingness to invest in political settlements. Datasets from the past four years will be used to investigate experience with violence and commitment to political compromise. Four-items will be used individually as well as in an index to assess experience with violence. Commitment to political compromise will be assessed using combinations of questions concerning support for political options as well as vote choices for referendums previously held. A battery of standard control variables will be used with special emphasis on religion. Simple linear as well as non-linear statistical tests will be used to assess the relationship between these sets of variables. In a time in which violence and threats of violence continue to undermine political settlements, it seems useful to investigate the role of personal experience with violence in relation to commitment to political compromise.

***Judicial Attitudes Toward Polling as Evidenced by Rulings In Connecticut Change of Venue Capital Felony Murder Trials*, April M. Brackett, University of Connecticut, april.brackett@uconn.edu, Chris E. Barnes, University of Connecticut, cebuconn@yahoo.com, and Dr. Kenneth Dautrich, University of Connecticut, k.dautrich@uconn.edu**
Formal presentation of survey data from six recent telephone surveys on the change of venue for capital felony murder trials. The presentation will include a comparative analysis of each of the trials, differences in levels of awareness of the victims, the assailants and related events. The differences in the levels of pre-judgment of guilt and innocence as measured in each survey will also be examined. Additional analysis will include summaries of judicial attitudes toward polling and survey data. The judicial attitudes, as evidenced by judges rulings and explanations of rulings in these cases will be presented. The summaries will include a review of court opinion on public opinion surveys and surveys measuring opinions and attitudes toward the death penalty.

***Measuring Customer Satisfaction with a Salient Event: An Experimental Design Analyzing the Impact of Self-Administered Survey Mode and Personalized Visual Images*, Richard G. Schuldt, University of Illinois at Springfield, schuldt.richard@uis.edu, and Paul K. McDevitt, University of Illinois at Springfield, mcdevitt.paul@uis.edu**
Using an experimental research design, the paper explores the impact of self-administered survey mode (conventional U. S. mail vs. email survey mode) and the presence (or absence) of a personalized visual image on response rates and on responses to selected satisfaction questions. The research uses a proprietary data base containing data reporting client expectations, satisfaction and repurchase intent following a salient event that occurred during early June 2002. On a random basis, the nearly 700 clients were divided into four experimental groups, based on mode of survey (conventional mail vs. email) and the presence or absence of a personalized visual image on the survey cover letter. Relevant experimental groups are examined with regard to: 1) completion rates; 2) time of completion; 3) data quality, including response rates to an open-ended question; and 4) levels of expressed satisfaction. The authors identify and discuss technical problems that occurred during the implementation of the survey project and discuss the implications of the research for surveying satisfaction with, and marketing of, such events. The authors also report and discuss differences in outcomes between the 2002 satisfaction survey, which was based on a carefully structured experimental design, and the 2001 survey, which was not.

***A System for Classifying Survey Questions: Preliminary Results and Considerations*, Michael W. Bridges, University of Pittsburgh, mbridges@ucsur.pitt.edu, Scott R. Beach, University of Pittsburgh, scottb@pitt.edu, Donald Musa, University of Pittsburgh, dmuc@pitt.edu, and Janet E. Schlarb, University of Pittsburgh, jschlarb@pitt.edu**
Nonresponse continues to be an issue of significant concern in the field of survey research. One approach used to characterize the effects of nonresponse compares the responses of early- versus late-responders to individual survey questions. The underlying assumption in this approach is that late-responders serve as a model for non-contact nonrespondents. As such, differences between early- and late-responders provide an indication of the magnitude of the non-contact nonresponse bias that would exist if effort had not been made to include the late-responders. Many studies report mixed findings regarding differences between early- and late-responders, such that some questions demonstrate early- versus late-responder differences and some questions don't. To better understand some of the conditions under which non-contact nonresponse may be of most concern we wish to explore how differences between early- and late-responders may vary as a function of the features of individual questions (e.g., general content area, attitudinal vs. fact-based question, yes/no vs. scaled response options, sensitive vs. non-sensitive content, etc). As a first step toward this broader goal, we have developed an item classification system for use in item-level prediction of early- versus late-response differences. This

presentation outlines our system and presents the preliminary results from the classification of items from several recently completed telephone surveys. Limitations and practical difficulties of the classification system will be identified and implications for broader implementation will be discussed.

Effects of sponsor identity and perceived data security on response rates and data quality, **Kerry E. Levin, Westat, levink1@westat.com , Jennifer E. O'Brien, Westat, obrienj@westat.com, Andrew E. Wang, NIST, Andrew.Wang@nist.gov, Stephanie E. Shipp, NIST, Stephanie.Shipp@nist.gov, Bryan E. Davis, Westat, bryandavis@westat.com, and Adrian E. Gordon, Westat, adriangordon@westat.com**
It is widely acknowledged that Web surveys are becoming a popular mode of data collection (Couper, 2000). Although attention has been paid to potential mode effects in Web surveys (e.g., Dillman, 2000), little has focused on other factors that may impact Web response rates and data quality. For example, the influence of the sponsor's identity has been examined in surveys conducted using other data collection modes (e.g., Presser; Blair; & Triplett, 1992), but not in web surveys. Moreover, the effect of perceived security of Web data on response rates and data quality have been discussed (Yu, 2001) but few studies have explored these effects (see Peoples, 2001 for one exception). The present study will examine the impact of these two factors on response rates and data quality in an establishment survey conducted over the Web. Moreover, we hypothesize that perceived data security may be influenced by the sponsor's identity and therefore these two factors may have an interactive impact on the dependent variables. We will conduct a Web survey of American companies that participated in government-funded joint venture projects (N = 250). A random half of respondents will be solicited by NIST, the government agency which funded the joint venture projects, the other half of respondents will be solicited by Westat, under contract to NIST. Of the web respondents, half will receive detailed information regarding the security of the data they will submit, while the other half will receive no such detailed information. The impact of the identity of the sponsor and the perceived security of the data on response rates and data quality will be examined.

Partials and Breakoffs in the National Health Interview Survey, 2000-2002, **Beth L. Taylor, Centers for Disease Control and Prevention-NCHS, bft8@cdc.gov, Barbara J. Stussman, Centers for Disease Control and Prevention-NCHS, bjs6@cdc.gov, and Howard Riddick, Centers for Disease Control and Prevention-NCHS, hcr8@cdc.gov**
Research on nonresponse in surveys has largely focused on how nonrespondents differ from respondents, item nonresponse, and the use of incentives to increase response rates. An area of nonresponse that has not been studied in-depth is partially completed interviews and break-offs. This is important to examine because it provides insight into a dimension of nonresponse that is between a hard refusal and complete participation. This is an area of particular importance to the National Health Interview Survey (NHIS), a nationally representative annual household survey of health, conducted by the National Center for Health Statistics, Centers for Disease Control and Prevention. The NHIS often lasts over an hour and involves two or more respondents. Because of the modular nature of the NHIS, partials and break-offs often result in whole subject matter sections and supplements not being completed. This paper will explore reasons for partials and break-offs in the 2000 – 2002 NHIS, using quantitative and qualitative data collected from interviewers in the NHIS CAPI instrument. Additionally, the effect of geographic region on partial and break-off rates will be examined. Exploring reasons for partials and break-offs in the NHIS will enhance the development of strategies for reducing nonresponse in surveys.

The Impact of Senior Housing Arrangements on Demographic Surveys, **Jennifer E. Hunter, U.S. Census Bureau , jennifer.e.hunter@census.gov**
The purpose of this research was to investigate the characteristics of senior living arrangements and determine whether and how current demographic surveys could be revised to accommodate reporting of these living arrangements. This research focused on Assisted Living Facilities (ALFs), but characteristics of other types of senior living arrangements are also discussed. There were three parts to this research. The first involved a literature review to determine how ALFs are defined and how they differ from other types of senior living arrangements. The second involved conducting unstructured interviews with 21 individuals or small groups that represented experts in the field, both in the private sector and in government. For the final part of this project, five ALFs were chosen for site visits. ALFs represent a hybrid between skilled nursing facilities and independent housing units. Skilled nursing facilities are considered institutionalized population and are not included as a part of the general population for some demographic surveys. However, it is important to include all types of independent housing units in this sample. Given the growing number of ALFs, it has become important for survey designers to recognize the ramifications of including ALF residents in the sample population for demographic surveys. This research addresses the physical living quarters of the residents, their level of dependence and their cognitive ability to complete survey forms. There is no national definition for assisted living. ALFs are licensed and regulated by each state, and the definition across states varies widely. This research also addresses the impact of this loosely defined category of housing on demographic surveys. Recommendations are presented for the inclusion of ALF residents in demographic surveys and questions that could be used to identify such facilities.

What Do You Do?': Occupational Coding Versus Respondent Self-Classification of Occupation Status, **Isabel C. Farrar, University of Illinois at Chicago, isabelf@srl.uic.edu**
In a statewide telephone survey with 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 respondents were read a list of the same 13 occupation categories and asked to choose the one that best fit their occupation. The respondent's 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.

***The Effect of a Pre-paid and Promised Incentive on Response Rate*, Barbara C. O'Hare, Arbitron, Inc., Barbara.O'Hare@arbitron.com, and Christina Frederick, Arbitron Inc, christina.frederick@arbitron.com**

The value of pre-paid incentives to boost response rates in mail surveys is well proven. With diminishing response rate benefit of each additional dollar paid up-front, we decided to test the value of a small up-front cash incentive in combination with a promised incentive. In a split-ballot study, alternative premium treatments including a promised incentive with a small pre-paid incentive were tested against the current pre-paid premium treatment. The study was conducted in the context of a diary survey of radio listening among the general public. Small cash incentives are sent with the diary materials to encourage diary completion and return. In this test, the up-front incentive was reduced from its current level and combined with an offer of a promised incentive to be paid upon diary completion and return. Two promised incentives were tested – a gift offer and a cash premium. The gifts were selected to be of value comparable to the cash, but were expected to have a higher perceived value by the recipient as a special gift. This paper presents the results of these tests, in comparison to our current incentive treatment. We analyzed both the return rate effects by key demographic groups as well as the effects on reported radio listening levels. Finally, we discuss the potential cost-benefit of the test incentive plan.

***Getting Around Privacy Managers*, Jennifer De Pinto, CBS News, jdp@cbsnews.com, and Jinghua Zou, CBS News, zou@cbsnews.com**

This poster presentation will examine the effect of re-contacting households whose telephones are equipped with privacy management devices. Attempts will be made to re-dial these numbers at different times of day to see if these households are reachable. This research seeks to find a way to minimize the impact of privacy management devices in reaching households, particularly with respect to the feasibility of doing so in surveys of short field periods.

***Maintaining Trust: How to Protect the Privacy and Confidentiality of Survey Respondents*, Howard M. Speizer, MSInteractive, howard_speizer@ms-interactive.com, Tony Diponio, Market Strategies, Tony_Diponio@marketstrategies.com, and Bob Miller, MSInteractive, Bob_Miller@marketstrategies.com**

Legislation passed in the last few years, including US-based regulations such as the Gramm-Leach-Bliley (G-L-B) Act and the Health Insurance Portability and Accountability Act (HIPAA) as well as European Union data protection directives impact the role and responsibility of information collection and processing firms and in particular companies that conduct survey research. This paper examines the technical, procedural, and physical requirements of a program to secure survey data in compliance with these and other data privacy regulations. A respondent privacy program that includes a clear policy statement, sample notification rules, employee training plan and physical and data security procedures serve as the backbone of the promise of confidentiality that we make to survey respondents. Although all modes of data collection are reviewed, this paper emphasizes the special set of requirements for protecting privacy in a Web-based survey and sets a standard against which reputable survey research can be measured. Finally, the paper provides some insight into the process taken by a large survey organization to measure compliance with, and amend policy and procedures to adapt to, these new regulations.

***Conducting a Survey to Identify the Unmet Civil Legal Needs of a Low Income Population*, John Tarnai, Social & Economic Sciences Research Center, tarnai@wsu.edu**

This paper describes the results of a telephone survey of Washington state residents. Sponsored by the Washington State Supreme Court's Task Force on Civil Equal Justice Funding, the survey assesses the civil legal needs of low and moderate income residents. The survey was designed to complement a separately conducted in-person quota based survey of 1,000 low income residents. Telephone interviews were conducted with 1,887 Washington State households; 810 of those interviews were conducted with low and moderate income households. The sample consisted of a general population random digit-dialing (RDD) sample. The average interview length of the survey was 19 minutes. The survey yielded a cooperation rate of 44% and a response rate of 30%. Households above 400% of the federal poverty guideline were screened out of the survey. The questionnaire was modeled after a similar survey conducted by the American Bar Association in 1994, which asked questions about needs for legal representation, and various civil legal situations. Significant differences by household income were found for a number of legal situations. The paper presents key findings for civil legal needs of low and moderate income households.

***Comparing Methods for Testing CATI Questionnaires*, John Tarnai, Social & Economic Sciences Research Center, tarnai@wsu.edu, and Danna L. Moore, Social & Economic Sciences Research Center, moored@wsu.edu**

This paper describes an experiment to assess different approaches to testing Computer Assisted Telephone Interview Questionnaires. To examine the effectiveness of different approaches to CAI testing, we designed an experiment that would compare a traditional Q by Q approach with two computer simulation approaches. The first data simulation approach is a step by step simulation of data in which the computer enters a response to each question in a survey, but the interviewer must press a key to continue on to the next question. This approach is most similar to the Q by Q approach, in which interviewers view each question on the screen and enter a response to each question in order to continue. The second simulation approach we tested was running simulation in background mode and generating 500 respondent cases randomly. We created a short questionnaire of mostly categorical questions about health insurance and programmed a CATI version of the questionnaire. We then introduced specific errors into the questionnaire. A group of 12 interviewers and 12 senior survey staff were randomly assigned to one of three groups. One-third conducted the questionnaire testing using the traditional Q-by-Q testing method. Another third conducted the questionnaire testing by using the step-by-step simulation feature of the CAI software. The remaining third, conducted the testing using the simulated survey data. Interviewers were trained for about a half an hour in how to conduct Q-by-Q testing of a CAI questionnaire, or a step-by-step simulation testing of a questionnaire. The results of the experiment, and comparisons of error rates for the interviewer and survey staff, and the different testing methods will be presented.

***Response Rates and Timing of Mailings: A National Study of College Students,* Matthew E. Jans, University of Massachusetts, Boston, matthew.jans@umb.edu, and Anthony Roman, University of Massachusetts, Boston, anthony.roman@umb.edu**

Maximizing response rates is one of the major challenges of survey research, and college students are one of the most difficult groups to survey in this respect. This paper will look at response rates in a national study of college students (the 2001 College Alcohol Study). The study consisted of 120 colleges and 30,100 students nationwide. The overall response rate was 50.05%. Response rates ranged from 14.83% to 83.17% among these colleges. The mailing protocol for the study involved an initial mailing, a reminder card, and a second mailing to non-responders. Mailing schedules were dictated by when each school provided their sample, and the semester breaks for each school. No mailings could happen for 2 weeks after the beginning of the semester or 2 weeks after spring break. In addition no mailings could happen for 1 week before spring break or 1 week before finals week. This left one or two "windows" during which mailings could happen. Response rates for each school will be evaluated by whether all mailings took place before spring break, after spring break, or whether the mailing protocol was split (i.e., first mailing and reminder card before spring break, and second mailing after spring break). Response rates will also be evaluated by size of school and region of the country. This paper will use the most recent data of the CAS, which has been done four times by the Center for Survey Research. Response rates from 2001 will be viewed in the context of previous response rates, which have been declining overall.

***Intra-Dyadic Agreement Between Parents and Their Teenagers,* Stacey L. Bielick, American Institutes for Research, sbielick@hotmail.com**

Many surveys use data collected from parents to assess characteristics about children. Because there are limitations involved in interviewing children, due to children's cognitive abilities and the difficulty in obtaining consent and cooperation, researchers often interview parents about their children and then draw conclusions about the children from parents' reports. While using parents as proxy respondents is often necessary for young children because of their lack of cognitive ability to answer some survey questions, this is not the case for teenage children. The purpose of this research was to test the agreement between parent and teen dyads on items intended to measure characteristics of the parent-teen relationship. Two items similar to those used in the National Household Education Survey, a national RDD telephone survey conducted by the National Center for Education Statistics were examined. The data were collected as part of an exploratory study of 1270 parents as proxy respondents for their teens' (ages 14-19 and living at home) expenditures. Parent and teen dyads were sent an Internet survey through Knowledge Network's nationally representative panel, and asked in a background questionnaire to report on the existence of household rules and the frequency of parent-teen communication. This paper looks at the agreement between parent and teen reports of the existence of household rules and frequency of parent-teen communication. Agreement between the parent and teen is measured as an average across the overall index of 5 rules items and 8 communication items. Additionally, each of the items is examined separately using frequency of agreement and the kappa statistic. We also control for gender of the responding parent and responding teen and several household characteristics. Results show that, in most cases, parents are adequate proxy respondents for their teenagers but tend to overreport both rules and communication.

***Both Close Together and Far Apart: Addressing the Challenges of Co-location and Off-site Management in the Los Angeles Latino Eye Study,* Lisa V. John, Battelle Center for Public Health Research and Evaluation, johnl@battelle.org, Karen Tucker, Battelle Center for Public Health Research and Evaluation, tucker@battelle.org, and Michael Preciado, Battelle Center for Public Health Research and Evaluation, preciadom@battelle.org**

Battelle Centers for Public Health Research and Evaluation (CPHRE), under contract to the University of Southern California (USC), is completing the final year of fieldwork for the Los Angeles Latino Eye Study (LALES). LALES is a three-year population-based prevalence study of ocular disease in Latinos aged 40 years and older in six adjacent census tracts in the La Puente area of Los Angeles. Battelle's tasks are to 1) conduct a census of the study area to identify all eligible residents; 2) administer a 35-minute computer-assisted personal interview (CAPI); 3) recruit each respondent to receive a free, 2.5 hour eye examination; and 4) follow-up with respondents to ensure completion of the eye exam. 6,021 respondents have completed an exam to date. Challenges: Two contrasting aspects of LALES present unique challenges: 1) our field operations—including two supervisors, 15-20 interviewers and office staff, 17 laptops, and all necessary study materials and equipment—are co-located with the USC clinic staff at the USC eye clinic in La Puente, California and 2) senior project management is located off-site, in St. Louis, Missouri. 1) Key challenges of co-location Limited privacy for supervisory conversations, Limited space for interviewers, Reliance on client for equipment needs, Protection of respondent confidentiality, Potential for personality conflicts, Tension between teams, 2) Key challenges of managing the project from off-site, Limited face time with field staff , Identification and resolution of staffing problems from afar, Monitoring and ensuring productivity long distance , Maintaining appropriate communication channels among client, project management, and field staff, Travel requirements. Recommendations: Addressing these challenges effectively has been critical to the success of the project. We will recommend practical, proven methods for resolving each of these issues, with specific examples drawn from three years of successful LALES fieldwork.

***A Measure of Socio-Economic Status Obtained From 15 Year Olds - Can It Be Trusted?,* Baljit K. Gill, Office for National Statistics, baljit.gill@ons.gov.uk**

Measures of socio-economic status are usually based upon people's occupational status. So, in a survey of fifteen year olds conducted in their schools, how can you collect such information about their parents? The most convenient method is to ask the young people themselves to describe their parents' occupations. This method is cost-effective and does not require making contact with parents, a stage which would be likely to increase nonresponse of students to the survey, as well as item nonresponse to the required questions. But can one trust the socio-economic data obtained this way? The OECD Programme for International Student Assessment (PISA) was conducted in 2000. Students aged 15 to 16 were assessed in their literacy skills and a chief aim of this study was to see how socio-economic status was associated with literacy. Student's reporting of their parents' occupation and highest level of education was used as an indicator of parental social economic status. During the pilot study in England, conducted in 1999, the reliability of this proxy data was investigated. Students reported details of their parents occupations and education at school by self-completion questionnaire. Interviews were then carried out by telephone with 307 mothers and 244 fathers of these students. Measures of socio-economic status and educational attainment derived from both sources were compared. This paper describes the reliability of student reporting and identifies areas of weakness. It also identifies implications for the analysis of data as the quality of reporting was related to students' literacy skills.

***Go With the Flow: Cognitive Testing of a Multi-mode, Multi-Agency Survey about Drinking Water*, Barbara Wilson, National Center for Health Statistics, BWilson@cdc.gov, Laurie Kamimoto, Center for Disease Control and Prevention, LEK0@cdc.gov, Karen Whitaker, Center for Disease Control and Prevention, KRS0@cdc.gov, Melonie Williams, Environnmental Protection Agency, williams.melonie@epamail.epa.gov, Chris Dockins, Environmental Protection Agency, Dockins.Chris@EPAmail.gov, Henry Kim, Food and Drug Administration, HKim@cfsan.fda.gov, Lauren Posnick, Food and Drug Administration, LPosnick@cfsan.fda.gov, and Beth Canfield, National Center for Health Statistics, BOC7@cdc.gov**

The Centers for Disease Control and Prevention (CDC), jointly with the Food and Drug Administration and the Environmental Protection Agency, plan to conduct an anonymous Internet-based survey to assess the use of bottled water, tap water and home water filtration systems. The survey will include questions about water perceptions, knowledge, reasons for bottled water or water filtration system use, and attendant costs. A phone version of the survey will also be developed to assess the same information.

The survey questions were assessed in the CDC Questionnaire Design Research Laboratory using two study modes: a pilot Internet survey site and telephone-administered survey. After revision, the final Internet-based survey will be launched in 2003.

In order to produce a brief and coherent survey instrument, the investigators had to combine the goals, language and theoretical constructs of the different supporting agencies dealing with hidden springs of unrecognized differences in bureaucratic settings. For example, the FDA asked questions about knowledge of regulations – questions that carried implicit assumptions of the public's awareness of and trust in government's role in water issues. Other questions in the draft instrument were intended to provide data for "Averting Behavior" analysis, a techniques used by EPA economists to measure "Willingness to Pay". The questions ask respondents how much they pay for bottled or filtered water, and how much safer they think bottled or filtered water is than tap water. Bridging such assorted cognitive domains was challenging. This presentation will describe the findings of this multi-mode, multi-agency project.

***Public Perceptions of the Phrase 'God Bless America'*, John V. Bodle, Middle Tennessee State University, jbodle@mtsu.edu, Larry Burriss, Middle Tennessee State University, lburriss@mtsu.edu, Ken Blake, Middle Tennessee State University, kblake@mtsu.edu, Teresa Mastin, Middle Tennessee State University, tmastin@mtsu.edu, and Robert Wyatt, Middle Tennessee State University, rwyatt@mtsu.edu**

The phrase \"God bless America\" has been virtually everywhere people are following the tragic events of September 11, 2001. Through random sampling of Tennessee residents in 2002 (surveys conducted in February/March, N= 742; and October/November, N= 605), this study probes what people mean when they use the phrase and whether these perspectives and perceptions vary based on social, geographic and political variables. Additionally, this study considers media usage and whether the beliefs held by these groups possibly are cultivated by their (hypothesized) differing media selections. Middle Tennessee Poll findings indicate that Tennesseans are near national averages in church attendence and beliefs. More than one-third said the phrase was primarily patriotic while one-fourth said it was a religious statement. Nearly one in 10 said they had no idea what it means. Self-described liberals were more likely to say the phrase was patriotic in nature than conservatives; conservatives were more likely to call the phrase religious. Conservatives were more likely than liberals to believe that God had blessed America in the past and also would do so in the future. When asked whether the Sept. 11, 2001 attacks had led to a spiritual revival in America, three-fourths said it had. When asked whether \"God bless America\" is a plea for God to save the American economy, lower and middle income African Americans were significantly more likely to believe this than whites in this same income category. When asked whether the phrase was a plea for protection from enemies, females were significantly more likely to believe this than males. When President George W. Bush uses the phrase \"God bless America\" two in five believe he means something political, one in five said it was a statement of religious conviction, one in 10 had no idea what the president means by the phrase.

***Perceptions and Purchasing of the Phrase "God Bless America"*, John V. Bodle, Middle Tennessee State University, jbodle@mtsu.edu**

Is the phrase "God bless America" a cliché? The words have been virtually everywhere people are since the tragic events of September 11, 2001. Yet it is unclear why the phrase has become so endearing to Americans, what people mean when they use it, or the extent to which it reflects beliefs or prompts the purchasing of products. No previous study has been found that has considered the impact of the phrase \"God bless America\" on society. Through random sampling of Tennessee residents during October and November, 2002 (N= 605), this study probes how meaningful the phrase is and whether it translates into purchases of consumer goods. Middle Tennessee Poll findings indicate that Tennesseans are near national averages in church attendence and beliefs. Two-thirds of respondents (67.6%) said the phrase was "very meaningful." This was especially true for those calling themselves "Born Again" or "Evangelicals" (76.9%), and even higher (83.3%) among those who have heard discussions about politics at church. However, less than one-third (29.3%) or all respondents use the phrase "often" (21.5%) or \"all the time\" (7.8%). Born again evangelicals were more likely to use it (36.9%). Use of the phrase did not occur because of recent events, respondents said. Among those who use the phrase "God bless America," most (85%) said they began using it before Sept. 11, 2001. Ever wonder who buys those car flags and stickers with "God bless America" written on them? One-fourth (27.2%) of respondents said they had purchased products with the phrase on it. Those with an annual income under $40,000 were more likely (34.2%) to buy such items—especially those with less education (44.6%).

***Does Order Really Make a Difference? The Impact of Respondent and Question Characteristics on Response Option Order Effects*, Grace E. O'Neill, Joint Program in Survey Methodology, goneill@survey.umd.edu**

Previous research on the effects of response option order has focused primarily on respondent characteristics such as respondent education, cognitive sophistication, and age, and question characteristics such as the type of question, with mixed results. This paper focuses on the effects of response option order across both respondent and question characteristics including respondent age, question subject, scale orientation, and question type in a Web based expenditure survey of parent and teen pairs. My research, like much of the previous research, finds mixed support for response option order effect in a web-based data collection. Overall, 33% of the parent questions and 43% of the teen questions appear to support the existence of response option order effects Specifically, both parents and teens are more susceptible to response option order effect when they are asked relationship-related questions rather than money-related questions, and when answering attitude questions rather than frequency questions. However the results for scale orientation show differences between parents and teens. Here, parents are more likely to choose the same place on the response scale, independent of the response option wording, for horizontally oriented scales rather than vertically oriented scales, while teens are more likely to choose the same place for vertically oriented scales rather than horizontally oriented scales. Few significant within group age results were found. This is expected due to the lack of variation within teen and parent respondents. These findings show that there is an age effect between age groups, but the within group age distribution does not permit significant within group variation.

***An Experiment with Respondent Burden in a Pop-Up Web Survey*, Prabu David, Ohio State University, david.15@osu.edu, Lewis R. Horner, Ohio State University, horner.43@osu.edu, Carol Diedrichs, Ohio State University, diedrichs.1@osu.edu, Sally Rogers, Ohio State University, rogers.19@osu.edu, and Tschera Connell, Ohio State University, connell.17@osu.edu**
As respondent burden increases, survey participation may decrease. What constitutes an increased respondent burden may depend on the context of the request for participation. In this paper we report on an experiment using different length questionnaires to manipulate respondent burden as part of a study of electronic journal usage at a major university. Respondents were randomly sampled as they downloaded electronic journal articles, thus interupting their activity. Although the questionnaires were brief and simple to answer, there was a concern that even small variations in the questionnaire length could decrease participation. Randomly selected electronic journal users saw one of six questionnaires "pop-up" in their web browser. Users could decline to participate in the survey by pressing a close button in the pop-up window. Each version of the questionnaire asked for some basic demographic information such as university status (faculty, staff or student) that would augment standard usage statistics. One version asked all five demographic questions, while each of the other versions asked only three questions. The five short versions had one question in common and plus two of other four questions. Although this technique would result in much "missing" data for the short questionnaires, we expected to collect enough data in the regular study to overcome the deficit. The pilot study ran for several weeks during the summer term. There were somewhat different response rates for each of the six questionnaires. Although the long version of the questionnaire had the lowest participation rate, the differences were small. Using the long questionnaire slightly increased individual respondent burden and decreased participation, but it would also allow for less frequent sampling and thus reduce respondent burden across the population.

***Asking Comparative Questions: A Comparison of Three Wording Strategies*, Kaiya Liu, Ohio State University, liu.262@osu.edu**
When people are asked to make comparative judgments, the direction of comparison has been found to influence the result of the comparisons. Comparing A to B often does not yield comparable results from comparing B to A. There are a number of ways comparative questions can be worded, but is there a more robust one? Our results suggest that there may be. In this study, questions about whether industry or traffic contribute more to air pollution, whether TV or newspaper does a better job reporting news, and whether other people or oneself has more luck in life were asked in three formats. In the unidirectional comparison format, one of the compared objects served as the subject of the comparison while the other served as the referent (i.e. Does industry contribute more or less to air pollution than traffic?). In the balanced directional comparison format, two directional comparisons were presented such that both objects had a chance to be the subject or referent of the comparisons (i.e. Does industry contribute more to air pollution than traffic, traffic contribute more to air pollution than industry, or do they contribute about the same to air pollution?). In the third, non-directional comparison format, a comparison is framed such that neither objects clearly served as the subject or referent of the comparison (i.e. Which of the following two sources contribute more to air pollution, traffic or industry?). Within each format, two versions were constructed to control for order effects. 250 college students participated in an online experiment. Participants were randomly assigned to each of the six conditions when they logged on to the web site. Preliminary analysis of the data partially supported previous findings of direction of comparison effect. The data also suggest that non-directional comparison yields less biased results than the other two formats.

***The Rational Silence of Trusting Citizens*, Marice K. McCoy, Annenberg School for Communication, University of Pennsylvania, mmccoy@asc.upenn.edu**
The formation and expression of public opinion is thought to be fundamental to democracy. Bryce wrote, "Orthodox democratic theory assumes that every citizen has, or ought to have, thought out for himself certain opinions." (Bryce, 1888) Many have questioned whether citizens are "competent" to generate informed opinions, and the lack of interest in public topics by most citizens has been well documented. As a contrast to the literature documenting citizen ignorance and incompetence, this paper introduces the argument that people choosing not to express their opinions publicly may actually be choosing silence rationally. Elisabeth Noelle-Neumann's spiral of silence theory suggests that people holding minority opinions become silent as they realize their opinion is in the minority. The emerging concept of rational silence does not discount this phenomenon but suggests that there are other reasons that people remain silent on public issues. In addition to personal constraints, such as time, energy or money, rational silence theory suggests two other reasons for not expressing opinions: satisfaction with the status quo, or a certain degree of trust that others are already representing one's opinions. Following this logic, it may not be important for all citizens to express opinions, but rather that the system provide opportunities for discourse for when citizens find it necessary. (Cobb and Elder, 1983) This paper begins laying the groundwork for the theory of rational silence, exploring social movement theory, agenda building and the spiral of silence literature. It further argues that in some cases a citizen may be mistaken in her individual rational silence, when the collective public becomes irrationally silent. Whether people remain silent because they trust other's representational power/influence or not remains an interesting question, and requires further empirical research.

Reflecting Audience Characteristics: The Influence of In-depth Reporting on Newspaper Credibility, **Joan R. Cates, University of North Carolina - Chapel Hill, jcaten16@email.unc.edu, Juanita J. Covert, University of North Carolina - Chapel Hill, jcovert@email.unc.edu, Stacey J. T. Hust, University of North Carolina - Chapel Hill, hust@email.unc.edu, and Ayna Mollazade, University of North Carolina - Chapel Hill, ayna@email.unc.edu,**

Readers' trust in newspapers may not depend on the news content, but rather on the content's reflection of its demographics. A quantitative content analysis of 36 newspapers for graphic use, math use, and source use found these characteristics did not correlate with readers' trust in the newspaper. These characteristics of newspaper content have previously been recognized as evidence of in-depth news reporting, which recent research has shown influences a newspaper's overall quality. However, readers may trust in newspapers that use less in-depth news reporting, if it better reflects the make-up of their community. Three reliable scales of newspaper math content, which reflect basic math use, mid-level math use, and advanced math use, were created and analyzed with community demographics. As the population with a high school diploma or less increases, the newspapers' use of basic math increases. However, as the percentage of high school graduates in the community increases, the newspapers do not limit their math content to basic math. Those newspapers that used math appropriate to their audience had slightly higher credibility with those audience members than those newspapers who did not use math appropriate to their audience, although this difference was not statistically significant. Additionally, a substantive content scale that includes number of sources, number of graphics, and number of color graphics was created. Analysis showed the substantive content use increased as the overall income of the newspaper's community increased. Therefore, these newspapers that gain the trust of their readers may do so not by employing in-depth news reporting techniques but rather by matching their writing techniques to their audience. Overall, these findings fill a gap in the current literature, and suggest an alternative answer to the question of why readers trust their newspapers.

In Government We Trust: Exchanging Information for Public Health Services, **Marice K. McCoy, Annenberg School for Communication, University of Pennsylvania, mmccoy@asc.upenn.edu**

As government agencies work to improve performance, they require more and more information from their citizen customers. Providing information to another entity requires an act of trust; we must trust that the person receiving the information will not use the knowledge to harm us. In government-participant relations, however, participants exchange information for services, and this exchange is, at base, inequitable. The participants trust that government officials will use personal information only when necessary for program operations, whereas government officials view information as a tool for providing services, monitoring costs, or even deciding what level of services an individual should be eligible to receive. A service is a fixed commodity with a single use that by definition cannot be further exploited. In contrast, information is an open commodity that can be exploited an arbitrary number of times, and for uses other than the one it was initially intended. This inequity is exacerbated because agencies are rarely explicit about the precise ways in which information will be used and because participants in need of the service may feel powerless to withhold information. Information technology has further shifted the balance of power in favor of the government agency. New innovations in information technologies could further threaten the security and privacy of personal medical and health information as previously disparate information banks are now connected and a complete personal profile can be assembled easily from multiple sources. Such an information architecture, in which information provided in one instance can be accessible to many in various settings, may potentially streamline service but may also jeopardize personal privacy. This paper explores privacy concerns that stem from the exchange of information for health services, and illustrates ways state and federal agencies struggle with these issues.

Perceived Scientific Consensus and Environmental Public Opinion: The Case of Global Warming, **Christine J. Brittle, University of Michigan, obrienc@umich.edu**

The environmental public opinion literature has focused on several possible explanations for American's environmental attitudes, including race, exposure to environmental degradation, and personal values. To date, however, little research has focused on the degree to which beliefs about perceived scientific consensus influence public opinion. This paper represents an initial attempt to close this gap, by examining the relationship between perceived scientific consensus and public opinion for the test issue of global warming. A representative sample of 278 adults in the Detroit metropolitan area were asked a series of questions about their personal concern for global warming, understanding of global warming, and how sure scientists are that global warming is occurring. Using multivariate regression analyses and path modeling, scientific beliefs were shown to be a significant and strong predictor of overall attitudes about global warming, controlling for demographic factors, environmentalism, and understanding of global warming. The study also examines two common question frames used to assess public interest in specific environmental issues: respondents are either asked to indicate how serious an environmental problem is, or to indicate how much they personally worry about it. These question constructions are typically treated in identical ways by polling organizations, e.g. to rank American's top environmental priorities; however, the assumption that these two frames are comparable has previously been untested. In this study, respondents were asked to assess global warming using both question frames, and the responses are compared. While the "serious" and "worry" forms of the questions are clearly related, differences in response patterns appear across the two forms. For example, understanding of global warming is positively associated with worrying, but not with perceived seriousness.

Comparing Propensity Score Weighting with Other Weighting Methods: A Case Study, **Gosta K. Forsman, University of Linköping, gosta.forsman@swipnet.se, and Maria Varedian, Linköping University, mavar@mai.liu.se**

This paper deals with weighting issues in Web surveys of the general population. A common way of conducting such surveys is to recruit a volunteer panel of Web users from which quota samples are selected. Inference from such non-probability samples relies heavily on the existence of good weighting procedures. A weighting procedure examined here is the propensity score method, which with certain assumptions has a potential for reducing selection bias in survey estimates substantially. In this procedure, a parallel probability-based survey – usually a telephone survey – is used to estimate the propensities of being in the Web sample based on a vector of covariates ("lifestyle" variables) measured in both modes. Critical for the method is an appropriate choice of the life-style questions. We compare the propensity score method with conventional weighting techniques for a data set collected in 2001 by the Danish marketing research company Zapera in four Nordic countries: Denmark, Norway, Sweden, and Finland. The data were in each country collected parallel from Zapera's volunteer Web panels and from independent phone number samples. Two groups of variables were studied: (i) the use of various hygiene articles and (ii) attitudes to local banks. In both samples a number of "modernity" statements were added, which the respondents could agree or disagree to. These statements are used as lifestyle variables for the propensity score weighting.

***Have Florida's Election Problems Been Solved? Voter Attitudes and Behavior in Jacksonville, Florida, November 2002,* Ray Oldakowski, Jacksonville University, roldako@ju.edu**
This paper examines data collected from exit polling with residents of Jacksonville, Florida (Duval County) who voted in the November 5, 2002 election. 1156 voters from 23 precincts were interviewed. Respondents were asked about their voting experience in the November 2000 election, their voting experience in the November 2002 election, and their attitudes concerning the accuracy of both elections. Although Miami-Dade, Broward, and Palm Beach Counties received the most publicity during the Florida's 2000 election debacle, Duval County surpassed those counties in terms of rejected ballots. Nearly 27,000 ballots, over 9% of all ballots cast in the county were rejected. Moreover, the geographic distribution of these rejected ballots illustrates a concentration in precincts with high percentages of registered Democrats and Black voters. Precincts in Duval County were stratified based on the percentage of votes rejected in the November 2000 election (less than or greater than 20%) and a simple random sample of precincts was selected. A systematic sample of voters exiting the voting area at each of the selected precincts was interviewed. Interviews were conducted by students at two local universities, Jacksonville University and the University of North Florida. Faculty at these universities were asked by the Duval County Supervisor of Elections to provide an independent assessment of elections staff, equipment, and procedures. The results indicate that the level of confidence in the accuracy of the November 2000 and November 2002 elections is quite different based on the respondent's precinct and race. These results will also be compared with data regarding voter turnout (which will be made available in January 2003).

***It's Only Incidental: Effects of Response Format in Determining Behavioral or Event Occurrence,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Rachel C. Lafond, Harris Interactive, rlafond@harrisinteractive.com, Renee Smith, Harris Interactive, rsmith@harrisinteractive.com, and Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.com**
Assessing the occurrence of events has commonly used two techniques: 1) yes-no grid (yes or no if the event has occurred) or 2) multiple response list (indicate all that apply). In a series of 3 experiments utilizing over 4000 respondents, we compared these two event assessment techniques. We found a consistent, significant difference in results obtained for one method versus the other. When we compared these results to parallel phone data, we did not find a consistent difference, however.

***Explaining the Georgia Election of 2002: Why Barnes and Cleland Lost,* James J. Bason, University of Georgia, jbason@arches.uga.edu, and Linton Mann, University of Georgia, LMANN3@UGA.EDU**
Across the United States during the 2002 general election, Republican candidates won impressive victories over their Democratic rivals. In Georgia, two Republican wins were particularly stunning, the defeat of incumbent U.S. Senator Max Cleland to U.S. Rep. Saxby Chambliss, and the defeat of incumbent Governor Roy Barnes at the hands of businessman, party switcher, and former state legislator Sonny Perdue. Political pollsters were particularly stunned by these victories, with most predicting a huge win for Governor Barnes and a close contest between Cleland and Chambliss. Both Republican candidates won by impressive margins. This paper will examine factors that may have accounted for the first win by a Republican for governor of Georgia since Reconstruction, as well as the poor performance of pollsters in predicting election outcomes in Georgia in 2002. Using data from the Fall 2002 Georgia Poll, we examine the effect of attitudes toward the Georgia state flag, attitudes toward affirmative action, party identification, the time period before the election when the interview was conducted, and demographic factors as factors in explaining the election result in Georgia for the Governor's race and the U.S. Senate race, paying particular attention to self-reported undecided voters.

Friday, May 16, 2:15 p.m.-3:45 p.m.

RESPONSE RATES III: REGIONAL SURVEYS, MORE ACADEMIC SURVEYS, REPORTING PRACTICES, AND EFFECTS ON DATA QUALITY

***The Future of the Behavioral Risk Factor Surveillance System (BRFSS) in a Changing Environment,* Ali Mokdad, Centers for Disease Control, Amokdad@cdc.gov**
The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based system of health surveys. Information on health risk behaviors, clinical preventive health practices, and health care access, primarily related to chronic disease and injury, is obtained from a representative sample of adults in each State. More than 200,000 adult interviews are completed each year, in all 50 states, the District of Columbia, Puerto Rico, Virgin Islands and Guam. The challenge for the BRFSS is how to effectively manage an increasingly complex surveillance system, which serves the needs of numerous programs, in the face of changing telecommunication technology, and the greater demand for more local-level data. In order to find ways to meet the challenges for the future, the Behavioral Surveillance Branch of the Centers for Disease Control and Prevention conducted a two-day strategy meeting with experts in the field of survey research to develop options and recommendations for behavioral surveillance to meet the challenges. The workshop featured presentations on the current system, presentations from experts in the field regarding emerging technological challenges, presentations from experts in telephone surveys, CDC program perspectives, partner perspectives, state perspectives, and recommendations. This presentation will summarize the recommendations of these experts, report on BRFSS response rates, separately for each state, examine how the response rates are calculated, and decompose them to explain what fraction of nonresponse is attributable to each of various sources. Trends in response rates over years and their effects on bias by comparing BRFSS demographics of each state's sample to other data sources will be discussed. BRFSS data show minimum bias that does not appear to be associated with response rate. Finally, the strategies that BRFSS is implementing and exploring to improve response rate will be presented.

Response Rates Today: Academic Survey Centers, **Gerald M. Kosicki, Center for Survey Research, Ohio State University, kosicki.1@osu.edu, Krisztina Marton, Center for Survey Research, Ohio State University, marton.4@osu.edu, and Robert H. Lee, Survey Research Center, University of California, Berkeley, lee.2122@osu.edu**
While there is a lot of talk about the problem of declining response rates, we know surprisingly little about just how low response rates really are, and more importantly how much effort typically goes into achieving these rates. The goal of this project is to provide a comprehensive view of response rates on telephone surveys conducted by academic survey research centers. The focus will be on providing a general idea of what are the highest response rates we can achieve in today's survey-taking environment, as well as identifying some of the factors that lead to improved response rates. Data for this study will be based on a short questionnaire that will collect information on surveys that had the highest response rate among both national and local surveys conducted by academic survey centers during 2002, and that meet a few additional criteria (for example, only surveys of the general population as opposed to specialized populations will be included in this study). The organizations responding will also be asked to provide a few additional details about staff, fieldwork characteristics, management issues and budget. We hope that the study will spur discussion on what are the highest standards we can reasonably expect to achieve, at what costs, and with what kinds of data quality implications..

Data Quality of Refusal Conversions and Call-Backs, **Joanne M. Miller, University of Minnesota, jmiller@polisci.umn.edu, and Justin Wedeking, University of Minnesota, wedeking@polisci.umn.edu**
Survey researchers expend tremendous effort attempting to maximize response rates. Two important methods for maximizing response rates are refusal conversions and call-backs. Whereas obtaining high rates of refusal conversions and high rates of compliance from people who are difficult to contact by telephone does, in fact, increase response rates, this may be at the expense of data quality. For example, people who initially refuse to be interviewed are later recontacted by an experienced interviewer who attempts to inspire compliance. If these individuals do agree to be interviewed, they may be especially likely to satisfice, rather than optimize, when answering questions. Thus, the quality of their data may be low enough to undermine the value of their participation. With regard to call-backs, difficult-to-contact respondents may or may not produce systematic changes in the composition of a sample, or the reports they provide, depending on whether or not contactibility is essentially a random function of people's busy schedules. Analyzing data from a series of state-wide and national surveys, we explore whether respondents interviewed only after initial refusal or after many contact attempts provide answers systematically different, in ways that may increase or decrease data quality, from quickly contacted and immediately cooperative respondents.

Impact of Callbacks and Field Period on Response Rates and Representativeness, **G. Donald Ferree, Jr., University of Wisconsin, gferree@ssc.wisc.edu**
The past years have seen a widespread interest in response rates and much debate on the impact of number of callbacks, refusal conversions, and length of field period on survey accuracy. Using a series of statewide (Wisconsin) and National surveys, "backward simulation" is used to examine what the consequences of different numbers of callbacks, intensity of refusal conversion efforts, and extent of field period would be on both efficiency (effort per complete) and representativeness of achieved sample on various dimensions. This work is intended not only to share the results of work at the University of Wisconsin Survey Center, but to encourage others to maintain the kind of information that would enable widespread replication in a variety of milieux (subject matter, geographic focus, and the like). Low response rates allows "room" for non-respondents to differ systematically from those whose answers are reflected in survey results, a non-random source of error is introduced. Weights to match the characteristics of the sample to pre-defned profiles, assume that all persons sharing the mix of characteristics producing a given "weight" share the same relative probability of coming into the sample, regardless of other characteristics, and thus carry with them the risk of exacerbating the problem they attempt to solve. Measures which attract a certain set of potential respondents raise the overall rate but risk making a sample less representative than it would otherwise be. Steps such as increased number of callbacks, or extending (or not contracting) field period increase costs of interviewing and raise questions of temporal representativeness as well, since money spent on one aspect of fieldwork cannot go to other aspects. This paper will explore the consequences of different numbers of callbacks and related strategies for cost, response rate, and representativeness.

POLITICAL ATTITUDES I

Views of George W. Bush: The Impact of Including the President's Name in Poll Questions, **Sarah L. Dutton, CBS News, sld@cbsnews.com**
President George W. Bush has received some of the highest sustained job approval ratings of any president since pollsters began measuring job approval. Given the results of the 2002 midterm elections, it might seem reasonable to assume that Americans are embracing a Republican Administration. However, data from CBS News Polls conducted over the past year indicate that this is not always the case -- that Americans' positive views of the president sometimes do but sometimes do not extend to members of the Administration or to some of Bush's policy proposals. Using data from CBS News Polls, this paper will examine more fully whether the very positive opinions Americans have of Bush extend to the rest of the Bush Administration, or whether those favorable views apply only to President Bush.

Rally Events and Presidential Approval - An Update, **Larry Hugick, Princeton Survey Research Associates, LARRY.HUGICK@PSRA.COM, and Margie Engle, Princeton Survey Research Associates, MARGIE.ENGLE@PSRA.COM**
This research paper is an update of a paper that was presented by the principal author at the 1991 AAPOR conference. It brings the study of rally events and presidential approval up to date, covering the final two years of George H. W. Bush's presidency, Bill Clinton's presidency and the first two years of George W. Bush's presidency. Using a modified definition of the one originated by John E. Mueller in the 1973 book "War, Presidents, and Public Opinion," the paper identifies specific events associated with foreign affairs, diplomacy, and military actions that have spurred an increase in presidential approval ratings. It examines the magnitude and duration of these rally events and the shifts in opinion by subgroups that help explain the ratings increase. Special attention is given to the unprecedented

boost in approval ratings received by George W. Bush after the 9/11 terrorist attacks and the implications for his re-election prospects in 2004.

***What Affects Public Loyalty to President?*, Raghavan Mayur, TIPP Poll/Technometrica Market Intelligence, mayur@technometica.com, Clare Sherlock, TIPP Poll/ Technometrica Market Intelligence, csherlock@technometica.com, and Tatiana Koudinova, TIPP Poll/Technometrica Market Intelligence, tkoudinova@technometrica.com**

TIPP, a unit of TechnoMetrica is the polling partner of The Christian Science Monitor and Investor's Business Daily. Each month TIPP conducts a nationwide poll based on 900+ RDD interviews tracking public opinion about presidential leadership and job approval on different issues such as handling the economy, fighting terrorism, education, cutting taxes, handling foreign affairs, Social Security reform and others. In this groundbreaking paper, we apply Penalty-Reward Contrast (PRC) analysis, a well-known method in the field of customer satisfaction analysis, to presidential loyalty. Based on PRC, we classify issues into three categories:

1.Basic - those issues, which create a necessary but not sufficient condition for satisfaction/loyalty. 2.Performance - factors that lead to satisfaction if met or exceeded and dissatisfaction if not fulfilled. 3.Excitement - those factors, which are more sensitive to improvement, and increase satisfaction/loyalty extensively. We observe that issues move from one category to another depending on the national climate. Prior to September 11, we observed the strongest correlation between the president's handling of the economy and presidential leadership score. However, we note many changes after September 11, with a new dimension in presidential responsibility appearing in the form of fighting terrorism, which continues to play an important role in Americans' sense of loyalty to the president.

***The Mass Media and Anti-American Attitudes in the Islamic World: Implications for U.S. Public Diplomacy*, Erik C. Nisbet, Cornell University, ecn1@cornell.edu, Matthew C. Nisbet, Cornell University, mcn23@cornell.edu, Dietram A. Scheufele, Cornell University, das72@cornell.edu, and James Shanahan, Cornell University, jes30@cornell.edu**

Public diplomacy, or the "communication of U.S. interests and ideals to foreign publics," is a key component of the Bush White House's foreign policy and war on terrorism. The recent launch of videos on Indonesian television with positive portrayals of the lives of U.S. Muslims marks the opening step of this initiative. The program assumes that positive media messages will influence Muslim public opinion. However, it is unclear to what extent non-American attitudes towards the U.S. are influenced by media exposure and content or if they are merely a function of more macroscopic characteristics specific to each country. In December 2001 and January 2002, the Gallup Organization interviewed 10,000 people in nine predominantly Islamic countries, conducting hour-long, in-person interviews in Saudi Arabia, Iran, Pakistan, Indonesia, Turkey, Lebanon, Kuwait, Jordan and Morocco, providing an unprecedented opportunity to analyze this strategic foreign policy question. Based on this rich data set, we explore the correlates of Muslim anti-American attitudes on multiple levels – first by examining and controlling for the level of socio-economic development, media penetration, and political freedom across all nine countries, linking aggregated contextual data from various sources to the poll results gathered by Gallup. We then explore demographic, religious, and cultural pre-dispositions as determinants of anti-American attitudes both across and within each country. Controlling for these influences, we find that exposure and attention to news media promote anti-American attitudes. These findings present important implications for U.S. public diplomacy efforts within the Islamic World.

QUESTIONNAIRE DESIGN: ISSUES OF LANGUAGE AND CULTURE

***Gender, Culture, and Knowledge: A Cross-National Examination of Cultural Determinants of Gender Disparities in Political Knowledge*, Damarys Canache, Florida State University, dcanache@garnet.acns.fsu.edu, Jeffery J. Mondak, Florida State University, jmondak@garnet.acns.fsu.edu, and Kristin L. Stewart, Florida State University**

Accurate measurement of factual knowledge is complicated when survey instruments permit respondents to answer "don't know" to knowledge items because DK responses often reflect differences in the propensity to guess rather than true differences in knowledge. This problem may be especially severe in cross-national inquiries. We analyze data from 21 nations on knowledge of science and the environment. Knowledge is measured using responses to 12 true-false items. At the aggregate level, a substantial portion of variance in observed knowledge levels across these nations stems from differences in the willingess to guess. Further, over one third of the gender gap in knowledge about science and the environment is attributable to male respondents' reluctance to answer "don't know."

***Can We Trust International Comparisons - What Happens When You Look Deeper?*, Siobhan Bernadette Carey, Office for National Statistics, UK, siobhan.carey@ons.gov.uk**

There has been a growth in the number of international surveys over recent decades and an increased desire to be able to make comparisons on a growing number of indicators. When such surveys are reported they are often reported in the form of a league table with media interest focussing on who came first or who came last. Looking at the technical reports usually provides sufficient information for the knowledgeable reader to be able to make a judgement on the reliability of reported comparisons. What happens when you look a little more indepth into the various survey processes? This paper outlines the results of the review of the first round of the IALS conducted by a consortium of researchers led by the ONS and funded by the European Commission. The paper looks at some of the variations in survey practice across countries including the results of a split sample experiment in 3 countries where one part of the sample were re interviewed under the same conditions as the original survey (the control group). The second part of the sample were interviewed under revised protocols refining various elements of the survey to conform to best survey practice.

***Collecting Data in Multiple Languages: Evidence of the Need for Non-English Interviews in a Survey on Children's Health*, Stephen J. Blumberg, National Center for Health Statistics, sblumberg@cdc.gov, Marcie Cynamon, CDC/NCHS/DHIS, mlc6@cdc.gov, Seth Brady, Abt Associates Inc., Seth_Brady@abtassoc.com, Larry Osborn, Abt Associates Inc., larry_osborn@abtassoc.com, and Lorayn Olson, Abt Associates Inc., elazan@aol.com**

Evidence of disparities in health status and health care access among certain racial/ethnic communities have led, in part, to increased efforts to identify such disparities in health surveys. Yet, potential language barriers separating the interviewer and the respondent limit the ability of surveys to reach certain racial/ethnic communities. This presentation will use data from the recently completed National Survey of Children with Special Health Care Needs (CSHCN) to demonstrate how language barriers in surveys can change the observed disparities in children's health status. The National Survey of CSHCN was conducted as a module of the State and Local Area Integrated Telephone Survey, which is sponsored by the National Center for Health Statistics. A random-digit-dial sample of households with children less than 18 years of age was selected from each of the 50 states and DC. All children in each identified household were screened for special needs (N = 373,055). Detailed interviews were conducted for one randomly selected child with special needs from each household with CSHCN (n = 38,866). Interviews were completed in 11 non-English languages. Based on weighted data, 47.7% of Hispanic children were screened by a Spanish-speaking interviewer and 26.7% of Asian children were screened by an Asian-language interviewer. Prevalence rates of CSHCN within these racial/ethnic groups were substantially lower when interviews were conducted in a non-English language (56% lower for Hispanics, 82% lower for Asians). However, compared to the Hispanic CSHCN identified in English interviews, Hispanic CSHCN identified during Spanish interviews were 44% more likely to have conditions that usually or always result in activity limitations or that limit activities a great deal. Though differences in health literacy and health beliefs may contribute to these and other disparities, the results presented will demonstrate that language barriers in surveys may exclude important and unique communities.

***Collecting Data in Multiple Languages: Development of a Methodology*, Lorayn E. Olson, Abt Associates Inc., elazan@aol.com, Larry Osborn, Abt Associates Inc., larry_osborn@abtassoc.com, Stephen J. Blumberg, National Center for Health Statistics, sblumberg@cdc.gov, and Seth Brady, Abt Associates Inc., Seth_Brady@abtassoc.com**

Excluding non-English speaking households from telephone surveys can result in biased estimates. For many national surveys, the addition of a single language such as Spanish has been sufficient to reduce this bias. But what happens when a study is designed to produce state-level estimates? This presentation will describe a methodology developed for data collection in multiple languages as part of the recently completed State and Local Area Integrated Telephone Survey (SLAITS) National Survey of Children with Special Health Care Needs (NS-CSHCN). The NS-CSHCN was designed to produce, for all 50 states and the District of Columbia, state-level prevalence estimates of children with special health care needs, describe the types of services that they need and use, assess shortcomings in the system of care for special needs children, and produce estimates of health care coverage for all children. To minimize potential error, a methodology was developed to identify and field cases in Korean, Vietnamese, Mandarin, Japanese, Russian, Cantonese, Polish, French, Tagalog, and Italian, as well as in English and Spanish. Beginning with choosing languages for interview and ending with final data file production, this presentation will describe the procedures developed to ensure that quality data were collected in each of the ten languages: identification of languages needed, accurate and culturally-sensitive questionnaire translation, targeted recruitment and training of interviewers fluent in each language, sample management, and monitoring the quality of interviews conducted in languages other than English and Spanish. Response rates by language and the distribution of completed interviews by state will also be reported.

INTERVIEWERS AND INTERVIEWING

***Gender Differentiation in Measures of Psychological Political Engagement: The Role of Interviewer Effects*, Susan A. Banducci, Universiteit Twente, S.Banducci@bsk.utwente.nl**

Survey researchers have long recognized that interviewer characteristics can affect a respondent's answers during an interview. Many studies point to race-of-interviewer effects on a range of measures regarding racial attitudes. Similarly, interviewer gender effects have been demonstrated on responses to questions about gender issues. While interview effects are generally thought to influence responses to questions that might be related to characteristics of the interviewer (such as race or gender), interviewer effects have also been demonstrated on responses to a range of questions about sensitive behaviors (such as drug and pornography use). There are many explanations for why the characteristics of the interviewer might make a difference to the responses given conforming to expected social roles or stereotypes, cautiousness in polite conversation, social distance between respondent and interviewer and gendered conversation. By viewing the survey interview as a conversation, I explore how some of these explanations may be applied when respondents are asked about levels of political engagement not a question related to characteristics of the interviewer or about sensitive behavior but where role expectations and stereotypes may influence responses. Using data from national election studies and statewide surveys, the analysis shows some significant interviewer gender effects that are conditioned by interviewer gender and political values. Implications for measuring political engagement are discussed.

***Does Voice Matter? An Interactive Voice Response (IVR) Experiment*, Mick P. Couper, University of Michigan, mcouper@umich.edu, Eleanor Singer, University of Michigan, esinger@isr.umich.edu, and Roger Tourangeau, University of Maryland, rtourangeau@survey.umd.edu**

Audio-CASI and interactive voice response (IVR, also called telephone ACASI) surveys have received a great deal of attention in recent years. In particular, they have been shown to increase the reporting of socially undesirable behaviors relative to interviewer-administered surveys. But the development of the recorded voice files is a costly and time-consuming undertaking, and may in fact re-introduce some social presence, with respondents reacting to characteristics of the voice such as gender. One potential solution to both these problems may be the use of computer-generated voices (text-to-speech systems). We conducted an experiment to explore these issues, using an IVR survey on sensitive topics. We contrasted live interviewers (CATI) and recorded human voices with two different text-to-speech (TTS) systems, one sounding more human-like, the other more machine-like. We crossed this with gender, yielding a 4*2 experiment. Subjects were recruited by telephone from list-based sample of Michigan residents and randomly assigned to mode, yielding almost 1,400 completes. We examine the effect of gender and "humanness" of voice on the reporting of socially desirable and undesirable behaviors. We also examine respondents' reaction to the different voices and compare break-off rates across the different conditions to explore whether TTS systems could be a reasonable alternative to recorded human voices for audio-CASI and IVR applications.

Assessment of Voice Recognition and Behavioral Engine Technologies in an Interviewer Skills Training Tool, **Michael W. Link, RTI International, link@rti.org, Rachel Caspar, RTI International, caspar@rti.org, Polly P. Armsby, RTI International, armsby@rti.org, and Laura Flicker, RTI International, lflicker@rti.org**

Training applications which use responsive virtual-human technology (RVHT) -- sophisticated voice recognition and behavior modeling technologies -- have great potential for improving training of interaction skills essential to effective interviewing, such as refusal avoidance, probing, addressing questions related to informed consent, and the like. However, our understanding of how to model the behavior of responsive virtual humans and how people interact with them is quite limited. The research presented here provides one of the first formal assessments of the voice recognition and behavioral modeling technologies underlying a RVHT-based training tool for survey interviewers. The application tested is designed to provide a realistic, virtual environment in which telephone interviewers can practice refusal avoidance skills during the first 30 seconds of a telephone call. The application uses speech recognition technology to process what the interviewer says and responds accordingly based on a dialogue-based behavior model, which determines if the virtual sample member responds in a polite, guarded or angry manner. The data were derived from a controlled experiment with 15 users, who conducted repeated tests and evaluations of the application across four different types of computer platforms (both PC and laptop-based). Using these data, we examine the accuracy of the speech recognizer in interpreting what interviewers' say and the appropriateness of the behavioral response by the virtual sample member. Matching audio transcripts with data from output logs from the test sessions, we assess how the speech recognizer translated the verbal input from the interviewer and then correlate these findings with the verbal characteristics of the interviewers and the type of computer platform used. Next, we examine the relationship between the interpreted input from the interviewer and the corresponding behavior of the virtual sample member to determine the appropriateness of the virtual sample member's response. Together these analyses will provide a base of information for better understanding, assessing, and improving RVHT-based interviewer training applications as well as other speech recognition applications.

The Impact of Interviewers' Attitudes on Performance, **Candice A. Barnes, Field Division, US Census Bureau, candice.a.barnes@census.gov, and Geraldine Burt, Census Bureau, geraldine.burt@census.gov**

The Current Population Survey (CPS), the monthly labor force survey conducted by the US Census Bureau, has an ongoing successful data collection response rate of more than 90 percent. Each spring, the Annual Income Supplement (AIS) is added to the CPS and the response rate drops about ½ percent. The AIS is the nation's primary source of information on income and work experience in the United States and detailed data is gathered on more than 50 different income sources. The Census Bureau provides annual AIS refresher training, and, while there have been improvements in AIS response rates over the past years, the decline in the overall CPS response rates when the AIS is included is still a reality. Although the Bureau has centered its refresher training on understanding AIS concepts, a variety of other factors may be contributing to the decline in response rates. Among those factors are the interviewers' attitudes about the AIS. One of the determinants of interviewers' ability to obtain respondent cooperation is their ability to instill confidence in the legitimacy of the survey and the need for the data being requested. It has been hypothesized that one source of the observed decline in response rates is the interviewers' perception of the AIS. Another hypothesis is that our current workforce does not have the same sense of trust in the government, nor commitment to the government's collection of certain data as did previous generations. This paper examines interviewers' attitudes about the CPS's AIS and their general belief in the government's promise of confidentiality and privacy. It also evaluates the relationship between interview attitudes and survey response rates, over time and based on the experience level of interviewer

SURVEY RESEARCH EXAMINES PSYCHOSOCIAL MECHANISMS INFLUENCING PUBLIC SUPPORT FOR WAR, CAPITAL PUNISHMENT, KILLING AND SOCIAL INEQUALITY

Moral Disengagement in the Perpetration of Inhumanities, **Albert Bandura, Stanford University**

This presentation examines the psychosocial mechanisms by which people selectively disengage moral self-sanctions from inhumane conduct. Moral disengagement may center on redefining inhumane conduct as a benign or socially worthy one by moral justification, sanitizing language and expedient comparison with worse cruelty; disavowal of personal agency in the harm one causes by diffusion or displacement of responsibility; disregarding or minimizing the injurious effects of ones actions; and dehumanizing those who are victimized and blaming them for bringing the suffering on themselves. Given the many mechanisms for disengaging moral control at individual and collective levels, civilized life requires, in addition to humane personal standards, safeguards built into social systems that uphold compassionate behavior and renounce cruelty. One of these is survey research, which can stimulate public reflection and debate about the ways of thinking that influence public support for inhumane behavior.

Psychosocial Mechanisms Influencing Tolerance for Social Inequalities, **Alfred McAlister, University of Texas, Houston**

Individuals and societies vary considerably in their levels of social inequality and in their support for policies that reduce social inequality. Survey research in Texas studied how psychosocial mechanisms of moral disengagement influences public support for governmental actions to reduce inequalities. Telephone interviews (N=1,000) measured agreement with statements expressing tendencies to minimize the effects of inequality, blame its victims and morally justify limits on government help. The interviews also assessed support for general and specific policies to reduce inequality, as well as political party affiliation, ideological orientation, gender, age, education and income. Moral disengagement was the strongest predictor of opposition to governmental policies to reduce inequality. Moral disengagement was higher among Republicans than Democrats and it explained some of the variation between these groups in their support for policies to reduce inequality.

Moral Disengagement and Support for War: Changes in the U.S. after 9-11-01, **Theodore C. Morrison, University of Texas, Houston**

This study examined the relationship between disengagement of moral self-sanctions and support for military force using data from a national survey (N=1,348) conducted before and after 9/11/2001. The modes of moral disengagement that were measured in telephone interviews included moral sanctioning of lethal means, disavowal of personal responsibility for detrimental effects accompanying military campaigns, minimization of civilian casualties, and attribution of blame and dehumanization of one's foes. The terrorist strike on 9/11 raised the level of moral disengagement compared to the pre-strike level. The higher the moral disengagement the stronger the public support for immediate retaliatory strikes against suspected terrorist sanctuaries abroad and for aerial bombardment of Iraq. Moral disengagement made a unique contribution to public support for use of military force after controlling for sociodemographic factors.

***Moral Justification of the Death Penalty, Dehumanization of Murderers and International Variation on Homicide,* Jeannie A. Grussendorf, University of Texas, Houston**
The study used survey research to examine the relation between moral disengagement and support for capital punishment. The modes of moral disengagement included dehumanization of criminals and enemies and moral justification for capital punishment. Respondents (N=1,108) were drawn throughout the state of Texas using random-digit dialing and a computer-assisted interviewing system. Individuals who were less morally disengaged were more likely to favor replacing capital punishment with life imprisonment. Those were more morally disengaged were more likely to support capital punishment for murderers. The moral disengagement mechanisms that influenced public support for the death penalty and for its application to specific groups and individuals included justification for deterrence, revenge and cost-savings and the dehumanization of murderers. International surveys show that support for the death penalty is related to support for other forms of killing and that overall support for killing is related to international variations in homicide rates.

INTERACTIVE PAPER PRESENTATIONS

***Ramifications of the Counter-Terrorism Campaign for Americans' Attitudes Toward International Affairs,* Alvin Richman, U.S. Department of State, Richman@pd.state.gov**
This paper examines the impact of the September 11 attacks and subsequent counter-terrorism campaign on the U.S. public's attitudes toward five different foreign relations issue-areas: general U.S. international involvement, national pride, U.S. security commitments, international economic and social policies, and perceptions of different countries' friendliness and importance to the U.S. Issues on which the impact of 9/11 were short-lived will be distinguished from those issues which have experienced longer-term change. Data sources include the 1998 and 2002 major surveys on foreign affairs conducted by the Chicago Council on Foreign Relations, a number of trend questions containing multiple readings after 9/11/01, as well as some having readings shortly before and after 9/11.

***Tracking Continuing Psychological Outcomes From the World Trade Center Disaster Among New Yorkers,* Michael J. Bucuvalas, Schulman, Ronca & Bucuvalas, m.bucuvalas@srbi.com, Mark A. Morgan, Schulman, Ronca & Bucuvalas, m.morgan@srbi.com, and Sandro Galea, New York Academy of Medicine, sgalea@nyam.org**
This paper will focus on the results from the second wave of a panel study tracking residents of the New York Metropolitan area. The first wave of the survey was conducted 6-9 months after the World Trade Center Disaster and the second wave was conducted 6-9 months after that. The analysis will focus on changes in individuals' reports of current symptoms and concerns from wave 1 to wave 2. We will focus specifically on changes in PTSD and concerns for personal safety. Most surveys are constrained to look at these factors on a cross-sectional basis and infer the patterns of individual level changes. The panel design allows us to look at specific individuals' have changed over the 6-8 to months between survey waves, and how changes in feelings of security are related to changes in psychological symptoms. Concerns for personal safety are measured both in terms of trust in neighbors and friends for support and in terms of threats of future terrorist acts. Measures of psychological conditions will use both composite scales of symptoms and sub-components of the scales to track changes in the elements of the conditions.

***Finding a Way Forward: Building Confidence in a Shared Future in Brcko District,* Janice Bell, U.S. Department of State, bell@pd.state.gov**
This paper presents results from a groundbreaking project undertaken in 2002 by the Office of Research in cooperation with the Office of the High Representative in Brcko District, Bosnia Herzegovina. This project investigated public attitudes toward the unique political status of Brcko District and its role as a laboratory for rebuilding joint institutions and ethnic co-existence in Bosnia. After years of bitter fighting, the Dayton Accords left the status of the pre-war municipality of Brcko unresolved. Protracted arbitration led in late 1999 to a unique status for the region, which as Brcko District is now held in condominium by both the Republika Srpska (RS) and the Federation while being self-governing and demilitarized. The results of this project indicate that just two years after its establishment, the Brcko District experiment seems to be paying off. At the local level, there is a foundation of confidence in and willingness to support power-sharing institutions. Moreover, comparing Brcko residents of all ethnicities with the public in the rest of Bosnia indicates that this forced political cohabitation is beginning to generate more favorable attitudes toward keeping Bosnia together and hopes that Bosnians will all eventually be able to live together in peace. In addition to presenting these findings, the paper describes the methodological approach used. Notably, the project employed two sampling methods: a regionally representative random sample and a quota sample designed to target groups of refugees and displaced persons, whose attitudes continue to be both numerically and politically important in Bosnia today. The paper also describes the practical challenges in conducting an intensive survey of a small region, including issues of language, recruiting and training an interviewer field force, and gaining the public's trust in the objectivity and validity of the survey.

***Political Party Preferences of U.S. Hispanics: The Role of Religion and Demographics,* Ariela Keysar, City University of New York Graduate Center, akeysar@aol.com, Barry A. Kosmin, JPR London, UK, kosmin.jpr@jpr.org.uk, and Egon Mayer, City University of New York Graduate Center, EgonMayer@aol.com**
Determinants of Americans' political party preferences are of persistent interest. Classifications of the population by age, sex, education, income, race, and ethnicity are often used as "master identifiers," but do not provide a complete picture. The present study examines an overlooked determinant of political outlook—religion. It focuses on Hispanics. Because most opinion surveys use relatively small samples, religious differences within ethnic groups remain virtually unstudied. The present paper is based on two uniquely large sample surveys of the U.S. adult population: NSRI 1990 and ARIS 2001. Both utilized the omnibus surveys -- EXCEL and ACCESS -- carried out by International Communications Research (ICR)in Media, PA. Those samples included 113,000 and 50,000 respondents

respectively. The present analyses focus upon the Hispanic sub-samples, which consisted of 4,900 Hispanic adult respondents in 1990 and nearly 2,000 in 2001. In 1990, 41% of Hispanics identified themselves as Democrats, 27% as independents, and 24% as Republicans. In 2001, 40% of Hispanics identified themselves as Democrats, 31% as independents, and only 20% as Republicans. What are the predictors of the political preferences of American Hispanics? Are preferences related to religion, demographics or geography? Do foreign-born Hispanics express political preferences similar to those of American-born Hispanics? One unique aspect of our large data sets is that we disaggregate the one-third of Hispanics who are Protestant and of no religion from the Catholic majority, in order to see how religious identification affects political outlook. In 2001 we found that the share of Hispanics who are Catholics is shrinking, while the no-religion group is growing. People who profess no religion are more inclined to be politically independent. With the proportion of Hispanics who profess no religion on the increase, we would expect the proportion of political independents to increase as well, as indeed it has.

***How Students Identify Gangs at School: An Analysis of Multiple Gang Identification Questions in the 1995 SCS/NCVS*, Sally M. Ruddy, Education Statistics Services Institute/AIR, lscottnone@aol.com**

The School Crime Supplement (SCS) to the National Crime Victimization Survey (NCVS) is a household survey co-sponsored by NCES and BJS. It has been fielded in 1989, 1995, 1999, and 2001. In all years, students ages 12 through 18 are asked about their experiences with victimization and other related cirme and safety issues at school. In 1995, the SCS specifically asked students a battery of questions about the presence of gangs at their schools. This battery provides a rich set of data with which to investigate how question wording, definitions, and various methods of identification of gang presence affect the reports of student respondents.
Three questions about gang presence were asked of all respondents: "Are there street gangs at your school?, " "Do any of the students at your school belong to a street gang?," and 'What about gangs that don't have members attending your school. . .have any of those gangs come around your school in the past six months?" The first question is not preceded by an introduction, but the last two questions are preceded by an introduction which further defines gangs as those at or around school, street gangs, fighting gangs, crews, etc. and cues respondents that the survey is interested in gangs. Those respondents who answer yes to either of these last two questions are then asked a series of questions about how they know gangs exist; about whether the gangs are involved in violence at school; whether they are involved in drug sales at school; and whether they brought guns to school. The analysis of these questions provide insight into question wording, terminology, and identification of gang presence and activity in schools, as provided by a school-age sample of students.

***Community Differences in Public Opinion Regarding Substance Abuse Among Youth*, Julie L. Andsager, Washington State University, andsager@mail.wsu.edu, and Douglas B. Hindman, Washington State University, dhindman@wsu.edu**

The rate of drug and alcohol abuse among rural teens has become higher than among their urban counterparts (National Center on Addiction and Substance Abuse at Columbia University, 2000). Rural communities present a greater variability in risk factors associated with substance abuse than do urban communities. The relative isolation of rural communities results in more concentrated peer group influences, poverty, a lack of economic opportunity structures, and disparities in the availability of health care (Conger, 1997).
In addition, rural families are faced with myths of idyllic, traditional lifestyles that never existed (Coontz, 1992). These disjointed findings suggest that a knowledge gap or a gap of disaffection may exist between residents in rural areas based on age, population density, and other demographic variables. The knowledge gap is the difference between groups of people based on access to information, among other factors (Tichenor, Donahue, & Olien, 1980). The gap of disaffection assumes involvement in an issue as an important component (Viswanath & Finnegan, 1991). This study explores public opinion and community-level census data regarding attitudes towards the problem of teenage use of illegal drugs and alcohol, emphasizing variations in the perception of the problem, potential causes, and remedies. The study is based on a secondary analysis of data from a Pew Research Center for the People & the Press-sponsored national survey conducted February 2001. Analyses will incorporate U. S. census data to better define population density. Preliminary analyses indicate that 11% of American adults surveyed considered drugs and alcohol as the most important problem in their community, with those in rural areas and large cities ranking drugs as a major problem. Large differences exist regarding drugs among young and older respondents.Results will improve intervention attempts and better gauge public opinion toward the growing drug problem in smaller communities and rural areas.

***Is Social Trust Related to an Individual's Propensity to Participate in an RDD Survey?*, Douglas B. Currivan, University of Massachusetts Boston, douglas.currivan@umb.edu**

The many and varied telephone solicitations most households receive makes random-digit dialing (RDD) surveys challenging for survey researchers. We can reasonably assume that individuals who consent to any of these kinds of requests must have some degree of trust in the individual and organization making the pitch. For RDD surveys, the level of respondent trust would seem to reflect the degree of faith the person has in the legitimacy of the survey topic, the surveying organization, and the survey sponsors. At the same time, requests for participation in a survey, like most telephone solicitations, tend to be brief interactions between callers and respondents. Respondents typically have limited information, and little time, to judge the legitimacy of a survey request. Given this reality, a respondent's propensity to participate in a survey might be related to her general level of social trust, rather than the specific features of the survey request. In general, those who more readily accede to a survey request might have higher levels of trust in other people than those who are more reluctant. This research tests this hypothesis by comparing social trust between respondents with different propensities to participate in an omnibus RDD survey in the Boston metropolitan area. Similar to the methodological approach of Curtin, Presser, and Singer (2000), this paper analyzes the relationships among a few indicators of social trust and (1) whether or not the respondent previously refused a survey request and (2) whether or not the respondent required 6 or more calls to complete the interview. The expectation is that respondents who refused an initial survey request and those who took more calls to complete the interview are less trusting than those who more readily participated in the survey. The paper discusses the implications of these relationships for response to RDD surveys.

***The Effects Of Public Support on Public Policy and Mass Media Agendas During the Persian Gulf War*, Thomas B. Christie, University of Texas at Arlington, christie@uta.edu**

This paper examines key issues and events during the Persian Gulf War and provides a model for understanding the dynamics of public opinion, public policy and media agendas, called agenda-opinion congruence. To study these dynamics, the paper examines two separate periods of time (October-November 1990 and January-March 1991) with radically differing levels of public support of the war and of the U.S. president. A hypothesis from the model states that, when public support of war (and political leadership) remains strong, the common media and public policy issues and events within agendas will be more predictable than when public support is relatively weak. These dynamics are viewed in a process through application of issue-by-issue ARIMA (Autoregressive Integrated Moving Average) modeling. The agenda-setting and agenda-building traditions of mass communication research offer an appropriate basis for study of these dynamics. A computer-assisted content analysis, followed by a methodological approach incorporating ARIMA modeling, examines issues and events from the Gulf War in mass media and policy agendas. Effects are found in short time frames (one to seven days). The results show that media agendas influence government agendas on most military issues and military events, and clear interactions between media and government sources occur. The hypothesis of agenda-opinion congruence is partially supported in this study, and the study illuminates the role of public support of political leadership and public policy (war) in media and public policy issues. Additionally, an effect called echo reverberations explains some characteristics of the beginning stages of issue/event development or the "birth" of an issue or event in media and government agendas. The findings of this study provide fresh insights into the dynamics of public support, public policy and media agendas during national crises, including the post-September 11th period.

***Trust in the Media: Relation Between Fear of Invasion of Privacy and Support for Press Access to Information*, David L. Cuillier, Washington State University, davidc@wsu.edu**

Citizens' lack of trust in institutions' collection and dissemination of personal information could affect their support for the media's right to access government records. This paper is based on a public opinion survey of Washington state residents. While some public opinion surveys have examined the issues separately, little research has attempted to directly examine the relationship between fear of invasion of privacy, such as through identity theft and proliferation of personal data on the Internet, and support for press access to information. The results could help scholars, policy makers and the press better understand the factors that lead to the public's reduced support of media rights and open government. This study relies on previous public opinion research in the area of support for free expression and press rights. Stouffer's polling in the 1950s examined factors that affect people's level of support for others to express themselves in public. Also, some researchers have since studied how fear affects people's attitudes toward support for free expression. A random public opinion poll was conducted by telephone during a month-long period, from Nov. 4, 2002 to Dec. 6, 2002, obtaining 402 completed surveys. Two multi-item constructs were developed to measure fear of invasion of privacy (Cronbach's alpha = .79), and support for press access to records (Cronbach's alpha = .60). The hypothesis is the greater the fear, the less support for press access to information. The results show a moderate correlation, and the findings are statistically significant ($p < .01$).

***'How Do I Define Who I Am?' A Survey of Young People in Scandinavia*, Mads Stenbjerre, Zapera, ms@zapera.com, and Anne Skare Nielsen, Copenhagen Institute for Futures Studies, asn@cifs.dk**

How do young people define themselves in a world with endless choices but few real alternatives? How do they define what is important to them and how can marketers (social or commercial) define and get in touch with this hard to reach group in society? These are some of the questions we attempt to address from a combined empirical and analytical perspective. The paper presents the results of a survey of 3.000 individuals between the ages of 10 and 24 years in Denmark, Norway, Sweden and Finland conducted in October 2002. The empirical part of the paper contains a psychographic segmentation based on about 30 personality statements. The implications of the segmentation is investigated on a wide variety of topics including views of unemployment, immigration, human rights, terrorism, pollution, social relations, attitudes toward commercial advertising and media use. The analysis section focuses on how young people define themselves in relation to the surrounding world. We develop a short list of "life requirements" (VITAMINS) that the young people aspire to and employ to gain a successful self image. Finally, we expand the analysis to suggest strategies for defining and communicating "value" towards this target group.

***Gender and Racial Differences in Prejudging High-Profile Cases: The Impact of the Race of the Defendant and the Characteristics of the Case on Respondent Choices*, Robert S. Ross, California State University, Chico, rross@csuchico.edu, and Edward J. Bronson, California State University, Chico, ebronson@csuchico.edu**

This paper explores the impact of the gender and race of the respondent on prejudgment in high-profile criminal cases. We are also able to explore attitudes toward the death penalty, which was an issue in many of the cases. While overall we find results similar to published national data—that is, women and blacks are less likely to judge a defendant guilty and less likely to select death as the appropriate penalty—when the race of the defendant or the characteristics of the crime are considered these results are often reversed. We develop a salience model to explain the differences. Analysis is based on an original data base—about 20,000 respondents from over 50 high-profile criminal cases, in both state and federal court, mostly in California, but with a number of cases from around the country—which allows for comparisons across several counties at one point in time, longitudinal analysis from a variety of studies in a single county, to inter-county and inter-state comparisons over a seven-year period. A combinatorial analysis is appropriate since the survey instrument is almost identical in all studies. Even the specific information relating to the case at hand is asked in the same format in each study. The sample size for each study in each county is also about the same.

***Attitudes About Athletics in K-12 Public Schools*, Russ Masco, Northern Arizona University, rleemas@msn.com, and Sunshine Coffman, Northern Arizona University, shine88@yahoo.com**

In an effort to determine community support and attitudes towards sports in public education, a statewide poll of Arizona residents will be conducted. The survey will examine how Arizona residents feel sport participation among K-12 students affects student academic achievement. Responses will be compared among parents of students in K-12 and persons who do not have a child currently in K-12. Additionally, attitudes of parents who have children currently participating in sports will be investigated. Community size will also be examined in relation to attitudes surrounding sport participation.

RESPONSE RATES IV: EFFECTS ON DATA QUALITY AND CALCULATION METHODS

***The Impact of Response Rates on Survey Accuracy: When is Too Little Too Much?*, Paul Biemer, RTI International, Paul_Biemer@unc.edu, and Michael Link, RTI International, link@rti.org**

***A Review of AAPOR Standard Definitions for Response Rate Calculation and Reporting*, Robert Daves, Star Tribune, daves@startribune.com**

***Survey Response Rate Reporting in the Professional Literature*, Timothy Johnson, University of Illinois at Chicago, tjohnson@srl.uic.edu, and Linda Owens, University of Illinois at Chicago , lindao@srl.uic.edu**
Public disclosure of survey response rates may be declining faster than the response rates themselves. Many researchers appear reluctant to report response rates because of legitimate concern that their work will be unfairly criticized if they report candidly. This concern, while valid, nonetheless contradicts scientific demands for full disclosure of research methods and results. A casual examination of the professional academic literature indeed suggests that the reporting of information regarding survey response rates is inconsistent and/or incomplete. To more systematically explore the degree to which complete and accurate information regarding survey sample quality is routinely reported in the professional academic literature, we conducted an audit of 200 recently-published journal articles that report primary survey findings (excluding secondary analyses of pre-existing survey data sets). The papers selected were sampled from high quality journals in the fields of criminology, demography, sociology, psychology, health care, public opinion/survey research, political science, public health, and epidemiology. The primary author of each paper was contacted and asked to provide detailed information regarding sample dispositions and the formulas used to estimate cooperation, response and refusal rates. The editors of each of the 20 journals covered by this study were also contacted and asked to provide information regarding their editorial policies relevant to reviewing and publishing survey data (e.g., are there minimally-acceptable response rates required for publication? are there reporting standards for response rates?). Findings to be reported include: response rates obtained from the surveys of both paper authors and journal editors, the proportion of audited papers reporting (a) response rates, (b) response rate formulas, and (c) AAPOR-equivalent response rates [where sufficient information can be obtained from authors], and the proportion of journals reporting editorial policies relevant to the review and publication of survey data. Recommendations based on these findings will be discussed in detail.

POLITICAL PARTIES AND PARTY IDENTIFICATION

***Measuring Party Identification: The Effect of Question Wording*, Jeffrey M. Jones, The Gallup Organization, jeff_jones@gallup.com, and David W. Moore, The Gallup Organization, david_moore@gallup.com**
Though some scholars assume that party identification is a stable attachment to one of the two parties, on the aggregate level partisanship does vary, even in the short-term. Though some of the short-term variance can be explained on the basis of changes in the prevailing political conditions, some of this is surely due to measurement issues, such as the survey context, question wording, and methodological differences between polling organizations. This paper reports the results of an experiment done by Gallup in several 2002 polls designed to isolate the effects of question wording. Gallup has traditionally used the phrase "As of today" in its question wording, which may lead to changes in the distribution of partisans one gets in a poll and increased poll-to-poll variation on party ID than one might observe with a question wording that asks for a respondent's party ID more generally. The results show that there were not consistent and statistically meaningful differences in the distribution of Republicans, Democrats and independents with Gallup's wording compared to more general wordings of the party ID question, and no more poll-to-poll variation in these distributions.

***The Resilience of Party Identification: Predicting and Explaining Election Outcomes*, Michael G. Hagen, Rutgers University, mghagen@rci.rutgers.edu, Cliff Zukin, Rutgers University, zukin@rci.rutgers.edu, and Robert J. Suls, Rutgers University, rsuls@eden.rutgers.edu**
Our paper will explore nagging questions about the starting point for the votes Americans cast in most elections: party identification. Whether the purpose is explanation or prediction, analysis of voting begins with the fact that most voters enter each campaign with a standing decision to sup-port the candidates of one party or the other. Important questions of degree remain open, how-ever. The paper will address these questions with national data from the Annenberg 2000 Election Study and New Jersey data from Star-Ledger/Eagleton-Rutgers polls conducted during the 2002 Senate election. Scholars disagree, in particular, about the resilience of party identification. To what extent is par-tisanship, once formed, immune to further influence—from new candidates and new issues, for example? How thoroughly can one's partisan predispositions color one's interpretation of events and perception of personalities? How readily, on the other hand, does partisanship respond to new information? Is party identification merely a running tally, in Fiorina's phrase, of one's experi-ence with the parties? If partisanship is responsive to events, are the changes permanent or just temporary? The question of resilience is at least as important to pollsters forecasting election results as to scholars. When the numbers of Democrats, Republicans, and Independents vary in pre-election polls, should the variation be interpreted to signify real change or random noise? To what extent does temporal variation in the distribution of partisanship in polls depend upon temporal and cross-sectional variation in cooperation rates and likely-voter screens? And what are the costs and benefits of weighting to party identification when predicting outcomes?

***New Democrats and New Republicans: Changes in Partisan Attitudes over 15 Years of the Times Mirror/Pew Research Center Values Study*, Michael A. Dimock, Pew Research Center, m_dimock@yahoo.com, Scott Keeter, Pew Research Center, skeeter@gmu.edu, and Peyton M. Craighill, Pew Research Center, craighillp@people-press.org**
This paper analyzes trends in the value orientation of Democrats, Republicans and political independents based on interviews with over 25,000 respondents in 11 studies conducted by the Times Mirror and Pew Research Centers for the People and the Press from 1987 to 2002. This broad time span allows an extensive investigation into what values divide Democrats and Republicans, how these gaps

have evolved over the past 15 years, and where political independents have more in common with one or the other side. The large sample sizes allow a particular focus on generational changes, specifically how new voters entering the electorate since 1987 have changed the profiles of the two parties. The 2002 update of the values survey, fielded July 2 - August 18, 2002 (N-2,502) continues trends related to the economy, the role of government, individualism, business, the environment, international relations, patriotism, equal rights, civil liberties, family, race and religion. Since 1987, there have been dramatic changes in public values relating to these issues – often due to generational replacement – that have fundamentally redefined the political landscape. The survey also contains trends measuring alienation, trust, confidence in the electoral system, interest and participation, which serve as the basis for an analysis of turnout problems facing the political parties, and what Democratic and Republican strategists might do to mobilize their young partisans.

***Getting the Job Done?: Party Images and Elections in Post-9/11 America*, Anthony M. Salvanto, CBS News, SalvantoA@cbsnews.com**
Americans see stark differences between the political parties in terms of ideology and policy stances, but not in their ability to bring meaningful change; many don't believe that the nation or their lives will be any different with one party or the other in control. This is not just the result of a loss of faith in politicians' promises or in government. It also stems from shifting criteria of what constitutes meaningful change. Neither party has convinced the public it has a clear plan for the nation that goes beyond a few specific - often narrow - policy points or military targets. Yet the need for the public to hear such plans has become increasingly important following the 9/11 attacks, an anti-climatic war on terror, and the lingering belief that the nation is on the wrong course. This paper uses CBS News / New York Times polls conducted during the 2002 elections and from the past years, including extensive image batteries on the parties. It shows how the parties' ability – or inability – to communicate a broader plan is increasingly affecting the public's views, support and expectations of them. The data show that whether or not a party is seen as having a clear plan –regardless of its content – can now be a stronger predictor of support than agreement on matters of policy. In the most recent example, it reveals that the GOP's better performance relative to the Democrats in this regard explains much of the 2002 election results. The paper also examines how the public's views on negative, narrowly-targeted political campaigns contribute to these sentiments, and it discusses the implications of this phenomenon for measuring and interpreting party support in the coming election cycle.

SURVEY METHODS: QUESTIONNAIRE DESIGN AND REFUSAL CONVERSION

***Enhancing the Validity and Cross-Cultural Comparability of Measurement in Survey Research*, Gary King, Harvard University, king@harvard.edu, Christopher J. L. Murray, World Health Organization, cmurray@hsph.harvard.edu, Joshua A. Salomon, World Health Organization, jsalomon@hsph.harvard.edu, and Ajay Tandon, World Health Organization, tandona@who.int**
We address two long-standing problems in survey research: measuring complicated concepts, such as political freedom or efficacy, that researchers define best with reference to examples; and what to do when respondents interpret identical survey questions in different ways. Scholars have long addressed these problems with approaches to reduce incomparability, such as writing more concrete questions --- but with uneven success. Our alternative is to measure directly whatever incomparability exists and to correct for it. We measure incomparability via respondents\' assessments, on the same scale as the self-assessments to be corrected, of hypothetical individuals described in short vignettes. Since actual levels of the vignettes are invariant over respondents, variability in vignette answers reveals incomparability. Our corrections require either simple recodes or a new statistical model we offer designed to save survey administration costs. With analysis, simulations, and cross-national surveys, we show how these problems can drastically mislead survey researchers and how our approach can fix them.

***Does "Call Me Back Later" Really Mean "I Refuse"? An Experiment to Convert Soft Refusals in a Business Survey*, Kerry Y. Levin, Westat, levink1@westat.com, Mareena M. Wright, Westat, wrightm1@westat.com, Katie Hubbell, Westat, katiehubbell@westat.com, and Rachel Jones, Westat, racheljones@westat.com**
In business telephone surveys, potential respondents typically are very busy and may, when contacted, agree to participate but ask to be called back later. Asking to be called later could also be a more polite way for people to refuse without actually refusing. In those instances, cases in a general appointment queue could represent "soft" refusals. On a telephone survey of non-profit organizations in Los Angeles county, data collection was plagued by a high number of cases in the general appointments queue. We conducted an experiment to try to "convert" these general appointment cases in the same way that we would ordinarily convert a firm refusal, with a refusal conversion letter followed by a call-back. For this experiment, the standard refusal conversion letter was revised to remove references to a hard refusal. Cases in the general appointment queue were randomly assigned to either receive a conversion letter or not, and then all cases continued to be worked. We compare the final results for cases in the letter and non-letter group.

***Question Wording Regulates Response Order Effects in Categorical Questions Presented Orally: The Impact of Warnings to Wait and Illusory Endings*, Allyson L. Holbrook, University of Illinois at Chicago, allyson@uic.edu, Jon A. Krosnick, Ohio State University, krosnick@osu.edu, David W. Moore, The Gallup Organization, david_moore@gallup.com, and Roger Tourangeau, University of Maryland, rtourangeau@survey.umd.edu**
Using data from 548 split-ballot experiments in telephone surveys conducted by the Gallup Organization, we tested whether the linguistic structure of questions moderates response order effects by influencing when and how respondents form their answer to questions. In dichotomous, orally-presented questions that explicitly instruct or implicitly encourage respondents to wait until they have heard all the answer choices before formulating an answer, recency effects predominated. This finding suggests that when hearing these questions, many respondents waited until all the response options had been read before considering any of them and many respondents began by considering the last response option they had heard. But among some questions with wordings that appeared to end before they in fact did, no recency effects appeared. This finding suggests that when hearing these questions, at least some respondents began forming their answers early, before all the response options had been read. Consistent with satisficing theory, the effect of linguistic structure was also strongest among respondents with the fewest cognitive skills, measured using their educational attainment (though not among the oldest respondents, another proxy that has been proposed for cognitive skills). Greater question

complexity and later placement of a question in a questionnaire were associated with stronger response order effects. Similarly, questions with response choices that were each complete sentences demonstrated stronger response order effects than those with response choices that were single words or short phrases. All this helps to further specify the conditions under which response order effects are likely to occur and the direction they are likely to take. These results also suggest what cognitive mechanisms may be at work: respondents appear to be sensitive to cues communicated through the linguistic structure of questions about when and how to answer orally-presented survey questions.

***A Comparison of Minimally Balanced and Fully Balanced Forced Choice Items*, Eric M. Shaeffer, Ohio State University, shaeffer.11@osu.edu, Gary E. Langer, ABC News, gary.e.langer@abc.com, Daniel M. Merkle, ABC News, daniel.m.merkle@abc.com, and Jon A. Krosnick, Ohio State University, krosnick@osu.edu**

Survey researchers have long been aware that balancing the wording of a question can alter the distribution of answers observed. If an unbalanced question places undue emphasis on one of several competing viewpoints (e.g., "If there is a serious fuel shortage this winter, do you think there should be a law requiring people to lower the heat in their homes?"), respondents may be especially likely to endorse that viewpoint. Question writers now typically seek to place equal emphasis on all competing points of view by writing formally balanced items (e.g., "If there is a serious fuel shortage this winter, do you think there should be a law requiring people to lower the heat in their homes, or do you oppose such a law?"). There are multiple different ways to formally balance an item, however. Rather than adding the phrase "or do you oppose such law?" to the unbalanced question to create what we call a "fully balanced" question, a researcher could instead simply change the word "should" to "should or should not," yielding the following wording: "If there is a serious fuel shortage this winter, do you think there should or should not be a law requiring people to lower the heat in their homes?" This latter version, which we call "minimal balancing," places equal emphasis on the competing points of view and does so with fewer added words than the fully balanced version. We report a national survey experiment showing that minimal balancing is equivalent to full balancing. Response distributions were equivalent, as were the concurrent validities of the two question forms. We conclude that minimal balancing is more efficient than full balancing because the former requires repeating fewer words and entails no negative effect on data quality.

BEYOND BLACK AND WHITE: MULTI-ETHNIC STUDIES OF RACIAL ATTITUDES

***Will Americans Still Hate Welfare? Inter-Racial Attitudes and Support for Redistribution*, Cybelle Fox, Harvard University**

Recent research demonstrates that racialized stereotypes help explain why White Americans are no fans of welfare. Gilens (1999) argues that anti-welfare sentiment is driven largely by Whites' negative stereotypes of Black people's work ethic. There are also indications that racial context may influence support for welfare. Luttmer (2001) has found that support for welfare among non-Blacks decreases the more Black welfare recipients in a respondent's neighborhood, city or state but is unaffected by the share of non-Black welfare recipients. If racialized stereotypes and racial context are driving forces behind anti-welfare sentiment, how might public opinion about welfare be affected by the rapidly changing racial and ethnic demographics nationwide? While the proportion of Latinos on welfare in the US has grown steadily over the last decade, little work has been done on the relationship between stereotypes about Latinos and support for redistributive policies. Using the 1992, 1996 and 2000 National Election Study, I have found that Whites' stereotypes about both Black and Latino work ethic decrease support for welfare. Furthermore, while racial context has little effect on the relationship between Whites' stereotypes of Blacks and their welfare spending preferences, ethnic context is critical in mediating the relationship between Whites stereotypes about Latinos and their welfare spending preferences. In states and counties with few Latinos, the lazier Whites think Latinos are, the less Whites want to spend on welfare. However, in states and counties that are disproportionately Latino, the more hardworking Whites think Latinos are the less Whites want to spend on welfare as well. Using 1992 Los Angeles County Social Survey as well as the NES, this paper builds on these findings to consider whether and how Asian, Black and Latino public opinion about race and redistribution differs from White public opinion.

***African-American, Hispanic, and White Explanations of the Black/White Gap in Socioeconomic Status, 1977-2000*, Matthew O. Hunt, Northeastern University**

Research into lay perceptions of the causes of the black/white gap in socioeconomic status (SES) has neglected the beliefs of non-whites in favor of examining trends in the beliefs of whites, and links between whites' racial attitudes and policy preferences. While such research has been fruitful in mapping attitudinal change, dimensions of whites' beliefs, and in testing various explanations of the nature of contemporary race relations, it has been less enlightening from the standpoint of revealing what other important subgroups of Americans – including blacks themselves, and a rapidly-growing Hispanic minority – believe about the economic divide separating blacks and whites in the United States. In this study, I use data from the 1977-2000 General Social Surveys (GSS) to pursue two primary goals. First, I update our knowledge of whites' beliefs for the 1990s, analyzing whether trends documented for the two prior decades have continued, and exploring whether new trends have emerged. Second, I incorporate African Americans' and Hispanics' views into our understanding of the black/white SES gap. Results suggest continuation of some established trends (e.g., decline in popularity of attributions representing "traditional racism") as well as some heretofore undocumented patterns. Further, race/ethnic differences are found in both levels of support for, and in the determinants of, various beliefs about why African-Americans, compared with whites, continue to be relatively disadvantaged in areas such as housing, income, and jobs.

***Comfort Zones: Immigration, Assimilation, and the Neighborhood Racial Composition Preferences of Latinos and Asians*, Camille Z. Charles, University of Pennsylvania**

This research addresses a major gap in the studies of Latino and Asian neighborhood racial composition preferences, underscoring the critical importance of immigration and assimilation as influences on preferences for same-race, White, and Black neighbors. Data are from the 1993-94 Los Angeles Survey of Urban Inequality. Results point to the critical role of cultural assimilation—particularly immigration-related characteristics and racial attitudes—and to the complexities involved in accurately modeling preferences among largely foreign-born populations. Preferences for both same-race and White neighbors vary by the length of time that immigrants have accumulated in the US and their ability to communicate effectively in English. English language fluency is a particularly salient predictor of preferences among recent immigrants. Racial stereotypes stand out as potent predictors of preferences; moreover, the influence of negative stereotypes increases with the accumulation of time in the US also.

***Intergroup Contact and Latinos' Racial Attitudes: The Contact Hypothesis Revisited*, Tyrone Forman, University of Illinois at Chicago, and Matt Rodriguez, University of Illinois at Chicago**
Allport's (1954) contact hypothesis of prejudice holds a prominent place in sociological and social psychological research on racial attitudes. In its simplest form, it posits that close and sustained contact with members of another racial and/or ethnic group promotes more tolerant racial attitudes toward the group and the absence of such contact fosters more intolerant racial attitudes toward the group. In fact, over the past five decades, the contact theory of racial prejudice has received considerable empirical support. However, relatively little research has examined the theory's cross-cultural validity. More specifically, there are only a handful of empirical studies that have examined its impact on Latinos' racial attitudes. This study uses data from the 1990 Latino National Political Survey (N=2,817) to explore the relevance of contact hypothesis for Cubans, Puerto Ricans, and Mexicans' racial attitudes. In addition, we also investigate Pettigrew's (1998) theory of the "generalization benefit of contact," which holds that close and sustained contact with one racial/ethnic group not only leads to more tolerant attitudes toward that group but may also generalize to attitudes toward other racial/ethnic groups.

TELEPHONE SURVEY METHODOLOGY

***Optimizing Call Strategies in RDD: Differential Nonresponse Bias and Costs in REACH 2010*, Whitney E. Murphy, NORC, murphy-whitney@norcmail.uchicago.edu, Colm O'Muircheartaigh, NORC, colm@norcmail.uchicago.edu, Rachel Harter, NORC, harter-rachel@norcmail.uchicago.edu, and Carol A. Emmons, NORC, emmons-carol@norcmail.uchicago.edu**
For the REACH 2010 project, NORC investigated the relative efficiency of different call strategies by defining subgroups of cases based on their intermediate call status (promising and unpromising). Using the relative marginal productivity of additional calls to the two types of cases, we devised a call strategy for the survey. Calls per completes were determined at different stages, as were marginal and average cost, and cut-offs were established based on the results. Implications for response rates and sample sizes were determined and evaluated. At the time of the above analyses, interview data were not available. In this paper we examine the impact the imposed cut-offs had on the resulting interview data. This paper thoroughly compares the interview data for promising and unpromising cases to determine whether any differential nonresponse bias was introduced into the data by following only promising screener cases past the minimum call cut-off. Using costs and mean square error, we evaluate last year's decisions in light of the data.

***Impact of Changes in the Telephone Environment on RDD Telephone Surveys*, Mary C. Murray, Abt Associates Inc., mary_cay_murray@abtassoc.com, Jessica Cardoni, Abt Associates Inc., jessica_cardoni@abtassoc.com, Erin Foster, Abt Associates Inc., erin_foster@abtassoc.com, Chris Becker, Abt Associates Inc., chris_becker@abtassoc.com, Paul Buckley, Consultant, paul_buckley@abtassoc.com, and Marcie Cynamon, National Center for Health Statistics, mlc6@cdc.gov**
Changes in telephony are beginning to have a noticeable impact on telephone surveys. Households can now use a variety of technologies to monitor their incoming calls; more households have telephone lines dedicated to faxes or computer modems; state do-not-call lists can further restrict available sample. In this paper we will examine changes in the telephone environment over the past five years and their impact on the National Immunization Survey (NIS). Sponsored by the Centers for Disease Control and Prevention, the NIS is an RDD telephone survey that dials over 2 million telephone numbers a year. The study monitors the use of privacy managers, state do-not-call lists, the use of answering machines, fax/modems, cell phones, beepers and pagers. A study-specific do-not-call list is also maintained. The paper will note the impact of these changes in technology and the general telephone environment on the resolution rate and on selected final outcomes of calls.

***Differences in the Political Attitudes and Behavior of Cell and Land Line Telephone Users*, Michael W. Traugott, University of Michigan, mtrau@umich.edu, and Sung-Hee Joo, University of Michigan, sjoo@umich.edu**
The increased reliance on telephone surveys for pre-election polling coupled with the exclusion of cell phone users in most samples has raised questions about the impact of unit nonresponse on the estimation of election outcomes. This paper analyzes a variety of recent datasets that record cell phone ownership and usage to investigate their relationship to news media consumption habits, political interest and knowledge, partisanship and political ideology. The analysis will include registration status and voting behavior as well as the likelihood of voting. And cell phone use in relation to land lines will be analyzed with regard to presidential approval and support for domestic and foreign policies. While the penetration of cell phones in the U.S. population has grown rapidly, the proportion of the population that relies solely on a cell phone remains small (approximately 1 in 20). The potential consequences for the growth in cell phone users for pre-election surveys will be assessed.

***House Effects in a Telephone Survey*, Peter Mariolis, Centers for Disease Control and Prevention, PMariolis@cdc.gov, and Judith Graber, Maine Department of Health, JGraber@doh.me.gov**
The Behavioral Risk Factor Surveillance System (BRFSS) conducts monthly telephone surveys on health-related behaviors, attitudes, and practices in states and other project areas. In 2000, one state had two organizations-a small state health department CATI unit and a large market research firm-collect data at the same time following the same protocols over most of the state. This presentation examines the differences in outcomes by data collector for 99 questions and an additional 19 variables calculated from two or more variables. The state health department completed 1523 interviews and the market research firm, 2689. SUDAAN's PROC CROSSTABS was used to determine statistical significance for nominal and ordinal variables and its PROC REGRESS for interval and ratio level variables. Differences for 21 of the 99 questionnaire variables and 7 of the 19 calculated variables are statistically significant at the alpha=.05 level. Women's health and health status questions are most likely to have statistically significant differences: 4 of 11 women's health questions and 3 of 4 health status questions show statistically significant differences. The presentation further examines reasons for the statistically significant differences in outcomes.

INTERACTIVE PAPER PRESENTATIONS

Population Density Response Rates in a Statewide RDD Telephone Survey, **Charles A. DiSogra, University of California, Los Angeles, cdisogra@ucla.edu, David M. Grant, University of California, Los Angeles, dgrant@ucla.edu, and Wei Yen, University of California, Los Angeles, wei49876@hotmail.com**
Survey response rates have been declining for several years, particularly for random digit dial (RDD) telephone surveys. One reason offered to explain this decline is the growing proportion of the population living in and around large urban areas; research has generally shown that more urbanized areas, or states with large urban populations, have lower response rates than their more rural counterparts. However, such research has not adequately explored urban-rural variations in response rates. How, for example, do survey response rates differ for urban-rural areas within a state at different stages of a multi-stage interview? This paper uses data from the California Health Interview Survey (CHIS 2001), a large RDD survey, to explore response rate variance. We analyzed two response rates: one for an initial screening interview of the household and one for an extended interview with the randomly selected adult respondent. CHIS was conducted in 41 geographic strata permitting analysis of separate response rates for the initial interview and for the extended interview using several demographic features, including population density across a continuum, i.e., from more urban to more rural. Preliminary analyses show that response rates for the extended respondent interview are generally higher in rural areas. However, the screener response rates deteriorated rapidly for more sparsely populated areas. The "more rural" an area, the lower the screener response rate, eventually approaching the same low rate experienced in the most densely populated urban areas.

Customer Satisfaction Research: The Impact of Study Sponsor, Response Option Order, and Question Order, **Amanda Scott, Ohio State University, scott.665@osu.edu, Michael P. Tichy, Ohio State University, Allyson L. Holbrook, University of Illinois – Chicago, and Sowmya Anand, Ohio State University**

Opinion Polling and Trust in the Democratic Process, **Alun A. Preece, University of Queensland, A.Preece@mailbox.uq.edu.au, and Vivienne Croft, NFO Australia, VivienneC@nfo.com.au**
Opinion polling plays an important part in the democratic process. At a fundamental level it operates as a safeguard against gross fraud in counting. In some countries calls have been made for restriction of polling of political opinion either generally, or specifically during the periods leading up to elections. In undemocratic countries, polling either lacks purpose or cannot produce accurate results, owing to fear on the part of citizens to express political opinions. Polling may be justified on the basis that voters are entitled to be aware of information relevant to the likely election result when deciding how to vote. Furthermore, internal polling by political parties and candidates for office can improve their campaigning so presenting the voters with a clearer choice. Also, polling of issues may force poltiical parties to address issues of concern to the public that they would rather not. However, polls are open to manipulation so safeguards are needed to ensure accuracy. There is a recognised problem of refusals by subjects. As there is reason to believe that refusals may be increasingly heavily weighted to those holding conservative views or those seen by subjects as 'politically incorrect', there is an increasing challenge facing the pollster in maintaining the accuracy of opinion polls. There may be scope for improving the efficiency and accuracy of polling by sourcing responses from balanced panels of Internet users.
This paper discusses the issues of the impact of polling on the democratic process, and related to the development of Internet based polling.

The Surprising Relationship Between Community Health and Newspaper Success, **Kathy R. Forde, University of North Carolina – Chapel Hill, forde@email.unc.edu, Marti Maguire, University of North Carolina – Chapel Hill, mmaguire@email.unc.edu, Anne Milmoe, University of North Carolina – Chapel Hill, milmoe@email.unc.edu, and Guy R. Mossman, University of North Carolina – Chapel Hill, mossman@email.unc.edu**
For approximately 75 years, the United States has seen a declining national trend in newspaper readership and circulation. In attempts to explain this decline, scholars studying newspaper circulation in the 1970s and 1980s found that particular demographics were strong predictors of newspaper success. Our study advances the theory that newspaper robustness correlates with community health – that is, the stronger the health of a community, the stronger the newspaper robustness – an extension of Gerald Stone's community commitment theory. To test our ideas, we draw upon a three-year survey compiled from 26 communities by the John S. and James L. Knight Foundation and hard public record data measuring demographic and social variables. Community health is operationalized as citizen involvement in the community (the more involved, the greater the health) and is measured using three indicators: (a) the Knight Foundation's three civic engines – efficacy, volunteerism, and worship; (b) participation in cultural and social events; and (c) perceptions of social problems. Statistical analyses using correlations and multiple regressions disprove our initial hypothesis that newspaper readership would positively correlate with community health indicators. In particular, findings suggest there is a negative relationship between community health and readership.

Name that Race: Using Names to Predict Ethnicity and Race, **Karen H. Grigorian, NORC, grigoria@norcmail.uchicago.edu, and John Sokolowski, NORC, sokolowski-john@norcmail.uchicago.edu**
Many surveys seeking to represent minority populations can spend quite a bit of time and funding to do so. Beginning in the Fall of 2000 and ending in the Summer of 2002, NORC conducted a health survey for the University of Rochester, which was funded by the Agency for Healthcare Research and Quality (AHRQ). One objectives of the survey was to find and interview an over-representative sample of Hispanic and African-American children. The sample universe was children who recently enrolled in New York State's Child Health Plus Insurance Program (CHP). The sample file contained the child's full name, address, telephone number, gender, DOB, and program enrollment date, but not race. Ultimately, NORC screened 5,054 children out of a located, eligible or unknown eligible sample of 5,968. In an effort to boost the incidence of Hispanic children in the sample, the Principal Investigators of the study evaluated the surnames and increased the sampling rate for the records with a Hispanic surname. If it were possible to predict the incidence rate of the African-American children based on name, the sampling and screening processes of the study could have been streamlined and economized. This paper explores the results of the study's success at predicting the incidence of Hispanic ethnicity through evaluation of surnames, and retrospectively, explores the possibility of using first name to predict the incidence of the African-American race.

***Eating Your Cake and Having It: Reconciling Neo-Realism and Liberal International*, Andrew Rojecki, University of Illinois, Chicago, arojecki@uic.edu**

A core issue facing the political leadership of the United States is balancing American primacy against emerging norms of global unity. Post-Cold War rhetoric calls for global cooperation on problems that transcend national borders, while the "Washington consensus" prescribes universal policies of free trade for economic prosperity. U.S. policymakers contend with issues of free trade and military action within the boundaries of a redrawn political field in which tensions between state sovereignty and globalization have replaced those of Cold War ideologies. This paper argues that these tensions are reconciled by a media-supported rationale that superficially sustains the new global normative order even as it advances American self-interest. Thus media frames on trade disputes often emphasize double standards on the part of American trading partners, while news frames on the UN Iraq debate highlight the self-interested motives of the permanent members of the Security Council. This moralizing rationale explains what appears to be a contradiction in the structure of public opinion on US Iraq policy: (1) preference for UN weapons inspections despite deep doubts about their effectiveness and (2) preference for a UN sanctioned US attack if weapons inspections fail, but preference for military action nonetheless. This apparent ambivalence tracks well with trends in post-Cold War poll data that show support for internationalism in general but sharp declines of support for US intervention for advancing global altruistic goals (e.g., promoting human rights and democracy). Data for the analysis come from news frames on the Iraq debate and the steel tariff issue in national nightly newscasts and the prestige press, White House documents on defense and trade policy, and public opinion. The paper concludes that the tensions between international liberalism and neo-realism are resolved in favor of neo-realism but cloaked in a moral discourse of exceptionalism that preserves American primacy.

***Can America Trust the Deeply Religious? A New Question to Help Answer an Old Question*, Steve Farkas, Public Agenda, sfarkas@publicagenda.org**

In recent years, much attention has been paid to the political behavior of religious Americans and organized religious groups. This is connected – but not limited to – concerns over the rise of the religious right in the late 1970's. Will politically activated religious Americans use the government to impose their religious agenda on people who believe or live differently than they? Is there a conflict between strong religious faith and America's much vaunted ethic of tolerance, moderation and political compromise? Or can strong religious faith coexist with willingness to accept legislative compromise on socially controversial issues? Social scientists and opinion analysts often rely on a familiar and useful litany of questions to measure the religiosity of Americans such as frequency of church attendance, denominational affiliation, doctrinal orthodoxy, and the centrality of religion to respondents' lives. But these questions may not be the best way to measure how religion orients its adherents on the crucial issues raised above. Does strong religious faith in and of itself make citizens more likely to seek one-sided resolution of policies that reflect their religious values? Or is there something else about how people view the role of religion in their lives that makes them more or less disposed to assert their religious values in the public realm? We will introduce a new survey question specifically designed to measure distinctions among individuals who prize religious assertiveness, those who prefer religious reticence, and those who'd rather religion remain a private matter altogether. We will then test whether this new measure helps to explain variation in people's disposition toward legislative compromise on such socially contentious issues as abortion, gay rights and school prayer. We will also compare the explanatory strength of this variable to the explanatory strength of the standard measures of religiosity.

***Survey Research and Secondary Meaning: The Case of Colour Trademarks*, Janet A. Hoek, Massey University, J.A.Hoek@massey.ac.nz, and Phil Gendall, Massey University, P.Gendall@massey.ac.nz**

Trademarks are internationally recognised as devices that indicate the source of products and, in so doing, differentiate them from competing products. To operate successfully, trademarks depend on distinctiveness – their ability to identify one brand in a category containing a number of competing brands. Cohen (1986) noted several types of mark, which constitute a continuum anchored by genericism at one end and highly fanciful marks at the other. The extent to which a mark can associate a brand with a particular source depends entirely on its distinctiveness. Generic marks, by definition, connote a category not a brand, and so fail to merit trademark protection. Even marks that have achieved trademark protection may lose this if, through extensive use, they become associated with a category rather than a specific brand within this. Until very recently, the courts viewed colour as primarily generic. Although colours obtained protection as part of trade dress, where they formed an integral component of a logo or other mark, the courts had not considered that, alone, colours could identify specific brands. However, over the last decade, several companies have successfully registered colours that have a distinctive association with a brand as trademarks. Consumer evidence supporting the argument that consumers associate the colour with a particular brand can play an important role in establishing the distinctiveness of a colour. However, the research methods typically used to test secondary meaning have not been applied to colour registrations. This research adapts the "purchase encounter" and "classification" methods and compares the results obtained when these are used to assess the distinctiveness of colour. The research also explores the use of choice modelling as a means of testing brand-colour interactions.

***Relationship Between Survey Questions, Newsgroup Content, and Mainstream News Coverage*, David P. Fan, University of Minnesota, dfan@cbs.umn.edu**

This paper considers American survey questions about Iraq beginning with the September 11, 2001 terrorists attack on the United States. The study ended in October 2002 when Congress authorized the use of military force. Early survey question wording assumed that Iraq was linked to the war-on-terror while later questions separated the two issues. This paper relates the changes in question wording to text mentioning both Iraq and war-on-terror in: (1) all 5907 news stories in 108 American newspapers, newsmagazines, news wires, and broadcast transcripts archived in the Nexis electronic database, and (2) 16476 of 38941 (42%) usenet messages archived by Google. All text was entered into the InfoTrend computer system for content analysis of text (Fan, 1988, Predictions of public opinion from the mass media: Computer content analysis and mathematical modeling, Greenwood Press). The news and newsgroup texts were scored for linkage or separation of Iraq and the war-on-terror. In a weekly time trend for the year of the study, newsgroups consistently had about 15% more content separating Iraq from the war-on-terror than the mainstream press. However, both time trends showed a decrease in linkage of Iraq with the war-on-terror at the same time that survey questions also uncoupled the two ideas.It was unexpected that newsgroup content should move in lockstep with mainstream American news over time because prior studies showed that disenfranchised groups used newsgroups to communicate with like minded people (e.g. Russell, 65(2001)399-413, The Zapatistas online: shifting the discourse of globalization, Gazette). This synchrony was maintained despite many usenet posters not being Americans as evidenced by non-U.S. addresses (e.g. 15% had .uk for United Kingdom; 1.3% had .il for Israel; and 0.9% had uruklink for Iraq). Non-American users are probably underestimated since many of them have American email addresses through providers like Hotmail.

***Legal Problems, Legal Needs: The Legal Assistance Gap Facing Lower Income People in New Jersey*, Anjali Srivastava, Poverty Research Institute of Legal Services of New Jersey, asrivastava@lsnj.org, and Melville D. Miller, Jr., Legal Services of New Jersey, dmiller@lsnj.org**

Past research by legal scholars and practitioners, including the American Bar Association, has found lower income people must deal with a broad array of laws and legal processes that directly impact their daily lives and, for more than those with greater means, often determined their very ability to survive. Researchers at the Poverty Research Institute of Legal Services of New Jersey have conducted an independent study of the legal needs of lower income New Jersey residents. The study addresses the overarching question of whether lower income New Jersey residents are receiving the legal assistance they need to help them face legal problems and concludes that a significant gap in services exists. The New Jersey Legal Problems, Legal Needs study consists of analysis from 1013 interviews with lower income residents. Survey methodology incorporated a statewide random digit dial sampling strategy, the next birthday method for within household randomized selection, and participant income screening. Survey field period lasted 4 months and attempts were made to screen for eligibility at least 12 times per telephone number. When AAPOR's RR3 formula is utilized, the survey has a response rate of 50%. Key findings include that one third of New Jersey's English or Spanish speaking residents with incomes at or below 200% of the federal poverty level experience the occurrence of at least one new civil legal problem each year. The most frequently occurring civil legal problems are related to housing and neighborhood issues. Less than one third (31%) of lower income adults who experience new civil legal problems will obtain legal assistance during just one year. Those who do not seek to resolve legal problems rate outcome satisfaction lower than those who seek legal assistance. Only 8% of lower income residents are aware of lawyer referral services and only 26% are aware of agencies in their counties that provide free legal services in civil matters to individuals otherwise unable to afford legal assistance. The full report was recently released, but has not yet been presented at an academic conference. It is available at http://www.lsnj.org under publications and then under reseach and substantive.

***Survey Documentation: On the Path to Enlightenment*, Shawna L Waugh, Energy Information Administration, shawna.waugh@eia.doe.gov**

The Energy Information Administration faces several challenges, including the following: 1Planning, implementing and monitoring energy programs; 2 Establishing strategic plan and for continuity of operations under adverse conditions; 3 Ensuring survey operations comply with OMB policy and EIA standards and guidelines;4 Redesigning data collection activities due to changes in energy industry; 5 Transferring knowledge to new survey staff and contractors; 6 Communicating to respondents changes in data collection forms; 7 Communicating to general public appropriate uses and limitations of energy data; and 8 Communicating to data users both statistical and survey methods. Internal and external communications is a necessary (though not sufficient) tool for meeting these challenges. Alternative communication venues are used to transfer knowledge essential for employees, respondents, and customers. For example, letters and emails, survey forms and instructions are used to provide essential information to respondents regarding data collection activities. At EIA knowledge management and transfer of knowledge is essential to quality management. Knowledge sharing is achieved, in part, through survey documentation. Survey documentation provides useful and essential information to customers, respondents, employees and contractors concerning the survey process and results. EIA's new standards on survey documentation detail items to include in operations manuals, user's guide, and programmer's manual. These documents, in addition to other program documentation, assist employees and contractors to ensure consistency in applying survey and statistical methods for conducting surveys. These documents describe the survey process and best practices for survey operations to ensure high-quality data. Survey documentation provides transparency concerning both the survey process and results. Technical notes included in the appendix of EIA publications explain to customers the survey methodology and statistical techniques used in the survey process. Investment in documentation on the survey process and results improves survey quality. First, the technical documentation will help to minimize sampling and nonsampling errors as trained survey staff and contractors apply survey methods and sampling techniques appropriately and consistently. Second, the technical documentation will foster understanding concerning the data quality, appropriate uses of the data, and any limitations of the data. To maximize the payoff from investment in technical documentation and other communication regarding survey processes and results, it is important to apply principles of "Plan English". Applying these principles will ensure technical documentation is the most cost-effective, as it will be understandable to both technical and non-technical audiences.

Saturday, May 17, 8:15 a.m.-9:45 a.m.

TRUST I

***Trust in People and Institutions: A 30-Year Trend from the GSS*, Tom W. Smith, NORC, smitht@norcmail.uchicago.edu, and Jibum Kim, NORC, jibumkim@midway.uchicago.edu**

The General Social Survey has been tracking trends in American society since 1972. This paper looks at trends in two measures of trust: 1) the 13-item battery on confidence in people leading institutions (e.g. Congress, Major Companies, the Military, Labor Unions, Education) and 2) the 3-item misanthropy scale (whether most people are trustworthy, fair, and helpful). The paper looks at overall change, change among sub-groups, and how the institutional and personal trust items are interrelated over time.

***Trust in Government: Fact and Artifact*, George F. Bishop, University of Cincinnati, George.Bishop@uc.edu**

Public opinion analysts would probably nominate the SRC time series on trust in government as the best established, most reliable, and valid indicator of the American public's faith in government. Most pollsters, however, have focused their attention on a single indicator

that has become the centerpiece of countless analyses documenting the decline of faith in our national government: "How much of the time do you think you can trust the government in Washington to do what is right-just about always, most of the time, or only some of the time?" In the preface to this and other questions in the trust in government series the SRC has urged respondents to think about the government in general when answering. This instruction to respondents becomes crucial because if they are thinking of particular Democrat and Republican officeholders, or just the party controlling the White House and/or Congress when answering the question, then it may not mean the same thing to all respondents, not only during any given election period, but more importantly over time. And if the meaning of the question varies across respondents and electoral periods, then comparisons become essentially invalidated.
Just such a problem of comparability plagues the long-established SRC series on trust in government, particularly the most frequently used indicator of trusting "the government in Washington to do what is right." Because of the highly ambiguous wording of this and related questions, the author will argue, with data from SRC and other polls, that changes in the American public's faith in government have become confounded with partisanship and evaluations of specific presidents and are thus largely artifacts of survey measurement.

***The Individual Bases of Social and Political Trust,* Gabriela Catterberg, University of Michigan, catterb@umich.edu, and Alejandro Moreno, Institute Tecnologico Autonomo de Mexico, alejandro.moreno@reforma.com**
Following the 2003 conference theme, this paper examines the individual determinants of social and political trust in more than 70 societies with survey data gathered over a span of 20 years. Cross-national studies have demonstrated that trust, as an important component of social capital, is higher as economic development is also higher. However, there is little evidence of what the individual determinants of trust are and how their influence has changed over the last two decades. In this paper we use evidence from the World Values Survey and focus on both cross-national and individual level determinants of trust. The survey, which includes indicators of interpersonal trust, confidence in institutions and trust in government, has been conducted in a growing number of countries, including stable and emerging democracies, Christian and Islamic societies, developed and emerging markets. However, changes over the last 20 years can only be assessed in some of them. Some of those countries, such as Argentina, Mexico, and South Korea, among others, have experienced profound political and economic transformations: democratization, more open and and market-oriented economies, closer economic ties to the United States, economic crises, corruption scandals, and so on, offering excellent laboratories to assess the evolution of trust and the possible changes in its social determinants. In order to assess what the main individual determinants of trust are and how they have changed over time, we develop multivariate models of different types of trust (social and political). Our findings from different societies are compared to the ones from the United States and will offer a basis to look at trust in a global perspective at the beginning of the 21st Century

METHODOLOGICAL CHALLENGES AND ISSUES OF RELIABILITY IN ELECTION POLLING

***Polling in the US Senate Race in Minnesota,* Robert Daves, Star Tribune, Daves@startribune.com, and Brad Coker, Mason-Dixon Research, none@a.com**

***Polling in the Governor's Race in California,* Mark Baldassare, Public Policy Institute of California, baldassare@ppic.org, Mark Di Camillo, Field Research, and Susan Pinkus, LA Times, susan.pinkus@latimes.com**

***Understanding Campaign Dynamics,* Charles H. Franklin, University of Wisconsin, franklin@polisci.wisc.edu, Daniel M. Merkle, ABC News, Daniel.m.merkle@abc.com**

***A Review of Statistics to Evaluate Poll Accuracy,* Michael Traugott, University of Michigan, mprau@umich.edu, Courtney Kennedy, University of Michigan, ckkenned@umich.edu, and Elizabeth Martin, U. S. Census Bureau, emartin@census.gov**

SURVEY METHODOLOGY: RESPONSE RATES AND MODE

***Can You Trust Your Data When Telephone Response Rates Are So Low?,* J. A. Selzer, Selzer & Company, jaselzer@selzerco.com, and Dana N. Birnberg, Selzer & Company, DBirnberg@SelzerCo.com**
The Newspaper Association of America commissioned a study from Selzer & Company to test how well five data collection methods perform as step toward understanding the relationship between response rates and data quality. The same study (a short five-minute survey) was conducted in the same market (Columbus, Ohio, chosen to be representative of the nation generally), at the same time (Spring 2002), using substantially the same instrument but five different data collection methods: Random-digit dial phone; Traditional mail (random selection among all households in market, applying householder name where available; Pre-recruited Internet panel, with a request to match market demographics; Pre-recruited mail panel, with a request to match market demographics; and In-paper survey, published in a Sunday edition of The Columbus Dispatch. Comparisons of unweighted data to 2000 Census demographics reveal telephone data as the best fit to the market, even though the response rate (as calculated through the AAPOR calculator) is 18% to 20%. The next best fit is traditional mail (27% response rate). The relationship between response rates and quality of data is not necessarily as strong as we fear. However, how the sample is drawn is still the most important element in predicting quality data and randomness is still the same remarkable phenomenon it has always been. The NAA is planning further work to help the industry better understand how to mount effective surveys.

***Mode Effects in Web-enabled, Telephone and Face-to-Face Foreign Policy Surveys,* Monica L. Wolford, US General Accounting Office, PIPA, COPA, University of Maryland, wolfordm@gao.gov, and Steven Kull, PIPA, COPA, University of Maryland, skull@pipa.org**
This paper will explore mode effects in responses to questions on US foreign policy as part of the quadrennial Chicago Council on Foreign Relations survey of the American public across three modes. The CCFR survey was fielded simultaneously by Harris Interactive using face-to-face administration (n=400) and telephone interviews with an RDD sample (n=700-1,000). In addition Knowledge Networks administered a subsample of questions from the CCFR survey to its web-enabled panel (n=1,000) shortly after

the original study was completed. This created the unique opportunity to examine the impact of three widely used modes of administration on respondent's statements of policy preferences.

Web vs. IVR: Mode Effects in Structured Interviews Utilizing Rating Scales**, Yongwei Yang, The Gallup Organization, yongwei_yang@gallup.com, Dennison Bhola, University of Nebraska-Lincoln, dbhola@unl.edu, and Mario Callegaro, University of Nebraska, Lincoln, mca@unlserve.unl.edu**
It has been observed that mode effects exist when questions are presented visually (e.g., on a computer screen) versus aurally (e.g., via telephone). Survey researchers have found markedly different response frequency distributions when the same item is delivered via an interactive voice response system (IVR) or the Web. The current paper reports three studies that expanded research in this area. In these studies, structured interviews for personnel selection are administered to job applicants as well as incumbents. These interviews contained items that utilized 5-point Likert scales. Data were collected via IVR where respondents entered answers using the telephone keypad or via the Web where respondents entered answers using mouse clicks. In Study 1, responses of more than 25,000 job applicants to two selection interviews were compared between the Web and IVR modes. In Study 2, job applicants¡¦ responses were compared with those obtained from a group of incumbents (n=69) via IVR. In Study 3, 134 job incumbents were administered another selection interview on two different occasions, one in the IVR mode and the other in the Web mode. As reported by previous studies with survey questions, our results revealed very similar directional mode effects between the Web and IVR modes. However, with job applicants, differences in responses between modes are much smaller in our studies than what one might have expected from previous research. Furthermore, it was hypothesized that mode effects may be moderated by factors such as respondents¡¦ motivation which can impact self-presentation and optimizing strategies. Our findings were consistent with this hypothesis. The significance of the current study is twofold. First, it expanded the research on Web versus IVR mode effects from the survey research area to the high-stakes testing arena (i.e., in personnel selection). Secondly, it expanded previous research by investigating factors that moderate mode effects.

Explaining Nonresponse in a Large National Multimode Survey**, Kenneth W. Steve, Nielsen Media Research, kenneth.steve@nielsenmedia.com, Paul J. Lavrakas, Nielsen Media Research, pjlavrakas@tvratings.com, and Chuck D. Shuttles, Nielsen Media Research, chuck.shuttles@nielsenmedia.com**
Nielsen Media Research conducts its diary survey of television viewing throughout the United States using a mixed mode telephone/mail survey. During the course of each calendar year, more than five million RDD telephone numbers are used to sample the households that will be recruited for participation in a one-week diary survey, with more than two million households eventually being mailed dairies. To understand what factors account for the considerable variation in responses rates across the 210 television-viewing market areas that make up the country, a comprehensive dataset is being assembled with a variety of predictor variables including: (1) Census data for sampled households at the zipcode level (e.g., median HH income, percentage of adults with a college degree, percentage of adult women in the labor force, percentage of owner occupied housing units, etc.); (2) whether the household could be mailed a pre-recruitment postcard prior to the telephone interview stage; (3) demographic data gathered at the household level during the telephone interview; (4) call outcome data from the telephone interview stage; (5) the type of mailer used to mail a household its diary materials; (6) the amount of cash incentive sent along with the diary materials; and (7) the number and type of follow-up contacts made with a household to encourage compliance in the mail mode. These variables will be used in explaining Response/Nonresponse at both the telephone and mail stages of the survey, including differentiating between Nonresponse due to Noncontact and that due to Refusals.

RESPONSE RATES I

Improving Response Rates for the BRFSS: Use of Lead Letters and Answering Machine Messages**, Michael W. Link, RTI International, link@rti.org, Ali Mokdad, Centers for Disease Control, ahm1@cdc.gov, Machelle Town, Centers for Disease Control, mtown@cdc.gov, David Roe, RTI International, droe@rti.org, and Jodie Weiner, RTI International**
There is growing evidence that use of advance letters and answering machine messages in list sample telephone studies can improve cooperation rates and reduce initial refusals. However, there is less known about their effect in random-digit dial (RDD) surveys. The research presented here examines the results of two experiments to assess the effect on response rates and initial refusal rates of sending advance letters to and leaving scripted messages on the answering machines of BRFSS sample members. The data come from an experimental study conducted with 1,600 respondents (800 in each experiment – 400 treatment and 400 controls in each) in several states, following standard BRFSS protocol. Additionally, respondents were asked several questions about the advance letters and answering machine messages, such as did the selected respondent actually see the letter (or hear the message)? Did the letter (or message) influence their determination to participate in the survey? The analysis examines the impact of each of these approaches on response rates and initial refusal rates.

Checks, Telephone Cards, and Point-of-Sale Cards: Findings on Survey Response Incentives for a Low-Income Population**, Susan B. Mitchell, Mathematica Policy Research, smitchell@mathematica-mpr.com, Colette LaMothe, Mathematica Policy Researh, clamothe@mathematica-mpr.com, and Frank Potter, Mathematica Policy Research, fpotter@mathematica-mpr.com**
When it is not practical or permissible to pay respondents a cash incentive, survey organizations often use checks instead. Checks are advantageous because (1) they prevent theft or any other unauthorized use by anyone other than the payee, (2) the disbursement of funds can be verified through bank statements, and (3) the administrative costs of producing the checks are reasonable if the process is automated. On the other hand, checks can be a disadvantage for low-income respondents without bank accounts because banks sometimes refuse, or charge fees, to cash the checks, thereby reducing the value of the incentive. This paper describes a controlled experiment conducted as part of the National Survey of SSI Children and Families (NSCF) to test two alternatives to checks: point-of-sale (POS) cards and telephone cards. These alternatives could be effective payment methods because they do not reduce the value of the incentive. The NSCF is a national survey of 12,000 low-income families with disabled children conducted by Mathematica Policy Research and sponsored by the Social Security Administration. In the experiment, the sample was divided into three treatment groups,

each receiving a $10 incentive (post-paid) in a different form. Respondents were told in advance which incentive type they would receive. Group 1 received a check by mail. Group 2 received a point-of-sale card that could be used to purchase goods or services at any store accepting credit cards. Group 3 received a telephone card for making long-distance calls. We compared the three groups in terms of the following outcomes: response rate, cost to administer, time to complete, rate of use, and rate of reported problems. The results will inform not only the approach to future rounds of the NSCF but also the research on the cost-effectiveness of different incentive types for low-income populations.

***Effects of Panel Attrition on Survey Results*, J. Michael Dennis, Knowledge Networks, Inc., mdennis@knowledgenetworks.com**
Research panels have some advantages for longitudinal research in that the costs of the initial recruitment can be spread out over multiple studies or waves of data collection. However, all studies conducted using research panels, as distinct from those based on cross-sectional samples, are affected by the loss of research panelists prior to sample selection. A research panel that contains a mix of recent recruits and more tenured research subjects provides some insurance against nonresponse bias resulting from panel losses; however, the question remains how much the unavailability of the lost panelists affects survey estimates. This paper examines the effects of panel attrition on substantive survey estimates regarding political attitudes and behavior, health status, lifestyle, and other areas, in internal surveys conducted by Knowledge Networks. We compared survey estimates based on all collected responses to survey estimates based on a subset of responses corresponding to non-attrited cases (i.e., currently active panel members).
Our analyses of the survey data suggest that substantive survey results are slightly affected by panel attrition after application of poststratification weighting for several demographic characteristics. We compared the weighted survey estimates for active panel members versus all active and attrited panel members for 30 substantive survey variables (n=15,000 to 48,000 responses) from our health and political profile surveys. Large differences in these estimates would indicate that lost panel members reported different responses than active panelists. The average absolute difference across the variables is small (0.009 or less than one percentage point), indicating that the loss of attrited panel members is having a relatively small impact on data quality. An additional 300 variables were also examined across a broad range of topics, and again the average absolute differences are small (between 0.003 and 0.015). Examples from specific studies will also be discussed in the paper.

***The Impact of Additional Callbacks on Response Distributions*, Sid Groeneman, Groeneman Research & Consulting, sid.grc@verizon.net**
This proposal is an update and expansion of a 2002 AAPOR Conference paper examining the effects of additional RDD survey contacts on response distributions (Groeneman & Tobin, "[How] Do Easy-to-Reach and Hard-to-Reach Respondents Differ?"). That research illustrated how (1) demographic distributions can change – usually in the direction of becoming more representative of population parameters -- with an increasing number of callbacks to improve the response rate, while, at the same time, (2) distributions of other variables remain mostly unaffected. The paper concluded by noting that accumulating evidence indicates many (most?) substantive research estimates are robust with respective to changes in the demographics of the population surveyed or the level of survey effort. This paper was based on an incomplete national sample of 5,100 interviews out of a total of 10,000+ anticipated. The underlying survey was about ethnic and religious identification and religious practice.
This updated paper builds upon last year's research by conducting the analysis on the full survey sample of 10,204 cases, affording greater flexibility in hypothesis testing and more sensitivity in the statistical tests; it revisits several conclusions from the 2002 paper; and it speculates about why we should expect some - but not other - variable distributions to change with greater survey effort (i.e., with higher response rates). This update also includes a new analysis of the impact of refusal conversions – the background characteristics of first-time refusers who were later interviewed, how much they differ from non-refusers on the substantive measures of the research, and how much including their responses changes the results.

ROUNDTABLE: PUBLIC OPINION RESEARCH AND THE LEGAL BATTLE OVER THE MCCAIN-FEINGOLD
One of the primary justifications for the McCain-Feingold campaign finance reform legislation (The Bipartisan Campaign Reform Act) was reducing the appearance of corruption in American politics. This justification places the measurement of that appearance at the center of disputes and litigation over the constitutionality of the legislation. The United States Supreme Court will review the legislation this year. In this roundtable, many of the key participants (scholars and attorneys) on both sides of the litigation will explain how they analyzed and interpreted evidence about public opinion in this case. They will discuss how supporters and critics of the legislation used public opinion research in this legal battle and how the battle of the public opinion and polling experts fit into the case, and more generally into constitutional litigation. Whit Ayres served as an expert witness and pollster for the plaintiffs, challenging the legislation. Mark Mellman served as an expert and pollster for the United States Department of Justice, defending the current law. Marc Kesselman was a lead Justice Department attorney in the case. Bob Shapiro reviewed public opinion data for the Justice Department. Robert Kelner was an attorney for the plaintiffs challenging the legislation. The panelists will reflect on their experiences in one of the most politically-charged legal cases in recent years and will respond to questions and comments from the audience.

Saturday, May 17, 10:00 a.m.-11:30 a.m.

TRUST II

***Trust During an Energy Crisis*, Juliet Carlisle, University of California, Santa Barbara, smith@polsci.ucsb.edu, Kristi Michaud, University of California, Santa Barbara, Michaud@polsci.ucsb.edu, and Eric R.A.N. Smith, University of California, Santa Barbara, ESmith@polsci.ucsb.edu**
In every energy crisis the U.S. has faced-beginning with the first crisis in 1973-we have seen a common sequence of events, which has been labelled the "energy crisis cycle" (Smith 2002). The steps in the cycle are: (1)When the demand for energy exceeds the supply, energy prices rise sharply-starting the energy crisis cycle. (2)Along with increases in energy prices come large increases in the profits of energy producers. (3)Politicians and interest group advocates criticize the energy industry for their greed in profiting at other people's

misfortune, and charge them with manipulating prices to increase profits. Some critics even claim that the energy industry is fabricating the energy crisis to increase profits. (4)Most of the public believes the industry critics. They do not accept claims that the energy crisis is real, and so they feel justified in demanding that the government fix the problem without any cost to the public. (5)In response to public demands, some politicians seek to protect the public from high prices with price controls or subsidies-steps that worsened the crisis because they encourage energy consumption in a time of shortages. In our paper, we propose to investigate the causes of distrust in the oil industry during the 2000-2001 period of high gasoline prices. To do so, we will use a public opinion survey of Californians, which included a battery of questions about trust in the oil industry, trust in government officials regulating the oil industry, and trust in environmental groups, as well as a specific question asking whether respondents believed that the oil industry was manipulating prices to increase profits. We will model trust as a function of basic values (egalitarianism, individualism, postmaterialism, environmentalism) and political awareness, using the approach mapped out by John Zaller in The Nature and Origins of Mass Opinion. Although we cannot investigate the dynamic way in which distrust builds over time as energy prices rise, we can explore the sorts of people who accept competing explanations for the energy crisis.

***Commerce and Social Trust: Cultivating Faith in the Generalized Other*, Diana C. Mutz, Ohio State University, mutz.1@osu.edu**
The buying and selling of goods has long been a social context in which trust is essential. And yet to date the literature on cultivating trust in customers and research on trust as it relates to social capital have seldom crossed paths. In this study I bridge that gap by discussing the implications of supra-local commerce for social trust.
The current research on trust in internet commerce and how companies cultivate the trust of their online consumers has important parallels to the efforts of early catalog companies such as Montgomery Ward, which went to enormous lengths to convince people that buying merchandise from a distant other who was unknown as a face-to-face individual was a sensible practice. Just as opinions now differ on whether it is safe to buy merchandise via the internet, in an era in which commerce was overwhelmingly local and face to face, the sensibility of trusting a distant unknown person or company was not at all intuitive.
In this proposed study, I use original national survey data and an experimental design to examine the relationships between social trust and consumer behavior in the context of the internet. To what extent do successful commercial transactions encourage trust in others that one does not know personally? Conversely, to what extent does one's generalized trust in people influence purchasing behavior, particular in newly established realms such as the internet? Do successful "person to person" transactions such as those taking place on E-Bay have a greater influence on perceptions of the trustworthiness of generalized others than similar transactions with corporations? What role do institutionalized systems for judging the trustworthiness of others play in mediating the relationship between social trust and consumer behavior?

***Effects of Columbine and 9/11 on Trust and Perceptions of Safety*, Julien O. Teitler, Columbia University, jot8@columbia.edu, and Nancy E. Reichman, Columbia University, nr2058@columbia.edu**
On April 20, 1999, students went on a shooting spree at Columbine High School in a suburban community of Colorado and on September 11, 2001, the US experienced the worst terrorist attack ever on its own soil. These two events may have been particularly shocking because they occurred as people were going about their everyday routines, took place in settings perceived as safe, and claimed victims with whom many people could identify. We use data from a national RDD survey to investigate changes in children and parents' perceptions of trust, safety and risk avoidance behaviors after these events. The Survey of Adults and Youth (SAY) gathers information on youth supervision, after-school time use, parents' knowledge of children's whereabouts, trust in local government and civic engagement. The first wave was conducted with over 7500 children age 10-18 and their parents from 9/98 to 6/99. The Columbine shootings took place during this period, allowing us to track activities and behaviors both leading up to and following this event. The second wave was conducted with another 9000 children and their parents from 10/01 to 6/02, allowing us to assess perceptions and behaviors before (from the first wave of the survey), immediately after, and several months following 9/11. We use SAY data to evaluate changes in perceptions and behaviors pre- and post-Columbine (April 20, 1999) and pre- and post-9/11 and to identify patterns in reactions by individual attributes of respondents and where they live in relation to events. Our paper assesses the extent to which identification with the victims of these events and geographical proximity to these events affected the duration and form of individual responses to the events.

***Annus Mirabilis, Annus Horibilis: How Press Coverage of Terrorism, the Iraqi Situation, and Wall Street Scandals Affect Confidence in the Military, the Government, and Major Corporations*, Teresa Mastin, Middle Tennessee State University, tmastin@mtsu.edu, Ken Blake, Middle Tennessee State University, kblake@mtsu.edu, Robert Wyatt, Middle Tennessee State University, rwyatt@mtsu.edu, and David Fan, University of Minnesota, dfan@cbs.umn.edu**
This paper fits with this year's AAPOR conference theme of trust by examining the impact of mass media coverage on trust in the military, the Executive Branch of the U.S. government, and major companies. Trust in these institutions has recently undergone dramatic changes as seen in a set of long standing General Social Survey (GSS) confidence questions asked by a variety of polling organizations. Key reasons for the changes include press coverage of the toppling of the Taliban government in Afghanistan for the military, the handling of the war-on-terror and Saddam Hussein of Iraq for the Executive Branch, and the collapse of Enron, their accountants, and other high-flying companies for major corporations. The impact of coverage of these and other crucial events is assessed by predicting time trends of survey questions on the three types of confidence. The predictions will be made from 1977 to shortly before the AAPOR conference using relevant coverage in the Associated Press and the Washington Post. This quarter-century time period is chosen because both survey results and news coverage are available from the Nexis electronic database for the entire time period. The study builds on Fan, Wyatt, and Keltner (2001, The Suicidal Messenger: How Press Reporting Affects Public Confidence in the Press, the Military, and Organized Religion, Communication Research, 26:826-852), which succeeded in predicting the same confidence questions asked of the press, the military, and organized religion for a shorter time period. For both the present study and earlier one, the press is analyzed by computer using the InfoTrend method, and the modeling is performed using the ideodynamic computation which overcomes important problems inherent to autoregressive models.

ELECTION POLLING I

***The Performance of Pre-election Polls in 2002*, Warren J. Mitofsky, Mitofsky International, mitofsky@mindspring.com**
Immediately after the 2002 elections there were reports in the media that the pre-election polls had been very seriously inaccurate, and that the future of polling was threatened by declining response rates. This analysis shows that the overall performance of the polls was nothing like those reports had suggested The National Council on Public Polls reviewed the accuracy of pre-election polls for Governor and U.S. Senate conducted in 2002 for the media. There were 159 polls in the analysis. Partisan polls were excluded from the analysis, as were some other polls. Most polling organizations had a very good performance. The average candidate error was 2.4 percentage points. 84% of the polls differed from the election outcome by less than their theoretical margin of error.

***Polls, Election Outcomes and Sources of Error*, Charles H. Franklin, University of Wisconsin, Madison, franklin@polisci.wisc.edu**
The 2002 election reminds us that pre-election polls are fallible predictions of election outcomes. This paper examines over 800 polls taken during the 2002 Senate and Gubernatorial election cycle to estimate both the accuracy of the polls as predictions and the sources of bias or non-sampling variability. The preliminary analysis finds that partisan polls are biased by about 5% in favor of the party of the pollster, while the 95% confidence interval for polls as predictions is around 12-14%, despite margins of error based on sampling that are only on the order of 4-5%. Clearly the sources of non-sampling error are quite important. The paper fits a predictive model for polls that allows us to make better informed use of polls as election predictions.

***On the Over-Report Bias of the National Election Survey*, Michael P. McDonald, George Mason University, mmcdon@gmu.edu**
Consumers of the Nation Election Study (NES) should be concerned if the survey has a bias that is increasing with time. Burden (2000) claims that for presidential elections, there is an increasing over-report bias, or turnout gap, between the NES turnout rate and the observed turnout rate caused by declining NES response rates. I show that the increasing turnout gap is an artifact of the universes these two turnout rates are based on. Reconciling the two universes shows no systematic increase of the reconciled turnout gap in presidential elections from 1948-2000, and furthermore demonstrates that the post-1976 rise in NES response rates (until 2000) is rewarded in a lower turnout gap. In addition, I offer another theory to explain the turnout gap. If respondents have an equal propensity to misreport that they voted when they did not, as turnout declines, the number of non-voter respondents increases and so does the turnout gap. I show that in multivariate analysis this theory outperforms Burden's response rate driven theory, though neither theory reaches statistical significance.

***Rationalization and Derivation Processes in Presidential Elections - New Evidence About the Determinants of Citizens' Vote Choices*, Alison Pfent, Ohio State University, pfent.1@osu.edu, Jon A. Krosnick, Ohio State University, krosnick@osu.edu, and Matthew Courser, Pacific Institute for Research and Evaluation, courser.1@osu.edu**
Political Scientists and psychologists have long studied the determinants of citizens' candidate preferences. Correlates of vote choices include identification with political parties, ideological orientations, perceptions of candidates' personalities, assessments of incumbent performance, and more. Although scholars have identified many different correlates of candidate preferences, virtually all of the existing research on this topic assumes that correlations are due to "derivation" - that is, some predictor causes or increases the likelihood that a person will vote for a particular candidate. We hypothesized that another process, "rationalization", might also occur - citizens may adjust a hypothesized predictor of vote choice to be consistent with an already established candidate preference. This could account for some or all of the correlations observed to date. To test this idea, we analyzed data from National Election Study surveys conducted in 1960, 1980, 1984, 1996, and 2000. For each survey, a large representative cross-section of American adults was interviewed first in September/October before the election and then again in November/December/January after the election. We found strong evidence of rationalization. Using every available predictor measured both pre- and post-election with the same respondents, we conducted OLS or logistic regressions predicting the post-election measure using the pre-election measure and pre-election predictions of which candidate the respondent would vote for. In every analysis, predicted vote choice had a significant, positive effect on party identification, ideology, and policy preferences. These findings suggest that voters form candidate preferences early in an election season and subsequently adjust their views on other matters that previous research has assumed were causes of vote choice. Thus, public opinion is partly shaped by candidate preferences.

SURVEY METHODS: MODES OF DATA COLLECTION

***Rates of Survey Completion and Resource Use at Each Step of a Dillman-style Multi-Modal Survey*, Andrea Hassol, Abt Associates Inc., andrea_hassol@abtassoc.com, Brenda Rodriguez, Abt Associates Inc., brenda_rodriguez@abtassoc.com, Holly Harrison, Abt Associates Inc., holly_harrison@abtassoc.com, Ricki Jarmon, Abt Associates Inc., ricki_jarmon@abtassoc.com, and Nancy Zhang, Centers for Medicare and Medicaid Services, nzhang@cms.hhs.gov**
Considerable research has been conducted on methods for improving response rates to surveys. Several key factors are known to affect response rates, including salience of the survey, survey mode, monetary incentives, and multiple contacts. A response-maximizing approach to multi-modal surveys, as best articulated by Dillman (2000) includes up to five contacts with survey recipients, stamped return envelopes, personalized correspondence and a token financial incentive. Survey researchers must balance resources against expected returns. Before beginning a recent survey of Medicare beneficiaries, we searched the literature for articles based on large surveys, that measured the additional increment in response rate achieved by each step in the process, as well as the costs of each sequential step. We were unable to locate much specific research that would guide decisions about a third mailing, a second reminder postcard, whether Priority Mail yields more response than regular mail, etc. This article describes a survey based on an enhanced Dillman-style multi-modal approach, and the questionnaire completion rates and costs associated with each step in the approach. The survey was conducted as part of a larger evaluation of a new Medicare insurance option and concerned experiences with insurance. This article focuses on survey methodology and completion rates rather than on the substance of the survey itself. Each of 7 steps in the process is described, with resulting response rates and costs. This work validates many (but not all) of the axioms of

survey research, in a much-studied population, and offers survey researchers benchmarks for what they can expect to achieve with each additional step in such a process.

***Differences in Mode of Questionnaire Administration: Self-Administered Web vs. CATI/CAPI*, Lisa R. Carley-Baxter, Research Triangle Institute, lcbaxter@rti.org, Jennifer Wine, Research Triangle Institute, Melissa Cominole, Research Triangle Institute, and Kristin Perry, NCES**

Utilization of a single, web based instrument for administration in multiple modes (both self-administered and interviewer-administered) presents many challenges for both design and implementation. This paper describes those design challenges, and focuses on mode differences between self-administered and interviewer-administered responses.

The data for our analysis comes from a field test of a follow-up interview of college graduates ten years after graduation (Baccalaureate and Beyond Longitudinal Study conducted for the National Center for Education Statistics, US Department of Education). Our analysis looks at mode differences in terms of demographics and item-level responses including use of don't know and refuse options.

***The Effect of Data Collection Modality on Students' Foreign Language Survey*, Yann-Yann Shieh, Education Statistics Services Institute/American Institutes for Research, yshieh@air.org**

Surveys are an invaluable tool for helping diverse research institutes, government agencies, business organizations to gather information needs. Selection of data collection techniques is generally based on cost, completion time and response rate. Traditionally, surveys have been done using paper-pencil methodologies, which can be costly to administer in terms of time, labor, and materials. Due to the popularity of computer usage, the Internet has dramatically increased the ease and speed of survey administration and data collection, as well as decreasing associated costs, making surveys faster, easier and cheaper than telephone or paper-pencil collecting methods. Researches have shown that paper-pencil and Internet/web methods have often been considered to produce similar results, however, there is some evidence that people may respond differently depending on modality of administration. In addition, because of the important role that surveys play in today's society, it is crucial that the psychometrics of any administered survey be evaluated to assure its technical soundness. The purpose of this study is to investigate the effect of data collection modes on the language survey administered via paper and pencil, Internet/web and PDA (palm), as well as to evaluate the psychometric structure of high school students foreign language self-assessment survey. Data from a self-assessment survey administered to 330 high school students across 10 states via paper and pencil, Internet and PDA methods are examined. The data collection process has been completed. The Students self-assessment foreign language survey will be evaluated for the survey dissemination modalities as well as technique soundness and internal reliability. This study provides the first step in understanding the impact of data collection modes on language survey and prepares the direction for future development of the National Assessment Education Progress Foreign Language Survey. The implications for the survey and future research relative to this study will be discussed.

***Mode Effects: A Quasi-Experimental Comparison of Response Effects Between Telephone and Web Surveys*, Clarissa C. David, University of Pennsylvania**

Until fairly recently, Web surveys have been subject to serious coverage and sampling errors. Innovations in sampling techniques have enabled researchers to use Web surveys with probability samples representative of the national population. The conduct of credible Web surveys allows us to systematically study response effects caused by this mode of collecting data. This project compares responses between a probability sample Web survey and a random digit dialing telephone survey, both of which were on field at the same time and contained many identical questions. Since the two random samples are drawn separately, there is concern about differential nonresponse. In order to correct for potential non-equivalence between the groups, the mode effect is isolated by controlling for selected sample differences. The results indicate significantly higher political knowledge scores and scale reliability measures in the Web than in the telephone survey. Conflicting evidence is found for extreme response style and social desirability effects. This study concludes that the Web survey produces data that are at least as accurate and reliable, if not more so, than the telephone survey. The limitation of this study lies in its quasi-experimental design, while the application of extensive controls increases confidence in the isolation of mode effects we are uncertain if this method was successful in eliminating all relevant third variables.

POLITICAL SURVEYS

***Did the 9/11 Terrorist Attacks Accelerate RDD Refusal Rates? A California Observation*, Charles A. DiSogra, University of California, Los Angeles, cdisogra@ucla.edu, David M. Grant, University of California, Los Angeles, dgrant@ucla.edu, Greg Robison, Population Research Systems, grobison@fsc-research.com, Holly Hoegh, California Department of Public Health, hhoegh@dhs.ca.gov, and Bonnie Davis, Public Health Institute, bdavis@dhs.ca.gov**

Ever increasing refusal rates in random-digit dial (RDD) surveys is a constant concern for survey researchers. Much of the data on these rates have come from examining trends over many years, especially in surveys that are repeated and use the same data collection protocols and methods for the computation of response rates. An RDD study related to seasonal dietary intake in the California population has drawn independent population samples of approximately 600 numbers dialed monthly over a 20-month period from November 2000 through October 2002. The data collection vendor, protocols and sampling techniques have remained constant. An examination of the ratio of "refusals" to "completes plus refusals" shows a relatively steady rate of about 40% from November 2000 through September 2001. However, the monthly rates observed from October 2001 through August 2002 (avg=49.0%) shows a positive and statistically significant increase across all months since September 2001. These results will be compared to monthly rates for the ongoing California Behavioral Risk Factor Surveillance Survey (BRFSS) over the same time period. The BRFSS dials a sample of approximately 3,500 numbers per month. The coincidence of the 9/11 events and these observed rates are discussed alongside other possible explanations, including a worsening job market and a declining economy.

***Test and Retest: Analyzing Survey Research Challenges*, Molly W. Andolina, DePaul University, mandolin@depaul.edu, Cliff Zukin, Rutgers University, zukin@rci.rutgers.edu, Scott Keeter, Pew Research Center, skeeter@gmu.edu, and Krista E. Jenkins, Rutgers University, kristaj@eden.rutgers.edu**

For decades, survey researchers have relied on telephone polls to estimate many people undertake different behaviors or hold certain attitudes. The results, however robust, are susceptible to influences in survey construction and administration, as well as memory and recall difficulties. We use several unique data sets to test various survey methodologies and improve our understanding of the factors that affect results. We provide the strongest assessment of the validity and reliability of key measures of citizen engagement yet offered by survey research. With a grant from The Pew Charitable Trusts, in spring 2002, we fielded a 3247 person RDD survey in which we asked about political and civic attitudes and behavior. The main focus was a set of behavioral indicators of citizen engagement that serve as a baseline for our tests. Prior to the national survey we fielded two panel surveys, in which we subjected numerous questions to various tests of recall, validity, question wording and reliability. We also selected numerous measures to be asked of a sample of 15-to-25 year olds via Knowledge Network's Internet survey. Subsequently, we simultaneously fielded a core set of behavioral questions with two different survey houses. In this paper, we use our multi-faceted research design to subject our indicators to a variety of tests. Our panel surveys provide us with the opportunity to test reliability and recall. Split samples allow us to test question wording and order. Open-ended questions permit validation of closed-ended responses. For 19 different measures, we asked the exact same question to national samples in three comparable environments, another test of reliability. The Internet survey tests mode effects. Finally, the simultaneous surveys provide the unique opportunity to compare house effects. We will explore each of these areas, and discuss the ways they illuminate the strengths and challenges of survey work.

***Rethinking the Virtuous Circle: Reciprocal Relationships of News Media Use with Civic and Political Participation*, Heejo Keum, University of Wisconsin-Madison, hkeum@wisc.edu, Hernando Rojas, University of Wisconsin - Madison, hrojas@wisc.edu, Jaeho Cho, University of Wisconsin-Madison, jaehocho@wisc.edu, Dhavan V. Shah, University of Wisconsin-Madison, dshah@wisc.edu, William P. Eveland, Jr., Ohio State University, eveland.6@osu.edu, and Nojin Kwak, University of Michigan, kwak@umich.edu**

Research has repeatedly shown that news media use is related to citizens¡¯ participatory behaviors. Communication scholars have argued that news media mobilizes people to participate in civic and political life. However, some political scientists have questioned the implied causal direction of this relationship asserting that people with high levels of participation are drawn to seek news media. Of course, it is plausible the relationships between news media use and participation may be reciprocal. Most previous cross-sectional studies have failed to disentangle the causal directions. With the advantage of a panel design, this study attempts to investigate the possibility of reciprocal relations between news media use and participation. More importantly, past studies have neglected to specify relevant dimensions of participation and different contents of news media. To specify the relationships between news media use and participation, this study distinguishes political participation from civic participation, and further broke down news media into local news and national news. We use a two-wave national panel survey (N=1,315). Employing 2 wave 2 variable causal models, we investigate the reciprocal relationships between national/local news use and civic/political participation. The results indicate that most relationships between news media use and civic/political participation are reciprocal and positive. Both local and national news uses were positive predictors of civic participation even after considering the past participation. For political participation, only national news use was a strong positive predictor whereas local news was not. Simultaneously, we found that both civic and political participation had significantly positive effects on two types of new media use. These findings mostly confirm a virtuous circle of news media use and civic/political participation. Since the survey at time 2 was conducted during the national election period, political participation at that time is supposed to be influenced by national news rather than local news.

***Can We Trust Prison Inmates to Tell the Truth in Surveys?*, Nicola M. Singleton, Office for National Statistics, GB, Nicola.Singleton@ons.gov.uk, and Michael Farrell, National Addiction Center, Institute of Psychiatry, Michael.Farrell@iop.kcl.ac.uk**

In most survey work we depend on respondents to answer truthfully if our conclusions are to be valid. Much effort is put into building respondents' trust in the importance of the research and the confidentiality of data so they are prepared to answer truthfully. However, prison inmates are generally antagonistic to the system, feel alienated from society in general and may be highly suspicious that data will be used against them. The Office for National Statistics in Great Britain has carried out several surveys among prisoners in recent years. This presentation will: (a) describe the wide range of ways, from initial contact to data collection methods, in which we endeavoured to ensure the selected prisoners trusted us enough to tell the truth; and (b) consider the evidence from two of these surveys, in which we collected corroborating evidence from a variety of sources (administrative records, health records, drug tests), as to the extent to which we appear to have succeeded. The first of these surveys carried out in 1997 was on mental health, a topic which might have been seen as less threatening than the second one (conducted in 2001), which focused on drug use in prisons.

PUBLIC OPINION AND WAR

***The American Public and the Crises with Iraq and North Korea*, Steven Kull, University of Maryland, skull@pipa.org**

This will be an overview of US public opinion over the course of the crises with Iraq and North Korea up to the present. In particular attitudes on the use of military force will be explored; including the impact of such as variables as UN authorization, allied participation, the role of perceived international norms governing the use of force, the perceived viability of diplomatic options, the form of military action proposed, and the perceived likely or actual outcomes of military action. The question of how public opinion has influenced policy decisions throughout the course of the crises will also be addressed.

***American Public Opinion and Military Ventures Abroad*, John Mueller, Ohio State University, bbbb@osu.edu**

In general, Americans are inclined to pay little attention to foreign policy issues unless there appears to be a direct threat to the United States, and their agenda and attitude on such issues are likely to be set much more by the objective content of the issue than by the media. They are very sensitive to the degree to which a policy is likely to cost American lives, but, although they profess otherwise in principle, they seem to show in practice little sensitivity to the deaths of foreigners. As long as American casualties are kept low, the President has quite a bit of leeway to deal with ventures that are not highly valued, such as humanitarian interventions. Because of public inattention, however, the long term political consequences of a completed military venture--whether major or minor, whether a success or a failure--is likely to be low. By the time of the next election, people will have substantially forgotten about them.

***The Pew Global Attitudes Project*, Mary E. McIntosh, Princeton Survey Research Associates, mary.mcintosh@psra.com, Elizabeth M. Gross, Pew Research Center for the People & the Press, grossem@people-press.org, and Nicole M. Speulda, Pew Research Center for People & the Press, speuldan@people-press.org**

The Pew Global Attitudes Project found that -- despite an initial outpouring of public sympathy for America following the September 11, 2001 terrorist attacks-- discontent with America was already on the rise by summer and fall 2002. This worldwide survey showed America's image slipping in all parts of the world: Among NATO allies, developing countries, in Eastern Europe and especially in Muslim societies. By March, 2003, on the eve of war in Iraq, American favorability plummeted in countries actively opposing the war as well as within the "coalition of the willing." However, global opinion of America is complicated and contradictory. Most believe President Bush's international policies are to blame rather than America itself. And most Europeans believe that in the long run, the Iraqi people will be better off and the Middle East will be more stable without Saddam Hussein. Attitudes toward America, policy criticisms of the US, and concerns about the state of the world will be discussed. The Pew Global Attitudes Project, in partnership with Princeton Survey Research Associates, surveyed more than 43,000 people in 45 countries around the world. The first major report "What the World Thinks in 2002," was released December 4, 2002. The latest report "America's Image Further Erodes, Europeans Want Weaker Ties," was released March 18, 2003. The Pew Global Attitudes Project continues to poll publics worldwide.

INTERACTIVE PAPER PRESENTATIONS

***Interviewer and Respondent Behavioral Sequences that Predict Consents Versus HUDIs*, Kathy T. Downey-Sargent, Arbitron, Inc., Kathryn.downey-sargent@arbitron.com, and Barbara C. O'Hare, Arbitron, Inc., Barbara.O'Hare@arbitron.com**

This study examines interviewing techniques that lead to success in gaining respondent cooperation in an RDD telephone interview. There has been research that has examined how the introductory part of the survey script affects respondents or data quality, but very little published work has examined refusals during the introduction, or HUDIs (hung-up-during-introduction). In this study, we examined the relationship between interviewer and respondent behaviors and interview outcome. A total of 313 interviews were monitored and coded to characterize content of the interview. The primary purpose of the interview was 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 included all utterances spoken by the interviewer and respondent during the consents and refusals. These utterances were then analyzed as separate behaviors and also behavioral sequences in order to determine their association with interview outcome. We will describe the behaviors involved in and that predict refusals, especially HUDIs.

***Evaluating Unit Nonresponse Rates in Web Surveys – A Meta Study*, Vasja Vehovar, University of Ljubljana; RIS, Vasja.Vehovar@uni-lj.si, Vesna Dolnicar, University of Ljubljana; RIS, vdolnicar@mail.unomaha.edu, Katja Lozar, University of Ljubljana; RIS, katja.lozar@uni-lj.si, and Gasper Koren, University of Ljubljana; RIS, gasper.koren@uni-lj.si**

Many studies have already compared the unit response rates of Web surveys with other survey modes. In general, the findings were not favorable for Web surveys; however, there existed a considerable ambiguity in these comparisons. Very often inadequate circumstances were elaborated for each of the cases included. As a consequence, insufficient control existed for more reliable conclusions. In this paper an exhaustive review of response rates from most of the publicly reported Web surveys is presented. Next, the specific surveys –with the requirements that enable comparisons -- were included into quantitative analysis. The findings and the inference procedures themselves are then compared to the meta-studies with other survey modes (particularly the classics from the 80's). The results are also compared with the final research report of the WebSM study performed in 2001, where a survey on nonresponse was performed among professionals conducting Web surveys. There the components of Web surveys that affect the response rate were evaluated in more controlled settings. Additionally, a conceptual warning is presented which should be considered when comparing the response rates in Web surveys. First, in the case of Web surveys, the mode of data collection stage must be carefully separated from the solicitation stage. Only the former actually determines the Web survey mode, while the solicitation can be performed in a variety of other ways. This distinction is not so essential with other survey modes since data collection and solicitation were usually integrated in one mode and in one stage. Second, in the case of Web surveys, the overall costs and errors can no longer be eliminated when response rates are compared. Despite lower response rates, we get lower mean squared error and lower costs.

***Yes, People with Disabilities Probably Are in Your Sample: Methodological Issues and Strategies for Including Them Effectively*, Corinne Kirchner, American Foundation for the Blind, corinne@afb.net**

Can we trust our field's sampling and data-collection methods to represent the opinions of people with functional impairments or health-related constraints? The general answer is "No." However, progress lies in the question's increasingly being raised by survey and focus group sponsors, both within and outside the public or advocacy sectors. Partly because of the population's aging and issues in conducting research on effects of Sept. 11, and partly thanks to policy recognition of "disability rights," the social research community is beginning to examine how its research designs and techniques have excluded people with disabilities, and to devise solutions. It is estimated that, overall, 10-20% of the non-institutionalized population has some type of impairments, but the challenge lies in considering specific barriers and solutions that affect sub-groups. This includes relatively rare impairments such as blindness or deafness, and more common concerns like visual or hearing impairment, arthritis and other sources of pain or fatigue that affect one's ability to serve as a respondent. This panel will give an update on growing opportunities for addressing disability-related barriers to participation in social research, key issues in doing so, and specific solutions.

***Achieving High Response Rates on Web-based Surveys of Post-secondary Students*, Bronwyn L. Nichols, NORC, nichols-bronwyn@norcmail.uchicago.edu, and Rashna Ghadialy, NORC, ghadialy@norcmail.uchicago.edu**

For years, the Internet has intrigued survey researchers for its potential to overcome historic obstacles associated with self-administered (SAQ), paper-and-pencil (PAPI) surveys. Losing surveys in the mail and costly reliance on data entry programming, training, and staffing are two key hurdles that all SAQ, PAPI surveys encounter. The challenge, then, is to use this technology in a way that is scientifically rigorous and employs the best features of the Internet, namely the inherent democratic nature of the tool, improved sample monitoring capabilities, the relative ease of data transmission, minimal case costs, and improved data quality. The most daunting of all the challenges that Internet surveys face is achieving high response rates.

In 2002, NORC launched a web-based survey of over 9,000 minority students who received scholarships to attend the colleges or universities of their choice. This was the base year of a five-year longitudinal survey designed to measure the life outcomes of the scholarship recipients and a sample of scholarship non-recipients. The study will track the students over the next five years and gather information related to their college experiences, civic engagements and professional endeavors.

This paper will show that it is possible to launch a large-scale, web-based survey of post-secondary students that garners high response rates by using the Dillman Method. The paper will review NORC's history of launching web surveys and provide information from other web surveys to contextualize NORC's specific experience on the scholarship study. The paper will then go on to present response rates, respondent contact methods and special treatments used during data collection to boost response rates. Through this, we hope to sketch a framework for successfully implementing large-scale, web-based surveys and achieving high response rates with post-secondary student populations.

***The Effects of Cash, Electronic, and Paper Gift Certificates as Respondent Incentives for a Web-based Survey of a Technologically Sophisticated Sample*, Jeremy P. Birnholtz, University of Michigan, jbirnhol@umich.edu, Daniel B. Horn, University of Michigan, danhorn@umich.edu, Thomas Finholt, University of Michigan, finholt@umich.edu, and Sung Joo Bae, University of Michigan, sjbae@umich.edu**

A sample of 434 academic earthquake engineering faculty, staff, and students were asked to complete a web-based survey on work practices. Overall response was 43%. Each participant was contacted with a prepayment incentive in one of three ways: 1. A \$5 bill sent with the survey instructions via US Mail, 2. A \$5 gift certificate code to Amazon.com sent with the survey instructions via US Mail, or 3. A \$5 gift certificate code to Amazon.com sent with the survey instructions via email. The results indicate that a \$5 bill sent via US Mail led to significantly higher response rates than either gift certificate condition (43% to 31% Gift Certificate via US Mail and 25% Gift Certificate via email, Chi-Square (2) = 9.2, p = .01). A previous survey conducted on this community without respondent incentives had a response rate of 36%. This indicates that only cash, and not gift certificates, led to a significant increase in response rate. Moreover, we did not see an effect of communication modality on response rate for the gift certificate conditions despite the added burden of typing in a web site address for the US Mail recipients. These data indicate that, compared to online or paper gift certificates, cash is a superior incentive for an online survey, even for a technologically sophisticated sample. This may be due to the perceived limitations, delayed payoff or reduced visibility of online gift certificates.

***The Impact of Call Schedule on Survey Productivity, Response Rate, and Response Bias*, Zheng Joan Wang, REDA International, Inc., zhengw@redainternational.com, Elham-Eid Alldredge, REDA International, Inc., alldredg@redainternational.com, and Jian Zhu, REDA International, Inc., Jzhu@redainternational.com**

In an era when telephone surveys are used so widely and so frequently, the question "When is the best time to call?" has become more and more of a concern among survey researchers and practitioners. To answer this question, the proposed study uses a variety of statistical analyses to examine the effect of the call schedule on survey productivity, response rate, and response bias. These analyses are performed using detailed CATI call history data of the Maryland Health Insurance Coverage Survey (MHICS), a RDD survey of 5,100 Maryland households for which over 100,000 calls were made to approximately 27,000 telephone numbers. The call schedule is examined in terms of the different hours (10:00 a.m. – 9:00 p.m.) of the day, the different days of the week (Monday – Sunday), and the different weeks of the year (non-holiday weeks vs. holiday weeks such as Thanksgiving, Christmas, and the New Year). The preliminary analyses have revealed interesting results.

***Developing a Strategy for Sampling U.S. Mobile Phone Users Based on European Models*, Trent D. Buskirk, American Cancer Society, trent.buskirk@cancer.org, and Mario Callegaro, Survey Research and Methodology Program, University of Nebraska, Lincoln, mca@unlserve.unl.edu**

The Cellular phone penetration of many European countries is reaching in excess of 90 percent. Because the European market has a uniform technology (GSM) and a billing system that allows free incoming minutes for the end user and because of the high penetration rate of mobile phone users, many European countries, lead by Finland, are beginning to conduct telephone surveys via mobile phones. A consequence of the increasing penetration rates is a decrease in the landline-only household penetration and an increase in both the number of households that have just a mobile phone and those that have both a landline telephone as well as a mobile telephone. With the increasing number of mobile phone only households, European countries cannot simply use sampling methods that reach households with some type of landline telephone as the undercoverage bias approaches non-ignorable limits. Hence, several strategies have been developed to sample these European mobile phone only households to compensate for the selection bias associated with landline-only telephone surveys. Meanwhile, the penetration of mobile telephones in the U.S. is lower compared to that of many European countries, yet continues to increase. This lower penetration rate coupled with variation in plans and providers and a nonuniform technology present many difficulties with easily adapting the European methodology for surveying mobile phone customers to U.S. mobile phone subscribers. One such marked difference comes in the processing and payment of incoming minutes with most U.S. customers being charged for all incoming minutes. In this paper we will explore some of the advances proposed by some European mobile phone survey models and discuss how these advances can be applied or modified for use in the United States. This information will be synthesized into sampling strategies that should prove useful for surveying mobile phone subscribers in the United States.

***Measuring the Effectiveness of a Public Relations Based Education Campaign in Florida*, Graham Hueber, Ketchum, Graham.Hueber@ketchum.com, David Rockland, Ketchum, david.rockland@ketchum.com, Jay Rayburn, Florida State University, jrayburn@garnet.acns.fsu.edu, and Mary Elizabeth Dunleavy, Ketchum, maryelizabeth.dunleavy@ketchum.com**
In 2001, Ketchum Public Relations was awarded a contract from the Florida Retirement System (FRS) to design and implement an education campaign for its 600,000 members. FRS members include any public employees of the State of Florida. The purpose of the education campaign was to assist FRS members in choosing between two different retirement plans. Previously, all public employees were enrolled in the State's defined benefit retirement plan. Employees could not make additional contributions to the plan and they had no control over where the money was invested. The plan member was guaranteed a retirement payment for life calculated on the average of the three highest year's salary, the number of years of service and a multiplier. The amount of the retirement benefit is guaranteed for the life of the member but it is not enough to live on at the employed standard of living without other investments. In 2000, the Florida legislature approved the creation of an alternative retirement plan known as a defined contribution plan. Under this plan, the State's monthly retirement contribution is put directly into an investment plan that the employee chooses and directs themselves. The amount of the retirement benefit is entirely dependent on the performance of the investments made and there is no guarantee the account balance will be enough to last for the member's lifetime. For the purposes of administration, employees were divided into three groups: Group 1 – Employees of State Agencies, Group 2 – Employees in Education, Group 3 – All other employees in County or local Agencies. Throughout 2001, extensive qualitative and quantitative research was conducted with each of the three groups to design the most effective education campaign. The results of this research were presented at last year's conference.

***Privacy Managers and Do Not Call Lists: A Comparison of RDD Sample Dispositions in Eight Regions*, Victoria Albright, Field Research Corporation, albright@field.com**
A recent survey project gave us the opportunity to conduct a CATI RDD survey in eight different regions (each location with a population of over 4 million residents). The eight studies used identical protocols, survey introduction, and household screening procedures. The focus of the presentation will explores the similarities and differences between the samples dispositions from the point they are drawn (Genisys), prescreened, and called. Analyses comparing the eight regions will study:
Significance and impact of "Do Not Call" lists, The new outcome code: "Put me on your Do Not Call List", Impact of privacy manager call screening, Production value of interviewers calling from unblocked lines. Analyses of completion rates by number of calls and call history, Value of re-releasing sample that has reached maximum callsIn addition to the RDD sample, in three of the eight locations, a list-based sample was called concurrently with the RDD sample. The list-based survey used exactly the same protocol as the RDD. The list-based sample disposition statistics will provide an interesting comparison to the RDD outcomes.

SATURDAY POSTER SESSION

***Round Up the Usual Suspects: African Americans' Views of Drug Enforcement Policies*, Devon Johnson, Harvard University, djohnson@wjh.harvard.edu**
When it comes to criminal justice policy, African Americans face an important dilemma. On the one hand, black communities benefit from harsh penalties designed to rid their neighborhoods of crime, drugs and violence. On the other hand, punitive policies draw many African Americans into a criminal justice system they view as racially discriminatory. Using data from the 2001-2002 Race, Crime and Public Opinion study, this paper examines how these competing concerns affect African Americans' views on drug enforcement policies. Several explanations are tested, including perceived racial bias, crime salience, and causal attributions for crime. The effects of political ideology, contact with the criminal justice system, and demographic factors are also addressed. The results suggest that blacks are generally opposed to policies typical of the "war on drugs" such as imprisoning drug abusers and maintaining harsher penalties for crack (as opposed to powder) cocaine. Multivariate analyses show that crime salience and perceived racial bias are important predictors of African Americans' views on drug policies.

***Identifying the Sources of Nonresponse Rates in NLS Pension Plan Questions*, Monica L. Dashen, Bureau of Labor Statistics, Dashen_M@bls.gov**
The National Longitudinal Surveys (NLS) designers are interested in obtaining pension plan information. Reports from two of the survey's cohorts indicate nonresponse rates on the pension questions (e.g., an increased number of don't knows).
Three separate studies were conducted to identify the sources of these non- response rates. Study 1 focused on poorly phrased questions, as a potential source. Respondents, who are pension plan holders, answered a series of pension questions. After answering each question, respondents received some probes designed to assess their understanding of the question and terminology. Study 1 findings indicate that people had difficulty understanding the intent of the question and terminology thereby suggesting that question wording may have contributed to the nonresponse rates. Study 2, which is currently underway, focused on the possibility that respondents may have difficulty answering any pension questions due to topic difficulty. Like Study 1, pension plan holders will be asked a series of newly designed pension plan questions. Afterwards, they will receive a series of follow-up probes designed to assess their question comprehension and recollection difficulties. This study is still in its initial phases. Study 3 focused on the possibility that ineligible respondents may not have been screened out of the module and subsequently when asked about their plans lacked the relevant knowledge. Ineligible respondents refer to those people who just started working but may not have been on the job long enough to be eligible for their employer's pension plan. Both eligible and ineligible respondents were asked a series of screener questions. Afterwards, all respondents received a series of probes designed to assess question comprehension and respondent eligibility. The results indicate that the ineligible respondents are not screened out thereby suggesting that respondent ineligibility may contribute to the non- response rates.

***Audience Perceptions of Digital Image Manipulation and Newspaper Trust*, Alan M. Hantz, University of North Carolina at Asheville, hantz@unca.edu, Mark D. West, University of North Carolina at Asheville, west@unca.edu, and Donald L. Diefenbach, University of North Carolina at Asheville, ddiefenbach@unca.edu**

While newspapers have long used cropping, highlighting, and other photographic tools in preparing images for publication, the recent development of increasingly sophisticated digital image control has made possible extensive manipulation of images. The availability of these tools renews the long-standing debate about the role of artistic choices in photojournalism and publishing. Recent studies have examined attitudes within the industry about tolerance levels for manipulated images. Other studies have monitored the believability level of newspapers, seeking to identify relevant predicting variables. This study uses public opinion polling to examine audience perceptions of the current level of digital modification of images employed by newspapers, and the correlation of these perceptions to newspaper trust and credibility. A survey of 383 respondents measures perceptions of the frequency and significance of digital image manipulation. A measure of respondents' attitudes toward the appropriateness of digital manipulation of images used in newspapers is also included in the analysis. These variables are examined in relation to traditional measures of newspaper trust and respondent demographics to explore the variables that predict trust, and lack of trust, in news images.

***Media Exposure and Public Attitudes Toward Mental Illness: Cultivation and the Third-Person Effect*, Donald L. Diefenbach, University of North Carolina at Asheville, ddiefenbach@unca.edu, and Mark D. West, University of North Carolina at Asheville, west@unca.edu**

Experimental research has demonstrated a relationship between media exposure and the formation of attitudes toward mental illness. This linkage has not, however, been extensively tested in a natural setting using public opinion polling and media cultivation methodology. This paper explores issues of social trust, and the relationship between media exposure and social attitudes toward the mentally ill, and mental health policy. Three hundred eighty three respondents in the Southeastern United States were surveyed to record a detailed inventory of media consumption patterns and responses to items from the Community Attitudes Toward Mental Illness scale (Taylor & Dear) to test attitudes toward mental illness on dimensions of Authoritarianism, Benevolence, Social Restrictivness, and Community Health Ideology. The analysis presents variables that predict attitudes toward mental health issues, with particular attention to the role of the mass media in shaping these beliefs. Respondents were also asked how much they thought television exposure affected their attitudes toward mental illness, and how much they thought television exposure affects the attitudes of people in general about mental illness. These items allow an exploration of the "third-person effect." Since content analysis has consistently demonstrated negative and unrealistic portrayals of mental illness in the media, the present research hypothesizes that community respondents will attribute more influence to television in shaping the attitudes of others than the attitudes of themselves. This hypothesis was supported by the data. An exploration of variables predicting the third-person effect, and the public policy implications of these findings, are presented in this analysis.

***Trust, Community Affiliation, and Newspaper Subscription*, Mark D. West, University of North Carolina at Asheville, west@unca.edu, and Donald L. Diefenbach, University of North Carolina at Asheville, ddiefenbach@unca.edu**

With today's increasing competition between media, newspaper profitability is under pressure. A report by the nternational Newspaper Marketing Association suggests that newspaper circulation has dropped 11.3 percent since 1984. Since the 1960s, average weekday readership has declined from 81 percent of the population to 57 percent. The research presented here develops an explanatory model of newspaper subscription, creasing a model using demographic and content-related measures as independent variables. Trust in newspapers, as measured by the perceived credibility of the daily newspaper which the respondent would be most likely to read, is one independent variable used in the explanatory model. To measure trust, a five-item set of scales proposed by Meyer (1987) and validated by West (1994) were employed. A second variable used in the explanatory model was the perceived community orientation of the newspaper. A set of scales proposed by Gaziano (1986) was employed to measure this variable. Also, a variety of demographic variables -- age, education, race, income and gender -- which had been shown in previous research to be correlated with subscription and readership were employed in the model (INMA, 2000). Data was gathered in an omnibus regional survey which collected some 409 usable responses. Trained and monitored undergraduate interviewers used CATI software to conduct the interviews in a two-week period in October of 2002. A statistical model was developed which predicted 36 percent of respondent newspaper subscription behavior. The largest portion of the explanatory power of the model came from the respondent age, suggesting that the concern of newspaper managers about the "aging out" of their audiences are realistic. The community affiliation and credibility scales were also significant predictors of subscription behavior, suggesting that trustworthiness and orientation to the local community are important predictors of subscription behavior.

***Survey of Cell Phone Users: Identifying Cell Phone Only Households*, Lester J. Jones, Arbitron, lester.jones@arbitron.com, and Dan Ames, Arbitron, dan.ames@arbitron.com**

The purpose of this study was a pilot test to increase our understanding of known cell phone users and their likelihood of inclusion in current RDD sample frame. Four main concerns were identified: 1.Estimate cell phone users' willingness to participate in surveys. 2.Quantify the extent to which cell phone users may not be included in regular RDD sample frames. 3.Quantify the extent to which cell phone users are reachable using landlines. Identify the characteristics of cell phone users who may not be reachable using traditional landlines. The study design focused more on what could reasonably be done within the parameters of a cell-phone conversation with the risks of disconnects, static and unknown response rates instead of a comprehensive study of users characteristics and behaviors. At the same time, the data collection methodology had to stay within the guidelines of the Telephone Consumer Protection Act, which prohibits unsolicited calls to cell phones under certain guidelines. A random sample of known cell phone numbers were selected from Maryland, New York and California where only dedicated to wireless services exchanges are assigned. A short three minute paper script survey was used for a target of 200 completes. Following state laws and the Telephone Consumer Protection Act, the sample was hand dialed by interviewers and a paper script was used for data collection.

***Patterns of Response in a Mail Survey of Dentists*, Colleen K. Porter, University of Florida, cporter@hp.ufl.edu, R. Paul Duncan, University of Florida, pduncan@hp.ufl.edu, and Scott L. Tomar, University of Florida, cporter@afn.org**

This study examined patterns of response in a mail survey of Florida general dentists. Specifically, we compared differences in response rates based on the location to which the questionnaire was sent (office vs. home) and the method of delivery (first class mail vs. FedEx second-day service). A self-administered survey instrument was mailed to a random sample of 2,000 general dentists, to the addresses provided by a professional organization. About 73% of these addresses were office addresses, while 27% were home addresses. In this first wave, about half of those sent to office addresses yielded completed surveys while only a third of those sent to home addresses returned completed questionnaires. For those who had still not responded three weeks after the reminder post card, an attempt was made to secure a valid office address through internet searches and phone calls. Through this process, about 65 office addresses and 175 home addresses were found to be invalid, with no forwarding information, and those individuals were dropped from the sample with unknown eligibility. Each of the remaining 831 individuals received a second questionnaire and new introductory letter at their office address. About half were sent by first class mail and half by FedEx second-day service. Approximately 24% of those sent via first class mail resulted in an interview, compared to 32% among those sent via FedEx, a statistically significant difference ($p<.05$). Given the overall favorable response to this survey, the extra cost of FedEx might not be justified, but this strategy may prove worthwhile for other projects. Clearly, the quality of the list plays a crucial role in response. While many dentists and other professionals do receive professional mail at home, our "home" listings had a much higher rate of inaccuracy; verifying the addresses helps minimize mailing costs.

***We Know Where You Live? GIS in a City Satisfaction Survey*, Lewis R. Horner, Ohio State University, horner.43@osu.edu**

This paper reports experience with a urban city citizen satisfaction survey that included a GIS component. Respondents' addresses were used to assign responses to one of 12 city service regions. While the results were gratifying, the project also presented a number of challenges. This paper is intended as a springboard for discussing GIS techniques and analyses in surveys. In the first section we present some of the findings to illustrate the usefulness of these data. For example, satisfaction with police services varied by service area while satisfaction with fire services was uniformly high across the city. We also discuss the limitations of the data because of differences in the sample sizes for the service areas. The second part of the paper reports on the challenges in this project. A major challenge was determining the eligibility for the survey. To be eligible, respondents only needed to live within city boundaries. In many cases this proved more difficult than might be expected. The city is surrounded by and also surrounds several suburbs and unincorporated areas; postal addresses do not always make these distinctions clear. The city also overlaps county and school district boundaries. Screener questions used by previous survey vendors were flawed and no strong substitutes could be identified. A second challenge was over sampling within some of the service areas. Three of the service areas had small populations relative to the other areas. Over sampling proved difficult because of the geographic proximity of the areas and unknown geographic coverage of telephone exchanges and banks. A third challenge was weighting the data. GIS data was used to identify the census tracts for the service areas; the census data was used for weighting targets. Small sample sizes in some service areas added to the complexity of the weighting.

***Recruiting Health Care Facilities: Barriers Encountered and Lessons Learned*, Lisa V. John, Battelle Center for Public Health Research and Evaluation, johnl@battelle.org, Patrick T. Kiser, Battelle Center for Public Health Research and Evaluation, kiserp@battelle.org, and Jaime M. Liesmann, Battelle Center for Public Health Research and Evaluation, liesmannj@battelle.org**

Battelle Centers for Public Health Research and Evaluation (CPHRE) has recruited health care facilities for numerous projects. We recently recruited hospitals, home health care organizations, skilled nursing facilities, and dental offices for the Selecting and Evaluating Safer Medical Devices project under contract to the National Institute for Occupational Safety and Health. The project was designed to gather information from up to 28 facilities regarding their experiences with a newly mandated process for evaluating and selecting safer medical devices. Reimbursement was established at a level sufficient to fully compensate facilities for participating.

Our tasks were to:

1)Identify all potentially eligible facilities in five cities; 2)Contact facilities to determine eligibility; 3)Invite eligible facilities to respond to a Request for Proposal (RFP); 4)Conduct follow-up to encourage response; 5)Submit final proposals to NIOSH; 6)Establish subcontracts with the selected facilities; and 7)Monitor subcontracts.

Results – First Wave

Identified 446 potentially eligible facilities; Established eligibility for 263 facilities; Distributed RFP to 119 facilities indicating interest; Received 12 completed proposals; Established subcontracts with 12 facilities

Barriers Encountered:

Identifying and establishing contact with an individual who could provide eligibility information; Identifying person with decision-making authority; Identifying appropriate person to prepare the proposal; Explaining RFP process to individuals unaccustomed to preparing proposals; Offering reimbursement for the organization rather than the individual; Obtaining response from busy staff; Varying levels of interest and motivation across staff;

Lessons Learned:

We will summarize lessons learned and offer recommendations for future projects involving health care facility recruitment.

Next Steps: The subcontracts have resulted in useful information, available at www.cdc.gov/niosh/topics/bbp/safer. Battelle is conducting a second wave of recruitment, to be completed by summer 2003. Our presentation will include results from both waves.

***Urban Public Transit Riders: Surveying a Population on the Move*, Lisel K. Blash, San Francisco State University, lblash@sfsu.edu, and John D. Rogers, San Francisco State , jdrogers@sfsu.edu**

Intercept surveys present unique challenges in sampling and survey administration. Respondents are often on the move between locations, and the sampling design is more dependent upon the skill of interviewers to target and approach appropriate respondents than is the case in most other types of surveys. These challenges are magnified in onboard bus surveys, where passengers are asked to complete a self-administered questionnaire under less than ideal conditions. While response rates tend to be high, item nonresponse is also high due to a number of factors. These include literacy problems, language and cultural barriers and the short length of time passengers are on the bus. Implementing sampling in the field is more challenging in bus surveys than in rail or airport intercept surveys as passengers do not board and de-board at a discrete number of stations or terminals—they are spread throughout the system. Sampling design must account for time of day, day of week, type of route, ridership volume and direction of travel. Survey administration calls for extensive round-the-clock scheduling of interviewing shifts and innovative strategies for supervising interviewers spread across a wide-geographic area. In fall of 2002, Alameda Contra-Costa Transit District (ACT) in the San Francisco Bay Area sponsored an onboard survey to gather information on the demographics and travel characteristics of its riders. AC Transit serves a predominantly urban area with a high concentration of minority, immigrant, low-income and disabled riders. This paper describes the development and implementation of survey procedures intended to overcome the challenges described, including sampling, administration, and data tracking. The results are discussed in terms of response rate, item nonresponse, sources of bias and success at surveying underrepresented populations. We assess the effectiveness of the interface between sample design and survey administration in ensuring an accurate picture of ACT's diverse ridership.

***Religion, Government and Trust: The Reaction of Jews to the Changing Face of the Separation of Church and State in America*, Christopher Paul Borick, Muhlenberg College, cborick@muhlenberg.edu, and Alan Mittleman, Center for Jewish Community Studies**

From court cases that have supported the use of public funds in religious affiliated schools to the recent decision in California which restricted the use of the words "under God" in the pledge of allegiance, the nation's courts have re-defined the line in which government is allowed to intersect with issues and activities that are related to religion. It is therefore reasonable to expect that public opinion researchers should be quite interested in measuring the reaction of the public at large to these emerging changes to the interpretation of the Constitution. However, in addition to the examination of the general public's perceptions of decisions related to separation of church and state, the views of certain groups within society are of particular interest given the history of those groups in regards to the role of government in religious life. Most notably, the issue of separation of church and state has been of significant importance to American Jews, who as a religious minority have been understandably sensitive to the ramifications of government activity in this domain, and the implications of such activity to their trust in government. Thus, this study picks up on previous research which has examined Jewish public opinion regarding the Establishment Clause and how such opinion compares to the views of the public in general. More specifically, through a mail survey funded by the Pew Charitable Trust , with samples of over 500 Jews and 400 non-Jews, we attempt to measure differences in the reaction among these groups to the recent flurry of judicial activity regarding separation of church and state. From our findings we draw conclusions about the current status of American Jews' strict separationist tendencies and points of convergence between Jewish and non-Jewish views on the role of religion in public life.

***Factors Related to Increasing Education and Favorable Public Opinion Toward Skin Cancer Prevention Behaviors*, Julie L. Andsager, Washington State University, andsager@mail.wsu.edu, and Paul D. Bolls, Washington State University, pbolls@wsu.edu**

College students report frequent sunbathing, at levels as high as half to 75% (Hillhouse, Stair, & Adler, 1996). U. S. teens spend an average of about 13 hours per week during the midday in summer. (Cokkinides et al., 2001). Fewer than one-third young people use sunscreen regularly. The purpose of this study was twofold. First, we attempted to gauge young people's information-seeking behaviors regarding health and skin cancer prevention attitudes. Second, we tested a model to determine factors to increase youth involvement, the results of which have important public opinion implications for developing information campaigns to reduce melanoma. The majority of studies have been conducted on college students in the southern United States. In northern regions, very few studies have examined sun tanning and skin cancer issues. Nonetheless, skin cancer statistics tend to be higher in northern regions of the United States than the U. S. average. Washington state's age-adjusted incidence rate of melanoma in 2000 was five percent higher than the national average (Washington State Cancer Registry, 2001). A survey of 312 college students was conducted at a large public university in the Northwest in February 2002. Subjects were asked about their media use habits regarding health information-seeking, perceived anxiety of skin cancer, and cancer prevention practices. Involvement was operationalized as having a family history of skin cancer, knowing someone who had it or knowing of a famous person who had it. Demographics and "real risk" (e.g., light skin, hair and eyes) were controlled. Preliminary analyses suggest that involvement is a strong predictor of information-seeking. Family history positively predicts perceived skin cancer risk. Coverage of famous people with cancer had little effect on the subjects' attitudes. Use of various media for information-seeking is related to perceived risk.

***Electronic Voting Machines – A Comparison Applying the Principles of Computer-human Interaction and Computer-assisted Questionnaires Design*, Mario Callegaro, University of Nebraska, Lincoln, mca@unlserve.unl.edu, and Emilia Peytcheva, University of Nebraska, emilia@unlserve.unl.edu**

According to Election Data Services the percentage of electronic voting machines per county doubled between 1998 and 2002 to 16%, yet a full replacement of the traditional voting procedure is very unlikely. In its essence, an electronic voting machine is a computer assisted self-interviewing device (CASI) giving the voter the opportunity to review and change his/her vote before submitting it. The different types of voting machines allow for different kinds of interaction, such as using a touch screen technology, using a dial wheel, touching a paper panel, or pressing a button on an LCD screen. Each machine provides feedback for blank ballots and under-voting and prevents selecting more choices than the maximum allowed. Some machines even have advanced functions such as increasing the font for visually impaired voters and/or allowing for listening of the voting options rather than reading. The common features electronic voting machines share with CASI and ACASI devices allow for theoretical and empirical predictions of the advantages and disadvantages this technology can provide. The paper presents an overview of the different types of voting machines and based on established theories and results from CASI and ACASI studies, examines and compares characteristics of the machines currently used and computer-human interaction mechanisms, their potential effects, and unexplored applications. Furthermore, possibilities such as prediction of candidates' name order effect, already existing in the literature, and computer literacy effect on voting are discussed.

***Dealing with Distributions of Behavior Frequencies – An Example with Alcohol Use*, Emilia Peytcheva, University of Nebraska, emilia@unlserve.unl.edu, and Andy Peytchev, University of Michigan, andrey@umich.edu**

Frequencies of behaviors reported by the respondent are very commonly used in multiple regression and SEM. However, behaviors such as alcohol use, even when "conveniently" categorized in uneven frequency ranges still remain with distributions strongly deviating from normal, often resembling that of count variables. Although estimates are usually attenuated due to this erroneous assumption, the incorporation of merely weights without accounting for the complex sample design often results in underestimation of standard errors. Hence, when both of these errors are committed, one finds wrong estimates to be statistically significant. Furthermore, as frequencies are truncated at the lower end by zero, only the positive part of the distribution is observed, necessitating a test whether the non-users are part of the same or a different overlapping parent population.The purpose of this paper is to build a model explaining frequency of alcohol use by adolescents in grades 7-12 (excluding non-drinkers) using the National Longitudinal Study of Adolescent Health sample in wave 1 (1995) and use this model to (1) contrast parameter estimates, standard errors, and substantive interpretations/conclusions from weighted least squares (WLS), WLS with incorporation of the complex survey design, and Poisson regression accounting for the complex survey design, (2) compare parameter estimates between a logistic regression on drinkers and non-drinkers and a Poisson regression on the drinkers to determine whether a Tobit or a Mixture models should be employed, and (3) dependent upon results from (1) and (2) to show results from a Selection/Mixture model. Explanatory variables in the model are composites of selected items from the Delinquency, Violence, Self-esteem scales, and demographic variables. Finally, based on these findings, implications of using WLS on such data are discussed in the context of specific differences in estimates and conclusions between WLS and the statistically more appropriate model.

***Assessment of High-School Civics Curricula in Three Locations: A Description of a Multi-Mode Survey of Students and Parents Using Incentives*, Mary E. Losch, University of Northern Iowa, mary.losch@uni.edu, Gene Lutz, University of Northern Iowa, gene.lutz@uni.edu, Mike McDevitt, University of Colorado, Michael.McDevitt@Colorado.edu, and Spiro Kiousis, University of Florida, skiousis@jou.ufl.edu**

Achieving high response rates is a challenge in any survey; it is an even greater challenge when attempting to gain the participation of teens or young adults. This study examines the highs and lows of a large project assessing student-parent dyads in a study of high school civics curricula in 3 locations (Maricopa Co., Arizona; El Paso County, Colorado; and Broward/Palm Beach Counties, Florida). Using a targeted sample frame provide by a commercial vendor, the design included mixed modes (self-administered, web, & phone) and initial mailings included a phone card incentive. To assess possible effects on response rates, an experimental manipulation of cover letter wording targeted the card either to the parent or to the student. Response rates to the various modes are compared between parents and students and results of the phone card target manipulation are presented and discussed.

***Telephone Center Interviewer Recruitment Alternatives*, Nancy L. Noedel, Battelle Center for Public Health and Evaluation, noedeln@battelle.org**

The Battelle- St. Louis office is part of the Battelle Centers for Public Health and Evaluation. Data for studies funded through various public funding agencies such as the CDC, NIOSH, NIH and major University studies are collected in the telephone center using Computer -Assisted –Telephone- Interviewing (CATI). The Battelle –St. Louis telephone center was in need of a qualified workforce to fill positions in the telephone center. It became necessary to build partnerships and collaborations for Battelle-St. Louis and other local employers to tap into other sources such as welfare to work recipients, the displaced workers and disabled. Through public funding agencies, a program initiative to develop resources for training, employment and employer relationships in the Metro St. Louis area was funded. From this initiative came the idea of a Customer Service Academy. Battelle-St. Louis has taken a proactive approach in forming a partnership and becoming an employer sponsor of the Academy and one of the founding Call Center Task Force members.
Local employers and public agency representatives from the St. Louis area visited a working customer service training facility and working call center in Kansas City, Missouri. The observation team made the decision to go forward with a demonstration project in St. Louis. Battelle-St. Louis became involved in the formation of the St. Louis Call Center Task Force. This resulted in the Customer Service Academy, a program that trains and supports displaced workers, the disabled and former welfare recipients to obtain and succeed as customer service representatives or call center employees. In 2002, Battelle-St. Louis remains a sponsoring employer for the Customer Service Academy. Non-traditional workers, welfare-to -work recipients, the displaced, the under-employed and the disabled are an untapped resource for call centers. Extra methods to tap into that resource are necessary and worthwhile.

***American Intolerance: The Persistence of Racism in Public Opinion, Voting, and Public Policy in the United States*, Joel D. Bloom, Oregon Survey Research Laboratory, jbloom@darkwing.uoregon.edu**

In previous work I developed a scale of raw racism using questions that appeared in the 1992 National Election Studies (but that originated in the 1990 GSS and have been retained there since), finding alarmingly high levels of racism. (These questions solicited individuals' ratings of the intelligence, laziness and peacefulness of blacks, whites, Asians and Hispanics, and thus allow one to view individuals' comparative ratings of various groups.) I then used that scale to explore the relationship between raw racism on the one hand with symbolic racism and ideology on the other, as well as to replicate and expand on Sniderman, et al.'s work on the "principle-policy puzzle." In this paper I will update and expand upon my earlier findings, continuing to examine the relationship among racism, ideology, policy preferences, and policy results. Most importantly, I will test whether changes in the socio-political landscape since 1992 have changed the relationships among the various factors, and examine trends in response patterns over the ten-year period, 1990-2000. I will also take up the question of the construct validity of various theories of symbolic or modern racism, and discuss whether they continue to have value in the public and academic discourse over racism given their high error rates, the harsh consequences of those errors, and the renewed possibility of measuring racism more directly. I will conclude by conducting and reporting on a "census" of both academic and media polls that deal with issues of race and racism with a special eye on trends and patterns that complement or supplement the range of issues and themes discussed here already from academic polls.

***Trust, Social Values, and Symbolism of the Police: Investigating Public Attitudes to Law Enforcement,* Jonathan P. Jackson, London School of Economics and Political Science, j.p.jackson@lse.ac.uk, and Jason Sunshine, New York University, jws@nyc.rr.com**

This paper presents a social psychological perspective on public perceptions of the police. More particularly, we investigate citizens' satisfaction with how the police engage in their community and fight crime; with the extent to which the police are seen to represent community values and morals (applying Earle & Cvetkovich's, 1995, social theory of trust); and with the degree to which the police are viewed to exercise their authority in a fair and respectful manner. To this mixture is added the fear of crime, for it is often argued that public demands on the police are fuelled by concerns about personal safety. In the UK for example, despite evidence indicating that 'bobbies on the beat' are not effective in catching criminals in the act, an increased use of high visibility policing has been largely justified in terms of public reassurance exercises. The present study is a mail survey of a random sample of residents of a rural area of the UK currently in the field (expected sample size of around 1,500). This is a locality chosen for its relatively low crime rate, but also for the feeling that the police have withdrawn from such communities. We examine the hypothesis that concerns for the quality and extent of social bonds, rather than worry about victimisation, drive public demands on the police. This occurs when authorities are viewed as prototypical representatives of the group. Such presence symbolically reassures citizens that their values and sense of morality are being upheld, provided the values and tenets of law enforcement are consistent with one's personal beliefs and those of one's community. The extent that citizens view the police as representative of their values is partly shaped by evaluations of the fairness of the procedures the police use to exercise their authority.

***Web Survey Design: Comparing Static and Interactive Survey Instruments,* Zsolt Nyiri, University of Connecticut, zsolt.nyiri@uconn.edu, and Rich L. Clark, University of Georgia , clark@cvioq.uga.edu**

Web-based survey instruments are becoming more and more popular among survey researchers. While the web did not take over the industry as the primary medium for surveys as it was predicted by some, it is accepted as a useful tool to study certain populations such as those with a high rate of internet penetration and/or listed email addresses. Unfortunately, this recent emergence of web-based surveys has only been accompanied by very little research – academic or otherwise – on the effects of web survey design. Even the very little literature we have on web survey methodology is divided in most of its findings. One of these ambiguous design controversies is whether researchers should use interactive or static web forms for their surveys. The main difference between the two is that the static design presents the entire survey on a single web page while the interactive proceeds question by question with each question residing on a page of its own. One study, conducted in 1999, found that about ninety percent of all the questionnaires on the web are static surveys – electronic versions of traditional paper and pencil surveys. Today, however, the industry standard seems to be the interactive web design, which most of the big commercial online survey companies use. Both designs have pros and cons ranging from the ease of use of the instrument to providing context for the respondent. Our study tests assumptions about the relative merits of both forms. Using fresh data and an experimental design, we build upon research we conducted in the past in the area of web survey design.

***Training Telephone Interviewers from a Psychological Perspective: An Integration of Interviewer's Emotion, Behavior, and Cognition in Telephone Survey Research,* Dong Xie, The Ohio State University, xie.21@osu.edu**

The important role that interviewers play in telephone survey research has determined interviewer training as an important part of survey operations. However, the increasing difficulty in gaining householders/respondents' cooperation has made telephone interview a more and more challenging and stressful work in survey research than ever before. Now it might be the time to reconsider the purposes and approaches of interviewer training so as to make training more effective in coping with the new challenges faced by telephone survey research. This paper first reviews the state of knowledge about the current approaches of interviewer training in telephone survey research. We then propose a training model from a psychological perspective that emphasizes the integration of interviewers' emotion, behavior, and cognition in training. Specifically, this model has the following propositions: (1) increase interviewer's awareness of his/her emotion and its influence on his/her interviewing behavior and interaction with the householder/respondent in conducting a telephone interview; (2) train telephone interviewers to effectively cope with their job stress and maintain their psychological well-being; (3) apply behavioral modification techniques to correcting interviewer's tendency of transferring his/her daily conversational manner (e.g. comment on respondent's answer, interpret the meaning of questions) into the standardized telephone interview, and (4) Increase interviewer's self-efficacy in doing telephone survey research. Moreover, this paper discusses evaluation of the effectiveness of interviewer training. While most of the current approaches tend to focus on interviewer productivity (i.e. interviewer-level response rates), we argue for the inclusion of interviewer's subjective feeling about the training program, change of knowledge about survey research, and change of behavior as other criteria of the effectiveness of a program. Methodological issues and directions for future research on interviewer training are also discussed.

***Interviewing Uncooperative and Hard-to-Reach Respondents:Is It Worth the Effort?,* Mary E. Outwater, Ohio State University, outwater.1@osu.edu, and Kana Fuse, Ohio State University, fuse.2@osu.edu**

Many scholars have pointed out that sampled persons who are hard-to-reach and uncooperative in participating in surveys are demographically different from the rest of the population. Such findings lead us to believe that reaching these obscure populations for interviews is crucial, since they may have different opinions on various issues. However, aside from demographics, do the opinions of hard-to-reach respondents and uncooperative respondents really differ from the rest of the population? In previous research we used a relatively small survey (N=500) of Ohioans that asked for people's opinions on economic matters and compared uncooperative respondents with cooperative ones. We found that there was no statistically significant difference in opinions between these two types of respondents. Because these results were so interesting, we decided to expand the study to include a wider range of attitudinal questions, a larger N value, a national sample, and hard-to-reach respondents as well. This time our data comes from a national telephone survey of about 1,200 adult American citizens collected during summer of 2002. Due to the high refusal rate, a great deal of effort was put into refusal conversions on this survey and numerous call attempts per case (often up to more than 15 call attempts) were made, which makes it an ideal dataset for our purposes. We compare distributions of various attitudinal items included in the survey between respondents who readily agree to participate in the study and respondents who initially refused to participate but completed the survey when re-contacted and persuaded. We also examine whether hard-to-reach respondents' attitudes significantly differ from the rest of the sample. We hope findings from our study will help us understand how much effort and resources should be put into obtaining interviews from uncooperative and hard-to-reach respondents when the primary purpose of the survey is to gather opinions.

***Examining Respondent Refusal As A Form Of Panel Attrition*, YangYang Yuan, Ohio State University, yuan.36@osu.edu**
Longitudinal survey researchers have been long concerned with the panel attrition. In the current literature, respondents lost due to mobility are mostly studied and techniques have been developed to track and retrieve respondents. The author argues that panel attrition caused by respondent refusal in the follow-up interviews should also be of concern and need to be adequately explored. In the fall, 2002, a two-wave panel study about the state-level election and related political and economic issues was conducted by the Center for Survey Research at the Ohio State University. 414 respondents were interviewed in the first wave. Among them, 342 people expressed their willingness to participate again. In the second wave, however, 32 people refused to do so when they were contacted the second time. This contributes to a considerable loss to the data. This paper attempts to study the characteristics of those refusals. First, demographics and responses to the key questions regarding the election of those respondents are examined to find out how they differ with those of the remaining sample. Secondly, history of call attempts in the first wave is studied to see if those people were already hard to reach in the first wave. Finally, profiles of the interviewers who conducted the first-wave and the second-wave interviews of those respondents are compared. Factors such as interviewer experience and time of the day when the interview was conducted are analyzed to find out how they influence respondent participation. This relatively small-scale longitudinal study yet with the history of all the interviews available allows the author to study the factors that affect panel participation and their implications in a detailed way.

***Characteristics of Non-Responders*, Thomas C. Shaw, University of Cincinnati/Institute for Policy Research, thomas.shaw@uc.edu**
In this research, we examine characteristics of nonresponse. Generally, it is considered difficult to impossible to understand nonresponse to surveys using RDD samples based on the fact that there is usually little information available about the sample. Therefore, we have provided our interviewers with an opportunity to record information that they normally record as notes in order to collect information on refusal cases. As part of the CATI interview protocol, instead of just dispositioning a refusal call and setting a callback time, interviewers are now asked a series of questions about gender, age, and whether the refusal originated with the respondent, another household member or unknown. These data will then be combined with other sample characteristic information drawn from the CATI system, such as time, day of the week, attempt number, geographic information (region/county) etc. to build a descriptive profile of non-responders. This research will examine the results of data collected from both the Greater Cincinnati Survey (eight county area surrounding Cincinnati) and the Ohio Poll (statewide data). Using the descriptive profiles, we will compare characteristics of non-responders at a number of levels 1) internally based on demographic characteristics (e.g. characteristics of males and females, etc.), 2) across surveys (e.g. data collected at the local level compared to statewide data, as well as statewide regional variations, etc.) and 3) with completion data (e.g. how do the demographic characteristics compare with those respondents who completed surveys, etc.).

***A Content Analysis of the September 11, 2001 Terrorist Attacks in the Front Pages of Southern States Newspapers in the United States*, Weiwu Zhang, Austin Peay State University, zhangw@apsu.edu, Mike Gotcher, Austin Peay State University, gotcherm@apsu.edu, and Ellen Kanervo, Austin Peay State University, kanervoe@apsu.edu**
It is well known that during crises the public depends almost entirely on the media for vital information, for interpretation of events, and for emotional support. In American politics the normal political dissension is often suspended when international or domestic crises take place (e.g., sudden death or terror, assassination of well-known leaders). Mass media take a far less critical stance toward government policies and largely serve as patriots when solidarity building is important. The horrific terrorist attacks of September 11, 2001 on the World Trade Center in New York and the Pentagon in Washington, D.C., set off a world upside down with repercussions we cannot foresee. Since then, terrorism has become a predominant topic in the news. While there has been a great deal of scholarly attention paid to the role of radio and television in the wake of September 11 terrorist attacks (e.g., rally effects and willingness to accept censorship), studies of how the terrorist attacks were covered by the print media are very rare. This study fills this vacuum by looking at the nuances of framing the terrorist attacks in the front pages of southern states newspapers in the United States. From the perspective of sociology of news-making, we examine how southern states newspapers framed this horrific event and served this important solidarity-building function in the wake of the terrorist attacks. Specifically, we examine the various framing and rhetorical devices used in the coverage such as the features of headlines, graphic photos, metaphors, exemplars, catchphrases in addition to dominant frames. The implications of this study for future framing/content studies will be discussed.

***Interaction Between Learning and Fatigue Effects in Surveys*, Krisztina Marton, Center for Survey Research - Ohio State University, marton.4@osu.edu**
The focus of this study is sequence effects, specifically the interaction between learning effects and fatigue effects. It has been argued that different order effects can have an impact at different points during the interview, for example, measurement error could decrease as the interview progresses, since respondents become more familiar with their roles, but as respondents grow increasingly tired over the course of long interviews, the accuracy of their responses could again decrease. Based on the literature, it seems reasonable to ask the theoretical question whether respondents of relatively high cognitive sophistication, who become more and more familiar with the questionnaire during the course of an interview, could apply this knowledge towards finding shortcuts to shorten the interview. It can be argued that if motivation is low, or if motivation decreases (for example, if the topic of the interview is of little interest to the respondent, if the questions are repetitive, or if the interview lasts longer than initially promised), once respondents become more fatigued, they will aim to provide satisfactory, rather than optimal answers. Specifically, it is possible that respondents will react differently to questions that are likely to be followed by contingencies, if, as the interview progresses, they are able to figure out a pattern (for example that only positive or only negative answers trigger follow-up questions). If, by saying that they have never thought about an issue or never

purchased a product before, they can avoid several cognitively demanding questions about the strength and reasons for their opinions, or the circumstances of the purchase, some might choose the easy way out. This paper will present findings from a survey conducted at The Ohio State University Center for Survey Research, with contingency block rotations implemented to examine this effect.

***Survey Letters: Message Sent, Message Received?*, Ashley D. Landreth, U. S. Census Bureau, ashley.denele.landreth@census.gov**

Survey letters are vehicles for conveying survey requests and informed consent messages, and have been known to increase cooperation rates (Groves & Couper, 1998 and Dillman, 2000). Other research indicates the mere presence of a survey letter may fail to yield significant differences in response rates (Lynn et al., 1989 and Dillman, 2000). Yet, the content of such letters is suspected to factor into mechanisms driving respondent cooperation. What do we really know about respondents' perceptions of survey letters and their informational needs when asked to participate in a survey? Research with letters (i.e., focus groups and cognitive interviews) from two demographic surveys produced findings used to codify the types of information sought by respondents in survey request situations. These findings also illustrate respondents' processing strategies and reveal themes in the letters' content that prevent respondents from comprehending messages as intended. Focus groups with field representatives generated findings about respondents' common concerns upon first contact with an interviewer in a face-to-face survey. Cognitive interviews with respondents, using letters from both an interviewer-administered and a self-administered survey, produced information about respondents' processing strategies, informational needs, and impediments to comprehension. Implications for crafting survey letters, which arose from this research, are presented.

***Self-Evaluation as a Predictor of Source Credibility and Subsequent Third-Person Estimates*, H. Allen White, Murray State University, awhite@wk.net, and Julie L. Andsager, Washington State University, andsager@mail.wsu.edu**

The concept of third-person effects has been well-established (Davison, 1983; Perloff, 1999), but exploration of the phenomenon has primarily focused on political issues – seldom, if ever, on assessments of health risks. Physical health risks may vary according to personal characteristics, but mental illness can affect anyone (NIMH, 2002). Mental health issues have been frequently discussed in the media over the past few years, with the advent of direct-to-consumer advertising for prescription medicines to treat these conditions and famous people talking frankly about their experiences with depression. Public opinion regarding mental health is rarely studied, except in terms of stigma, but the public has an important role in policy making regarding insurance coverage for mental illness. Further, public opinion is vital in determining stigma toward those suffering from depression and anxiety, as many scholars regard these diseases as somewhat socially constructed (see Solomon, 2001). The purpose of this study is to examine how self-evaluation affects individuals' evaluation of messages about their likelihood of being diagnosed with a mental illness (dysphoria, a mild form of depression) as compared to others' likelihood of diagnosis, and how self-evaluation affects attitudes toward mental health policy. Further, source credibility (expert vs. nonexpert) will be studied as a predictor of third- vs. "first-person" effects (Neuwirth & Frederick, 2002).
A 2 X 2 experiment was conducted with 267 college students in a large university. Subjects completed a self-evaluation measure and personal history, then read a randomly assigned article on either dysphoria or insurance coverage for depression. The article was attributed to either a reporter or a psychiatrist. Subjects then completed standard third-person items and demographics.
Findings contribute to knowledge of the third-person mechanism in terms of source credibility and self-evaluation (and their interaction) by elucidating conditions that influence individuals' estimates of third- or first-person effects.

***Attitudes Toward Cigarette Smoking and Predictors of Tobacco-Related Health Perceptions in Arizona Adults*, Kelly P. McCarrier, Northern Arizona University, kelly.mccarrier@nau.edu**

Public opinion regarding cigarette smoking in the United States has undergone significant changes in the last few decades. Majority opinion among Americans has shifted toward a more negative view of smoking. This change represents a key achievement for the field of public health and has been widely viewed as instrumental to the steady reductions in smoking prevalence nationwide. Despite this success, a minority of individuals still hold favorable views of smoking or have inaccurate perceptions and knowledge of the health risks associated with tobacco use. This paper examines the results of the 2002 Arizona Adult Tobacco Survey (ATS) in an effort to build an understanding of the sources of these misperceptions. The survey, based on modifications of the Center for Disease Control and Prevention's Behavioral Risk Factor Survey, is a comprehensive assessment of respondents' knowledge, opinions and behaviors related to tobacco use. The 2002 ATS is the third in a series of statewide RDD telephone surveys performed every three years since 1996 to assess the impact of Arizona's tobacco control program. The 2002 fielding represents the largest sample of the three versions of the Arizona ATS, with over 6,000 individuals completing the survey between April and July of 2002. This paper approaches the research questions surrounding respondents' tobacco knowledge and opinions by first examining the 2002 results within the context of the data collected in 1996 and 1999. From there, the focus moves specifically to the 2002 survey data, upon which predictors of misperceptions are identified. The investigation examines individuals' exposure to tobacco-related media and characteristics of their smoking behavior (among several other factors) as potential predictors of health-related knowledge and opinions regarding tobacco. Further directions for future survey research in this area and implications for public health are also presented.

***A Comparison of Binge Drinking Behaviors in 18 to 21 Year Old College Students and Non-Students in the NLSY97*, Dennis E. Dew, NORC, dewdenn@norcmail.uchicago.edu**

The National Longitudinal Survey of Youth 1997 Round 4 data set was used to examine self-reported drinking behaviors of student and non-student 18 to 21 year olds. The results of this brief compare NLSY97 findings to the results of the published major binge drinking research literature. The study found that when abstainers are included in the analysis, 43.7% of college students and 34.5% of non-college students admit to binge drinking on at least one occasion in the past 30 days. In the 30 days before the interview, non-students had consumed more alcohol per day on the days they drank than college students had. Non-students reported that they consumed a mean of 5.58 alcoholic drinks on the days they drank and college students reported a mean of 4.76 drinks. The results also seem to indicate that respondents who engage in binge drinking behaviors do so at least once every two weeks. These findings generally agree with previous studies' findings that college students have a higher prevalence of binge drinking than their same-age non-student counterparts. Researchers attempting to understand other life factors and correlates of binge drinking behavior should take note of this agreement.

***Comparing Web-Based Survey Methods With Other Approaches: An Examination of Health Knowledge, Opinion, and Behaviors*, Andrea K. Greiling, Northern Arizona University, Andrea.Greiling@NAU.EDU, Kelly P. McCarrier, Northern Arizona University, kelly.mccarrier@nau.edu, and M. Christopher Stringer, Northern Arizona University, mcs39@dana.ucc.nau.edu**
With the increasing popularity of web-based survey methodologies has come criticism of the limitations that these techniques carry. Among those most commonly cited is the vulnerability to response bias that often results in respondent populations that are disparate from the broader population in a variety of demographic and socio-economic characteristics. This analysis used data from a formative assessment of knowledge, attitudes, and behaviors surrounding use of vitamin supplements among women of childbearing age within a large university community. As the initial phase of a folic acid awareness/birth defect prevention program, this formative assessment used a web-based survey as one part of a three pronged data collection strategy (also including telephone-based and intercept surveying). This paper seeks to better understand variability of respondent populations and addresses the appropriateness of certain applications of web-based survey methods in contrast to more established approaches to social research. Specific recommendations for use of web-based survey methods within a university community are discussed.

***Young Adults Tobacco Use Patterns: Analysis of 2000 National Health Interview Survey*, Moh Yin Chang, Survey Research and Methodology Program, University of Nebraska, Lincoln, mohyin@hotmail.com, Kenneth Offord, Mayo Clinic, Steven Ames, Mayo Clinic**
The prevalence of tobacco use in U.S. population was highest among young adults aged 18 to 24, with a rate of 27.9% in 1999. Young adult period is a critical time for initiating or stopping tobacco use because this period may involve a transition from occasional tobacco users to development of nicotine dependence. Among individuals who smoke as young adults, 95% eventually become regular, daily smokers. However, a small group of smokers maintain intermittent or low rates of smoking without evidencing nicotine dependence, who are called "chippers". Chippers are operationalized as smokers who smoke 1 to 5 cigarettes per day on at least 4 days per week. Previous studies that have investigated chippers have excluded those under age of 23 years. As a result, the differences between regular smokers and chippers in the young adults population are currently unknown. Hence, this paper aims to analyze the demographic differences between these two groups. While numerous studies have been conducted on tobacco use patterns among adolescents and adults in general, limited focus has been given to the young adults group. Additional research is essential before effective interventions can be developed. This paper examines the patterns of tobacco use in young adults in terms of prevalence rate, frequency of use, types of tobacco products used, and chipping, characterized by gender, ethnicity, education, region and income. Last but not least, studies shown that 80% to 90% of the adults with alcohol dependence smoke cigarettes, and that higher rate of alcohol consumption in adolescents is the best predictor of amount smoked. Although many studies have found a significant association between alcohol consumption and cigarette smoking in young adults, disparity in alcohol use between regular smokers and chippers has not been investigated. This paper will compare the level of alcohol consumption between these two groups.

***Discussion_Media@Trust.Community: The Effects of Interpersonal Communication Networks and Media Use on Trust*, Seungahn Nah, University of Wisconsin-Madison, beatus71@hanmail.net, Sameer Deshpande, University of Wisconsin-Madison, sadeshpa@students.wisc.edu, Michael McCluskey, University of Wisconsin-Madison, mrmccluskey@students.wisc.edu, Elliott Hillback, University of Wisconsin-Madison, edhillback@wisc.edu, Zhongdang Pan, University of Wisconsin-Madison, zhongdangpan@facstaff.wisc.edu, Dhavan V. Shah, University of Wisconsin-Madison, dshah@wisc.edu, and Douglas M. McLeod, University of Wisconsin-Madison, dmmcleod@facstaff.wisc.edu**
This paper, explicating two different dimensions of trust (i.e., institutional and interpersonal trust), examines their relationship with communication use. Particularly, focusing mainly on the role of interpersonal communication networks, this paper takes into account three groups of antecedents to predict institutional and interpersonal trust: 1) demographic variables comprising gender, age, education, income, and social ideology, 2) interpersonal communication networks such as network size, discussion frequency, and network heterogeneity, 3) media use including newspaper, television, and internet use. Hypotheses were tested using data collected from a RDD telephone survey collected from March 15 to April 5 in XXXXXX County, XX. Hierarchical multiple regression analyses of this data revealed that newspaper and television news use had a positive association with institutional and interpersonal trust, even though only newspaper use on institutional trust was statistically significant. Internet news use was positively related to interpersonal trust, while it was negatively related to institutional trust, not both having statistically significant relations. Network size had a negative and significant relationship with institutional trust, while it was positively -although not statistically significant- associated with interpersonal trust. Discussion frequency about political and community issues was positively and significantly related to both institutional and interpersonal trust. Network heterogeneity revealed a positive relationship with institutional trust in a statistically significant level, while it had a negative-although not statistically significant-relationship with interpersonal trust. These analyses suggest that discussion about pubic affairs among people can enhance both institutional and interpersonal trust. The results also show that interpersonal communication networks such as network size and heterogeneity predict two types of trust in different ways, proposing interpersonal communication moderates the effects of media use on trust. Implications for future research on communication, trust, and civic engagement in the context of social capital and civic society are discussed.

***What Factors Affect Establishment Respondents Decision to Participate in Government Surveys?*, Sylvia K. Fisher, Bureau of Labor Statistics, Fisher_S@bls.gov, and Christine Rho, Bureau of Labor Statistics, rho_c@bls.gov**
This poster describes the results of a series of detailed telephone interviews conducted with 32 establishments drawn from survey samples from four major economic and labor surveys. The primary objectives of these interviews was to learn (1) why some establishments comply with government requests for data, whereas others fail to do so despite repeated requests for participation and (2) why some establishments simply stop providing data, or provide data on an irregular basis according to the survey¦s prescribed data collection cycle. Four interview protocols were developed for the following four groups of establishments: Cooperative Respondents: establishments that have reported regularly and consistently since enrollment in the survey sample; Intermittent

Responders: establishments that reported for a while, stopped, then resumed reporting (e.g., they may have been converted from refusal status to active reporting status after an interval of time); Dropouts: establishments that reported for a given number of data collection cycles, then stopped reporting before their period in sample has ended; and Nonrespondents: establishments that declined to participate in the survey when initially contacted by the survey program. Participating establishments varied in size and were selected from throughout the U.S. Participants were queried about factors affecting their decision to participate in government surveys, including establishment factors (e.g., size, type of industry, etc.), internal processing of incoming government survey requests, barriers to survey participation, confidentiality issues, and attitudes toward survey participation. Non-respondents were asked specifically about reasons for failing to respond to government requests for survey participation, as well as their opinion of a number of strategies that could be implemented to encourage future participation. This poster will document the results and provide suggestions about ways to improve the likelihood that establishment nonrespondents will participate in government surveys.

***Election 2000, Civic Culture, and Media: Media Mobilization and Demobilization*, Dhavan V. Shah, University of Wisconsin-Madison, dshah@wisc.edu, Michael G. Schmierbach, University of Wisconsin-Madison, mschmierbach@students.wisc.edu, William P. Eveland, Ohio State University, eveland6@osu.edu, and Nojin Kwak, University of Michigan, kwak@umich.edu**

Elections and their coverage in the media play a central role in theories about civic culture and trust. Elections provide opportunities for participation and reinforce trust in government. However, media coverage of campaigns is often accused of focusing on the "strategic" aspects of modern politics and boosting cynicism among citizens. The 2000 presidential election provides a testing ground for both conceptions of the connections among elections, civic culture, and media. Although tightly contested, with many opportunities for civic engagement, the campaign and its aftermath generated media coverage that may have left many voters feeling cynical, apathetic and disengaged. To explore these issues, this study uses data from three waves of a national panel study. The first wave of this survey contacted about 2,700 pre-recruited respondents in June 2000 (n=1,902). The second wave was completed just after the election in November 2000 (n=1,315), and the third wave in July 2001 (n=971). These data relate an increase in engagement leading up to the election and use of political media during the election; however, they also show a relative decrease in engagement for heavy media users after the election. Further, they reveal a similar pattern in trust of individuals for users of television and newspapers, with trust rising between the first and second waves and falling between the second and third. This pattern does not hold for users of online political content. Web users uniquely show a decline in trust of government following the election. We explore the possible reasons for this and the implications for civic life. In addition, we consider whether the 2000 election represents a unique case and suggest additional research that could help untangle the relationship between elections, media coverage, trust and civic participation.

***Development of a Question to Measure Respondents Attainment of Vocational Certificates: Results of Cognitive Testing*, Sylvia K. Fisher, Bureau of Labor Statistics, Fisher_S@bls.gov**

The Interagency Committee on Measurement of Educational Attainment (ICMEA) has been charged with developing a new question(s) sequence about vocational certificates (VC) that could potentially be added to some existing government surveys in the future. The purpose of this question(s) sequence would be to learn about respondents' level of career/vocational/technical training; and whether they have received any certificates as a result of these varied career, technical, and/or vocational educational experiences. Over 20 expert interviews were conducted resulting in an operational definition that was used to develop several item sequences to assess vocational certificates. Preliminary informal respondent testing indicated these initial versions resulted in significant "cognitive demands" on the respondent, so a three-item sequence was rewritten to break the concept "out." This additional "real estate" should help reduce cognitive burden through the use of a "step-down" sequence that gradually eliminates respondents who are able to "skip out" of the sequence This poster describes the results of cognitive interviews with approximately 15 respondents who demonstrate substantial variation in types of vocational certificates earned, including:
-- Military training programs; -- Health professions; -- Computer technology professions; -- Unusual occupations/credentialing (including massage therapy, etc.) ; -- With several vocational certificates
Respondents were recruited from local community colleges and/or medical facilities to ensure variety in breadth of vocational certificate recipients. The one-hour cognitive debriefing interview compares the effectiveness of three final versions of the item sequence that differed in wording and formatting. Respondents were probed about their personal educational and vocational experiences, interpretation of relevant terms, and alternative wording(s) of the vocational certificate items In addition, to examine whether a difference in performance results from differences in administration mode, one-half of respondents will complete the item sequence over the telephone, while the second half will complete a paper-and-pencil version.

***The Role of Issue Involvement in UK Public Attitudes to the Single European Currency*, Caroline E. Roberts, London School of Economics and Political Science, C.E.Roberts@lse.ac.uk**

People in the UK have been shown consistently to hold amongst the least favourable attitudes towards European integration across the whole of the EU. They are also found to be the citizens who are least well-informed about European issues and, in contrast to their European counterparts, they continue to show a high level of resistance towards the possibility of a European identity. A considerable body of research has linked these latter findings with the former, proposing that widespread opposition towards closer integration with the EU (namely via economic and monetary union with the twelve 'Euroland' states) is to be understood as a product of apathy and ignorance and reluctance to endorse the ideological project of the European Union. The present research explores this idea by proposing a theoretical framework for understanding how involvement and identity might interact together to influence attitude formation and change. The Elaboration Likelihood Model of persuasion (Petty and Cacioppo, 1981; 1986) provides the basis for this model, proposing that the process by which an individual appraises his/her attitude in response to a persuasion attempt is moderated by their level of involvement in the issue and their motivation to engage with the information with which they are presented. It is hypothesised that the likelihood that national identity will act as a peripheral cue for the formation of attitudes relating to the euro will be dependent on involvement (i.e. levels of knowledge about and interest in the euro issue). This paper reports the findings of an online survey of British students, which employed an experimental design, randomly allocating respondents to different conditions which allowed the investigation of the impact information and identity on attitudes, at varying levels of involvement.

***The Role Of Value Equivalence in News Media Selection*, Thomas B. Christie, University of Texas at Arlington, christie@uta.edu**

Traditional mass media sources of news and information, such as major daily newspapers and television networks, are being increasingly circumvented by users who trust and use alternative media sources. These sources are available through multi-channel cable television, direct satellite and the Internet, and they are believed to play a major role in providing news and information that may affect public policy. The use of these alternative sources of media appears to be growing. Internationally, new cable television outlets, such as the Arabic Al Jazeera network, are being increasingly selected by users as alternatives to more traditional news media. Some alternative sources of news and information in the United States, such as the Tom Joyner and Rush Limbaugh radio programs, have even been partially credited with effecting political change. This paper offers an explanation expanded from earlier studies of media credibility regarding why media users sometimes seek an alternative media source for news and information. Early studies of credibility centered around two main components, trustworthiness and expertise, defined from the users' perspective. Other studies examined the link of credibility to media roles and motives, user demographics and values, prior attitudes on issues, and media use.

These earlier concepts of trust and credibility are expanded and viewed as "value equivalence," a new concept that evaluates value differences between user and media and that affects whether or not alternatives to the available, dominant mass media will be sought and used. Value equivalence may explain user preference, trust, selection, and uses of both mass and alternative media. Specifically, the paper addresses the role value equivalence plays in the process of alternative media selection and examines the conditions and circumstances prompting media users to seek alternative media. A model of value equivalence is developed and offered for further study of this role.

***Changing Foundations of a Governor's Support: Media, Political Trust and the Economy*, Gerald M. Kosicki, Ohio State University, kosicki.1@osu.edu, and YangYang Yuan, Ohio State University, yuan.36@osu.edu**

Media priming research attempts to address how media might shift the ground on which elections are decided (e.g., Iyengar & Kinder, 1987). Most often, empirical tests of media priming have involved presidents and national issues. Empirical tests of priming effects show that people's evaluations of political leaders' performance on domain-specific issues influence evaluations of their overall performance. This effect is strengthened by media use. Unfortunately, there has been no clear specification about what considerations people take into account when making these domain-specific judgments. To address this question we use Sniderman et al.'s (1991) reasoning chain model about people's policy preferences. The model describes the process of people's reasoning which starts with abstract premises and then proceeds to concrete and specific preferences. This study attempts to integrate the theoretical work on priming and the research on how citizens process and incorporate media messages into their cognition to form their evaluations of political figures. Data for this study come from interviews with adult Ohioans conducted at multiple times from July 2001 to October 2002. All survey data come from RDD telephone surveys conducted by the Center for Survey Research at the Ohio State University. The survey gathered data about people's views on a variety of state issues, including education. The priming hypothesis is tested first. Structural models are built to mimic people's reasoning process in forming evaluations of the governor in handling important state issues as well as the economy and terrorism. These models reflect changes across the various time periods of the surveys. Reasoning processes rely on both ideological principles and affect. Variables such as trust of government and self-interest are shown to play important mediating roles. Implications of the research for the evolving model of media priming are discussed.

***Do 'Knowledgeable' Respondents Really Know More? A Comparison of Parent and Teen Reports of Teen Spending*, Kristen M. Olson, Joint Program in Survey Methodology, kolson@survey.umd.edu**

Many studies use a proxy informant to gather data on the behavior of other members of the household, especially when collecting information on children. However, no studies have evaluated whether the "most knowledgeable" proxy provides more accurate reports than other potential respondents. Using data collected through a web survey using the Knowledge Networks panel, this paper compares teenager and parent reports of the teen's expenditures in households with two or more adults. Parents and teens identified who they believed was the most knowledgeable adult in the family about the teen's spending. We find that parents who identify as the "most knowledgeable" adult in the family are more likely to agree with their teenagers than other parents about the teen having made a purchase during the last seven days or yesterday. They also have smaller differences between the dollar amount they report being spent by the teenager yesterday and what the teen reports spending than other parents. These findings are reasonably robust against inclusion of missing data indicators or relationship (mother, father, daughter, son) variables. Teen identification of the "most knowledgeable" adult does not discriminate between parental accuracy as well as parent identification of the best proxy respondent. Reports from the most knowledgeable parent, while closer than reports from other parents, do not identically match teenage reports of their own expenditures. Practically, the findings imply that the designation of a "most knowledgeable" parent proxy is likely to result in better quality data about teenagers.

***How Science Knowledge and Attitudes Relate to Pseudoscience Acceptance, Political Engagement, and Funding Venue Support,* Susan Carol Losh, Florida State University, slosh@garnet.acns.fsu.edu, Christopher M. Tavani, Florida State University, tavani21@hotmail.com, Ryan Wilke, Florida State University, raw7447@garnet.acns.fsu.edu, Rose Njoroge, Florida State University, rosejoroge@yahoo.com, and Michael McAuley, Florida State University**

This study examines how basic science knowledge and attitudes toward science jointly relate to science acceptance and aspects of political processes. Science literacy and support are often considered vital in creating a climate that facilitates research, intelligent policy discussions, and the skills to distinguish "real" from pseudoscience. Each year, the United States spends immense sums on research and development, making our understanding of these beliefs and attitudes critical and urgent. Science knowledge and attitudes also apply to the maelstrom of politics, wherein politicians attempt to placate diverse stakeholders. For example, Biblical creationists may be viewed as influential in school board elections and former Vice President Gore often appealed to science aficionados. But do constellations of knowledge and attitudes really relate to actions such as contacting public officials or supporting specific funding venues, or are any such impacts due to correlates of belief, such as age, ethnicity, gender, or education? Using the National Science Foundation Surveys of Public Understanding of Science and Technology, we examine these questions. This archive comprises 21,965 interviews with adults in surveys spanning 1979 to 2001. Although the archive is best known for its wealth of data about science and technology interest, knowledge, attitudes, pseudoscience beliefs, and detailed educational information, it also contains items about political engagement (e.g., contacting officials), and interests in various venues (e.g., defense, science, or education). We create typologies of persons holding low basic science knowledge and negative attitudes toward science ("the disgruntled"), who are high in both areas ("advocates"), those who are positive in support but low in knowledge ("the trusting"), or those high in knowledge but low in support ("the cynical"). We analyze how these constellations relate to accepting pseudoscience appeals (e.g., creationism), political engagement, and support for different venues, such as defense or education. Implications of these findings are discussed.

***Surveying Hispanic American Populations,* Kristi K. Hagen, Northern Arizona University, Kristi.Hagen@nau.edu, and Anne Mottek-Lucas, Northern Arizona University, Anne.Mottek-Lucas@nau.edu**

Survey studies need to represent all voices from the population they wish to sample. Minority representation in survey research has been a challenge for many researchers and telephone survey methodology tends to underrepresent specific minority groups. Many studies try to compensate for this under-representation with oversampling, weighting and the administration of bilingual surveys. Concern for reaching representative samples of Hispanics is particularly acute in Arizona where Hispanics comprise 25% of the state population, but are typically less than 10% of the population reached in telephone studies. This paper reports on the efforts of Northern Arizona University's Social Research Laboratory to effectively tackle the problem of the inclusion of Hispanics in statewide RDD studies. Bilingual respondents to a large statewide study were asked a series of questions about their perceptions of the survey itself, general reasons for participating or not participating in telephone surveys, effectiveness of monetary incentives, level of comfort discussing sensitive issues, personal preferences for answering surveys in English or Spanish, and opinions regarding interviewer fluency. In this paper, we share the findings of our research and provide suggestions for increasing participation and response rates of Hispanics as well as maintaining data collection accuracy when working with Spanish-speaking populations.

***On the Importance of Importance: An Examination of Weighting Evaluation Ratings with Importance Ratings,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Ellie Powell, Princeton University, epowell@princeton.edu, Rachel C. Lafond, Harris Interactive, rlafond@harrisinteractive.com, and Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.com**

Many authors have suggested that in making decisions about objects, people combine their evaluations of the facets of the object with the perceived importance of those facets. Others have suggested that evaluations themselves carry importance information based on the extremity of ratings. Our study examined the importance of a variety of impact measures. 4934 respondents (2585 males, 2349 females) rated two concepts for a new fictitious product. Each product had 6 attributes rated with 2 evaluative scales (good-bad; like-dislike). In addition, they were assigned one of 6 attribute impact scales (5 or 6 category importance scales; 5 or 6 category influence scales; 5 or 7 category change in likelihood to buy scales). Four overall criteria were assessed for each product (overall evaluation, liking, purchase intent, recommendation). We examined the predictive utility of the evaluative scales alone and the evaluative scales in combination with the impact information for the 4 criteria. The evaluative scales alone were significant predictors of the criteria and the addition of impact information did not significantly improve predictive capability.

***Changes in the Volume and Composition of RDD Telephone Survey Dial Attempts,* Juyeon Son, University of Oregon, json@darkwing.uoregon.edu, and Patricia A. Gwartney, University of Oregon, pattygg@oregon.uoregon.edu**

Using detailed data on 20 random-digit-dial telephone surveys, we examine changes in the volume and composition of telephone dial attempts needed to complete studies with high response rates and low refusal rates. The increasing volume of dial attempts required to complete studies has been well documented elsewhere (e.g., the proliferation and popularity of new telephone technologies, such as cellular phones, pagers, fax machines, personal communications services, internet access, home businesses, interchangeable area codes, answering machines, call blocking, caller ID and call forwarding), as have their effects on study budgeting and staffing.

We contribute to previous research by applying a decomposition technique typically used in demography to demonstrate the changing composition of increased dial attempts, with particular attention to the largest call disposition codes, i.e. those broadly categorized as: no answer, answering machine, completed interview, busy, fax/modem, refuse/break-off/phone slam. We further demonstrate significant differences by study geography, namely state, county, and city.We illustrate the study results in numerous colorful charts and graphs. We tie results to the conference theme by discussing the importance interviewers and survey staff members doing the job well to achieve excellent response rates and refusal rate, which in turn are indicators of representative samples and data quality - each one step in gaining the public's trust.

***Using an Instructional Web Site for Respondents to Improve Response Quality*, Jennie W. Lai, Nielsen Media Research, jennie.lai@nielsenmedia.com, Chuck D. Shuttles, Nielsen Media Research, chuck.shuttles@nielsenmedia.com, and Norman Trussell, Nielsen Media Research, norman_trussell@tvratings.com**

Nielsen Media Research, in an effort to improve response rates for its mailed television viewing survey, began sending a $5 cash incentive via Priority Mail in 2001 to households with a householder less than 50 years of age and initially achieved a significant increase in response rates prior to 09/11/01. In 2002, it was determined by the US Postal Service that, in many instances, materials mailed via Priority Mail were taking longer to be delivered than ones mailed via 1st Class because of delays caused by new terrorism related mail-screening procedures. This paper will report on a large factorial experiment conducted in November 2002 designed to assess the impact of three levels of non-contingent cash incentives and two types of mailers on 18-34 year old and 35-49 year old households. All experimental conditions resulted in statistically significant differences in overall cooperation when compared to the control condition. A $10 condition with Priority Mail resulted the largest increase (5.9 pp) and an even greater increase among under age 35 households (7.9 pp). The implications of these findings will be discussed.

***Forcing Respondents to Make a Choice Provides Better Data: Do You Agree, Disagree, or Are You Not Sure?*, Richard Warnecke, University of Illinois at Chicago, warnecke@uic.edu, Jennifer Parsons, University of Illinois, jparsons@srl.uic.edu, Robert Smith, American Cancer Society, robert.smith@cancer.org, and Vilma Cokkinides, American Cancer Society, vilma.cokkinides@cancer.org**

This paper reports the results of a split ballot experiment to compare responses on a series of knowledge items using forced choice and agree/disagree responses. Data come from a nationwide RDD survey of 2,019 adults aged 50-75 on colorectal cancer screening practices that was conducted for the American Cancer Society (ACS). The questionnaire included a series of questions to assess respondent opinions and knowledge about prevention of and risks for colorectal cancer. During cognitive interviews, we found that respondents were struggling with these questions and that the questions elicited a high proportion of "don't know" responses. We therefore incorporated a split-ballot experiment in which half of the sample was randomly assigned the questions in agree/disagree format, and half were asked the same questions in forced choice format. Those who answered "not sure" in the agree/disagree format were asked a follow-up: 'Have you ever heard this before?' Regardless of the stratum to which respondents were assigned (forced choice or agree/disagree), all items were asked with a random start to the series. The percent agreeing and disagreeing did not vary widely between the two wording options. However, the level of uncertainty is much more pronounced in the responses to the forced choice questions; in agree/disagree format, the percent in agreement was higher and uncertainty was lower. This pattern was consistent across all 13 items in the survey. The paper will report differences by key demographics and by type of item (those assessing knowledge vs. opinion) towards the goal of exploring the preferable response format.

TRUST: FINANCIAL INSTITUTIONS, SCIENCE, GOVERNMENT, AND PHYSICIANS

***Changes in Trust of Financial Institutions and Professionals*, Larry J. Cohen, SRI Consulting Business Intelligence, lcohen@sric-bi.com**

The MacroMonitor is a comprehensive study of consumer household financial services, conducted biennially since 1978. The MacroMonitor uses a mixed-mode methodology consisting of an RDD sample to solicit the cooperation of a financial decision-maker, followed by a questionnaire sent overnight with both up-front and back-end incentives. The MacroMonitor survey gathers comprehensive demographics, incidence and amounts for every financial product and service, use of various financial institutions, professionals, instruments, and delivery channel, and batteries of financial attitudes. In addition, values are calculated for total assets, investable assets, total debt, total transactions, net worth, etc. by combining the various components. In 1994, there were a series of questions, using a three point scale, that asked respondents to rate the degree of trust with each of 8 types of financial institutions and 11 financial professionals. These questions were repeated in the 2002 study. We compare the results from the 1994 study to the 2002 study we determine the differences in trust of financial institutions and financial professionals. The 1994 measure comes from before the stock market bubble of the second half of the 1990's. It is compared with the 2002 measure that comes after the bubble's popping and the revelations of corporate wrongdoings, accountant incompetence, financial analysts' misplaced responsibilities, and exposure of regulatory laxity during the past two years. In addition to any changes in those that place a great deal of trust in specific types of financial institutions and professionals, we explore which demographic (sub) segments are more likely to have had changes. The comprehensive nature of the survey instrument also allows us to explore significant differences in trust by those that use various financial products, services, accounts, and delivery channels, as well as various investor populations such as frequent traders, online traders, retirement focused, self-reliant traders, advice-seekers, and delegators.

***American Trust in Science and Technology: An Analysis of Data From the Second Half of the 20th Century*, Jon D. Miller, Northwestern University, j-miller8@northwestern.edu, and Linda G. Kimmel, Northwestern University, l-kimmel@northwestern.edu**

Beginning with a national survey of American adults in 1957, a series of national studies have documented the growth and maintenance of a high level of trust in science that continued through the end of the 20th century and persists today. No other major American institution has enjoyed this level of trust over so long a period of time. The baseline study for this paper will be a 1957 national survey conducted by the Survey Research Center at the University of Michigan. The survey was completed only a month before the launch of Sputnik in October, 1957, and is the only baseline measure of post-war public attitudes toward science and technology prior to the beginning of the space age. Fortunately, many of these questions were repeated in a series of national surveys of adults sponsored by the National Science Board over the last 20 years, providing a valuable record of public attitudes and trust in science and technology during the second half of the 20th century. In addition to time-series description, this paper will construct a set of multivariate analyses. A cohort analysis of selected cross-sectional studies will be conducted to assess the effects of age, gender, and education on trust in science and technology. The results will provide solid evidence for basic trends, but is limited in the number of variables that can be included in any given cohort analysis. A second analysis will utilize a multiple-group structural equation model to provide a more precise estimate of the relative influence of selected variables on public trust in science and technology. Each of the groups in the SEM analysis will be a cross-sectional study from one of the years from 1957 through 1999, the last available measurement in the 20th century.

***Trust in Government and Political Participation Among California Latinos 1998—2002*, Jonathan Cohen, Public Policy Institute of California, cohen@ppic.org, Mark Baldassare, Public Policy Institute of California, baldassare@ppic.org, and Eliana Kaimowitz Rodriguez, Public Policy Institute of California, kaimowitz@ppic.org**
In this paper we explore the connection between California Latinos' relatively high trust in government and proportionally low participation in California political life. Using data collected through the Public Policy Institute of California's ongoing Statewide Survey series, we highlight Latinos' consistently high ratings of government and governmental officials relative to white and black Californians. We also report on California Latinos' comparatively low political participation, which extends beyond the ballot box to a wide range of commonly measured participatory acts (e.g., attending meetings, writing letters, signing petitions). We then analyze the connections between these apparently contradictory conditions (higher trust and satisfaction and lower participation), and explain the determinants of the relationship between these attitudes. The Public Policy Institute of California's Statewide Survey is an ongoing survey series dedicated to providing independent, objective, nonpartisan information on the social, economic, and political attitudes and policy preferences of all California adults. Started in 1998, the collected now data include the opinions of more than 60,000 Californians, including more than 13,000 Latinos.

***Trust Attitudes Towards Physicians and Experience With Other Elements of the Health Care System*, Michael J. Bucuvalas, Schulman, Ronca & Bucuvalas, Inc., m.bucuvalas@srbi.com, Mark A. Morgan, Schulman, Ronca & Bucuvalas, Inc, m.morgan@srbi.com, Mark Schlesigner, Yale University, mjs4@email.med.yale.edu, and Bradford H. Gray, New York Academy of Medicine, bgray@nyam.org**
This paper will focus on the results of a national survey of 5,000 insured households about their experiences with their insurance plans, hospitalization, and physicians. The main study analyses differences in perceptions of for-profit and non-profit providers and experiences with the health care system. For this paper, we propose to focus specifically on patients' confidence (trust) in their own doctors' standards of care and how these compare to doctors in general. We will then test whether patients' perceptions of their own doctors is impacted by the nature of their health care experiences with their current medical insurance, recent hospital experiences, and recent problems in their health care treatment and coverage. The analysis will also test matching by race and gender in patients' evaluations of their confidence in their treating physicians. The focus is whether experiences with other elements of the system are associated with assessments of doctors' trustworthiness, the selection of doctors among whom to choose, or unrelated to attitudes about the personal physician.

ELECTION POLLING III

***Tracking Interest and Knowledge During Election Campaigns*, Matthias Kretschmer, ZMG Zeitungs Marketing Gesellschaft, MKretschmer@gmx.net**
Political Scientists and mass communication researchers have tried to explain sources and causes of the acquisition of political knowledge. The primary sources found are those in the area news media such as newspapers, television news, and talk radio. Some of the causes that have been detected are formal education or general interest in politics. The research designs mostly employed to detect these variables are cross sectional. While most research is constrained to one country at one point in time, some researchers have looked at how knowledge changes over time (cf. Delli Carpini and Keeter, 1996). Looking at changes of knowledge over the course of decades lets us get some idea of the stability of certain factors. While there are certain variables that are fairly stable and change only slowly at aggregate levels such as education or media behavior, there are others that can change quite rapidly. Interest for example increases during periods of high penetration of political issues, such as election campaigns. In our research, we will assess whether this ubiquity of political topics in the media is accompanied by an increase in political knowledge. We will use data from the "Zeitungsmonitor", a weekly tracking survey in Germany. Data are available for 16 weeks preceding and two weeks after the September 2002 elections. Political knowledge will be assessed by a battery of four items on national politics and three items on European politics. The results show that political interest increases) over the course of the campaign, and increases more after the elections; a time when coalition talks have started and issues (rather than candidates) are discussed in the political and medial arena. Knowledge of national and EU institutions runs parallel to political interest until two weeks before the elections, when there is a sudden drop in both. During coalition talks, there is a further increase of knowledge.

***Propensity Score and Calibration as Bias Reducing Techniques in Surveys Based on Internet Panels: Application to the Outcome of the Swedish Parliament Elections 2002*, Boris Lorenc, Stockholm University, boris.lorenc@stat.su.se, and Christer Johansson, Netsurvey Bolinder AB, christer.johansson@netsurvey.se**
When systematic differences in key background variables with respect to a population are present, unweighted results of surveys based on Internet panels are often misleading. An inventive application of propensity score weighting, otherwise an established technique for reducing bias in observational studies (Rosenbaum, Rubin, 1984), to the field of Internet surveys was suggested by George Terhanian of Harris Interactive (e.g. Terhanian et al. 2001). The method is though still a matter of some controversy, possibly owing somewhat to the fact that its formal presentation has not been given yet. After a preparatory study that showed viability of the propensity score technique in a simulated population with known properties (Lorenc, in preparation), we report here on its application to reducing bias in responses on voting behaviour of an Internet panel with respect to the population in the recent Parliament election in Sweden. For the present purpose we assume that the reporting is correct and that the difference in the unweighted means of the response variables between the panel and the population as a whole is due to systematic differences in auxiliary variables between the groups.
In addition, we compare propensity score weighting with calibration (Deville, Särndal, 1992), a method that uses known univariate or cross-tabulated population totals of auxiliary variables. Thus, a contrast is established with the propensity score technique, which uses

data on the individual level and can exploit more richly eventual covariation in the auxiliary information. Deville, Särndal (1992). "Calibration estimators in survey sampling". JASA, 87:376-82. Lorenc (in preparation). "A study of effectiveness of propensity score weighting in a simulated population". Statistics Department, Stockholm University. Rosenbaum, Rubin (1984). "Reducing bias in observational studies using sub-classification on the propensity score". JASA, 79:516-24. Terhanian, Marcus, Bremer, Smith (2001): "Reducing error associated with non-probability sampling through propensity scores". JSM, Atlanta, Georgia, USA.

***The Polls of the French Presidential Election of 2002, a Catastrophe?*, Claire Durand, Université de Montréal, Claire.Durand@umontreal.ca, André Blais, Université de Montréal, Andre.Blais@umontreal.ca, and Mylène Larochelle, Université de Montréal, Mylene.Larochelle@umontreal.ca**

The paper presents an analysis of the polls conducted during the 2002 French presidential election campaign. Sixteen candidates ran in the first round of the election, 8 of them considered right-wing and 8 left-wing. All the polls conducted before the election forecasted that Chirac and Jospin would be the top two candidates, leading to a left-right confrontation for the second round. However, the extreme-right wing leader Jean-Marie Le Pen managed to get 16.9% of the vote, ahead of the incumbent Prime Minister, the socialist Jospin (16.2%). The incumbent president Chirac finished first with 19.9% of the vote. Consequently, the second round opposed the moderate right and the extreme-right, a situation that lead to numerous demonstrations all over France. Pollsters were consequently under attack. The analyses presented in this paper focus on the polls carried out during the last month before the first round of the presidential election. We examine a) to what extent the polls, collectively, were wrong and b) to what extent individual pollsters did or did not fare better than others. Two types of analysis are used : 1) Poll results are compared to the actual outcome of the election; 2) Time-series analysis are performed and used to evaluate the polls during the last month of the campaign. Specific and detailed information on the methodology used to conduct each poll, made available through the Commission des sondages, allow us to examine the possible impact of methodological practices on the quality of the polls' estimates.

SURVEY METHODOLOGY: INTERNET SURVEYS

***Partipation in Online Surveys: Results from a Series of Experiments*, Renee M. Smith, Harris Interactive, rsmith@harrisinteractive.com, and Kerri A. Kiniorski, Harris Interactive, kkiniorski@harrisinteractive.com**

The purpose of this paper will be to summarize the results of a series of ongoing, randomized experiments undertaken by Harris Interactive in 2001-02 to understand the effect of various stimuli on the survey participation rates of members of the Harris Poll Online (HPOL), the company's panel of confirmed-opt-in online survey respondents. A second goal will be to connect these findings to the existing literature. The stimuli used in the experiments include: The size and number of cash sweepstakes entries as incentives The size, number, and rate of accumulation of non-monetary rewards (referred to as HIpoints) Text versus HTML survey invitations Subject line content Personalization of the "from" line in email invitations Survey invitation content Some of the major findings include: Confirmed opt-in members of HPOL who were offered an entry into a large cash sweepstakes (referred to as HIstakes) converted from non-responders at a higher rate than those not offered a sweepstakes. No statistically significant demographic or attitudinal differences were found for those offered HIstakes entries versus those who were not. A single, large cash sweepstakes prize produced higher response and completion rates among confirmed opt-in Harris Poll Online members than did other non-monetary prize packages and smaller grand prize amounts combined with numerous smaller cash prizes. Respondents who are offered HIpoints are more likely to finish surveys that they start than those who are not. There is an interaction effect between the information about the sender provided in the "from" line and the information in the subject line of the invitation. HTML survey invitations have no statistically significant effects on survey participation rates relative to text survey invitations.

***Validations in Web-based Surveys*, Andy Peytchev, University of Michigan, andrey@umich.edu, and Scott Crawford, MSInteractive, Scott_Crawford@marketstrategies.com**

Real-time data evaluation and validation is commonly highlighted as a major advantage of web-based surveys over other self-administered modes. However, there has been little research on the effects of specific validation methods on the data collection process and data quality. More elaborate interactive data evaluation, especially that particular to self-administered CAI, has been under-utilized not merely from lack of familiarity to the questionnaire designer, but also due to the necessity for custom scripting/programming of most such features. For real-time validations to be utilized effectively in web-based surveys, survey designers must: (1) understand the scope of what is possible within the interactive capabilities of a web-based survey technology, (2) develop supportive empirical evidence on various methods and features, and (3) acquire the appropriate tools to enable their implementation. We will review currently used standards for web-based survey real-time validations. These standards will be presented as examples from actual web-based surveys in which the authors have been involved. Validations discussed will include respondent authentication, required response validations, data type and format checks, range checks, and consistency checks where responses are compared with previous responses or known information. Empirical evidence from several experiments and practical experience with the use of such validations will be presented. Where available, a review of the literature will be included to assist in the justification for use of such validations. Included in this discussion we will present current validation capabilities that exist in most web-based survey software systems. Until such validations are common features of web-based survey software, their use will be limited to those who have extensive resources for custom programming.

***Use and Non-Use of Clarification Features in Web Surveys*, Frederick G. Conrad, University of Michigan, fconrad@isr.umich.edu, Mick Couper, University of Michigan, mcouper@isr.umich.edu, Roger Tourangeau, University of Maryland, rtourangeau@survey.umd.edu, and Reg Baker, MSInteractive**

Survey respondents sometimes interpret the words in survey questions differently than intended by question authors and this can lead to inaccurate answers. One way to clarify the intended meaning is to make definitions available. In Web surveys, it is possible to link words and their definitions so that respondents can click for clarification if they realize they might benefit from doing so and are willing to perform the necessary steps. In this paper we report an experiment in which we varied the familiarity of question terms (e.g. antioxidant vs. beer), the informativeness of the definitions (e.g. vegetables includes French fries vs. beef includes meat from cows) and the number of clicks required to obtain definitions (one, two or more). The experiment was embedded in a survey administered to a sample obtained from Survey Sampling Inc., yielding over 2,500 respondents, randomly assigned to the different conditions. Respondents were asked four questions about their consumption of food and nutrition. Overall, respondents were unlikely to obtain definitions (only about one sixth of respondents obtained one or more definitions) suggesting that many misconceptions go uncorrected. When respondents obtained at least one definition, they did so far more often for unfamiliar than familiar terms, indicating that they rarely recognize mismatched interpretations of words that they believe they know. On those occasions when definitions were obtained for familiar terms, they were more often informative than uninformative suggesting that respondents recognized the mismatch; the pattern was reversed for unfamiliar terms. Finally definitions were more likely to be obtained the fewer the number of required clicks reflecting respondents' willingness to expend truly minimum effort to clarify meaning. We discuss the results in terms of designing interactive Web survey features that are likely to be used, thus reducing measurement error.

***Web Experiment: Examining the Effect of Error Prompting on Item Nonresponse and Survey Nonresponse*, Geraldine M. Mooney, Mathematica Policy Research, gmooney@mathematica-mpr.com, Barbara A. Rogers, Mathematica Policy Research, brogers@mathematica-mpr.com, and Deborah H. Trunzo, Office of Applied Studies, SAMHSA, dtrunzo@samhsa.gov**
Mail and Web questionnaires are both self administered. Unlike mail questionnaires, however, the programming behind Web instruments makes it possible to identify respondent errors. This ability poses some interesting questions, such as : (1) To what extent should respondents be made aware of their errors and be asked to rectify them; and (2) At what point does the burden of being asked to correct errors cause a respondent to stop participating? To test these questions, we added a Web experiment to a large mixed-mode (mail/web/phone) survey. All sample members received an initial questionnaire packet containing a cover letter that encouraged completing the questionnaire by mail or Web, a copy of the survey questionnaire, and a pink flyer with Web information, such as user ID, unique password and URL. Those who went to the questionnaire website were randomly placed in one of three groups:
·Level 1: Respondents received no error prompts and could answer or skip any question (similar to answering a mail questionnaire).
·Level 2: Respondents received error prompts for skipped questions and selected consistency errors. After receiving the prompt, Level 2 respondents could choose to either correct the error or move to the next question. ·Level 3: Respondents received the same error prompts sent to Level 2 respondents, however, in Level 3, the program would not allow the respondent to continue until the identified error was corrected (similar to the programming in a CATI instrument). We will examine how these differences in error prompting and requiring a response from respondents impacted both item nonresponse and survey nonresponse.

RESPONSE RATES II

***Strategies For Retaining Respondents in Long-Term Panel Surveys: A Series of Experiments*, Randall Olsen, Ohio State University, olsen@postoffice.chrr.ohio-state.edu, and James Walker, University of Wisconsin, walker@ssc.wisc.edu**
We provide examples from experiments aimed at securing higher response rates for the National Longitudinal Surveys. Based on the outcomes we suggest a variety of lessons on what works and what doesn't as well as providing some ways to think about the problems of nonresponse, costs and respondent cooperation.

***Effects of a $30 Incentive on Response Rates and Costs in the 2002 National Survey on Drug Use and Health*, Joel M. Kennet, Substance Abuse and Mental Health Services Administration, jkennet@samhsa.gov, Joseph Gfroerer, Substance Abuse and Mental Health Services Administration, jgfroere@samhsa.gov, Katherine R. Bowman, Substance Abuse and Mental Health Services Administration, Peilan C. Martin, Substance Abuse and Mental Health Services Administration, and David Cunningham, Substance Abuse and Mental Health Services Administration**
The National Survey on Drug Use and Health is an ongoing face-to-face household survey of approximately 150,000 households and 67,500 persons each year. The survey, which was called the National Household Survey on Drug Abuse prior to 2002, covers the U.S. civilian noninstitutionalized population aged 12 and older. In 2002 the survey began offering respondents a $30 cash incentive. This development, which occurred within the context of the name change and other methodological improvements to the survey, resulted in significantly higher response rates. Moreover, the increased response rates were achieved in conjunction with a net decrease in costs incurred per completed interview. This paper presents an analysis of response rate patterns by geographic and demographic characteristics, as well as interviewer characteristics, before and after the introduction of the incentive. Potential implications for other large-scale surveys are also discussed.

***Refusal Conversion and Response Bias in the 2001 California Health Interview Survey*, Wei Yen, University of California, Los Angeles, wei49876@hotmail.com, Charles DiSogra, University of California, Los Angeles, cdisogra@ucla.edu, and David Grant, University of California, Los Angeles, dgrant@ucla.edu**
Refusal conversion is a common technique used by survey researchers to increase response rates with the expectation of reducing nonresponse bias. This paper uses the large population-based California Health Interview Survey (CHIS 2001) and the Census 2000 data to explore the demographic differences between the refusal-conversion respondents (RCR) and the early respondents (ER) and investigate the empirical evidence of response bias had the RCRs not been interviewed. CHIS 2001 offers a valuable source for this type of research. It is a statewide RDD telephone survey with a sample size of 55,428 households inclusive of the state's diverse population groups. The CHIS 2001 instrument was translated and the interviews were conducted in six languages – English, Spanish, Chinese (Mandarin and Cantonese dialects), Khmer, Korean, and Vietnamese. The RCRs and ERs in CHIS 2001 are compared in self-reported race/ethnicity, age, gender, education, income, rural/urban residency, type of household, and labor force status. The characteristics of race/ethnicity, age, and, gender for both groups are further compared to the Census 2000 data to determine the existence of bias without the inclusion of RCRs.

***Language of Contact, Nonresponse, and Measurement Error in a Multimode National Language Enumeration Survey*, Tim Dolson, Nielsen Media Research, Tim_Dolson@NielsenMedia.com, Natalie Coser, Nielsen Media Research, Natalie_Coser@NielsenMedia.com, Paul J. Lavrakas, Nielsen Media Research, pjlavrakas@tvratings.com, Scott Bell, Nielsen Media Research, Scot_Bell@NielsenMedia.com, and Randy Keesling, RTI International, keesling@rti.org**
Very little has been reported in the survey research literature about the effects of the language that is used to make initial contact with a household on response rates and the substantive answers given to survey questions. Nielsen Media Research conducts an annual multimode enumeration survey of the United States to measure the in-home usage of the Spanish and English languages within Hispanic households. Research Triangle Institute is contracted to conduct the in-person interviews. Using an area probability sampling design, this survey begins with (1) a short mail questionnaire of sampled housing units, (2) followed telephone contact by bilingual interviewers for nonresponding units with known telephone numbers, (3) followed by a door-to-door screening interview for those still not responding, and (4) followed finally by a face-to-face personal interview conducted by bilingual interviewers. The objective of the survey is to estimate the proportion of Hispanic households that speak only or mostly Spanish in the home. The mail and door-to-door surveys provide an effective mode of identifying and excluding non-Hispanic households. Telephone and/or personal interviews are attempted among the remaining sample households to identify Hispanic households and collect information about the use of the Spanish and English languages in the home. In 2001, an experimental test of the effects of always starting the initial contact in Spanish vs. starting the contact in the language that the respondent used when greeting the interviewer was conducted. Each treatment was administered among approximately 3,100 sampled housing units. Telephone and Field Interviewers were randomly assigned to each condition and were blind to the fact that they were in an experiment. Results showed no overall differences in response rates and no overall differences in the responses to the in-home language use questions across the two conditions.

PUBLIC OPINION IN POLITICS AND IN COURT

***The Public Judgment Index: Reviving Yankelovich's Effort to Differentiate Mass Public Opinion from Public Judgment*, David W. Moore, The Gallup Organization, david_moore@gallup.com**
This paper reports on a new effort at Gallup to revive what Daniel Yankelovich characterized as The Volatility Index. It includes a measuring six issues on a modified (and newly termed) "Public Judgment Index" (named in honor of Yankelovich's book, Coming to Public Judgment, where he outlined his concepts more fully). Results here will be compared the results of related work at Gallup, reported last year by Moore and Jones, as "directive vs. permissive" public opinion. Background In the late 1970s, Yankelovich and Time were concerned about the volatility of public opinion, especially on foreign policy issues. They felt that such volatility undermined the credibility of public opinion polling, but they also felt that volatility does not always characterize public opinion. "People's views are most volatile when an issue is new or when it is so rife with conflict that they avoid coming to grips with it," wrote Yankelovich.1 So, Yankelovich and Time "agreed that it would be a service to readers to distinguish between public views that were firm and stable and views (on which foreign policy decision could be securely grounded) and views that were unstable and mushy." After more than two years of research, including an extensive literature search, a series of small-scale laboratory experiments, and a specially designed national survey, Yankelovich produced a Volatility Index, unofficially referred to as a "mushiness index." The elements of the Volatility Index were published in the April/May 1981 edition of Public Opinion.2 Despite the considerable effort put into the project, Yankelovich later ruefully admitted that "sad to say...nothing happened. To my knowledge, the volatility index has never been used, not even by Time magazine, whose support and stated interest in improving the reporting of public opinion was made evident in many ways....3 Yankelovich was concerned to distinguish "mass opinion" (poor quality public opinion, characterized by inconsistency, volatility, and non-responsibility) and "public judgment" (good quality public opinion, characterized by stability, consistency, and responsibility). Current Research This paper will discuss how a modified Public Judgment Index (PJI) might be more acceptable than the original version, and it will present the results of a poll that measures six issues on the PJI. The paper will also address the question of whether opinion results should be presented routinely on the basis of a subset of Americans -- those who score high enough on the PJI to be classified as having a "high degree" of judgment. This would distinguish "mass public opinion" from the "public judgment." The rationale for reporting on such a subset can be linked to the "likely voter" models, typically used by polling organizations before elections to report results based only on a "relevant" population.

***How to Conceptualize Attitude Strength and How to Measure it in Surveys: Psychological Perspectives*, Jon A. Krosnick, Ohio State University, krosnick@osu.edu, Penny S. Visser, University of Chicago, pvisser@uchicago.edu, and Allyson L. Holbrook, University of Illinois at Chicago, allyson@uic.edu**

***The Interface of Survey Research and the Legal System*, Shari S. Diamond, Northwestern University Law School, the American Bar Foundation, s-diamond@law.northwestern.edu**

***Survey Evidence in Court: What it Takes to Get Through the Gate*, E. Deborah Jay, Field Research Corporation, edj@field.com**
This presentation examines consumer survey evidence in federal trademark and unfair competition (Lanham Act) cases, and recent court opinions which have admitted and excluded such evidence. The Supreme Court's mandate in Daubert and Kumho Tire requires trial court judges to scrutinize proffered expert survey testimony to ensure that the expert is qualified and the testimony relevant and reliable. In exercising their "gatekeeping" function (i.e., deciding whether to admit and accord weight to scientific evidence) trial court judges must evaluate survey experts as they do other types of witnesses--based on general principles and the facts of the case rather than an absolute set of rules.

INTERACTIVE PAPER PRESENTATIONS

The Individual Determinants of Political Persuasion, **Patrick Fournier, Université de Montréal, patrick.fournier@umontreal.ca**
Studies of political behavior are increasingly attentive to the notion of persuasion. Yet, despite the centrality of persuasion in politics and increased attention from the discipline, we have not developed an extensive understanding of the phenomenon. I seek to fill some of this gap by identifying the factors that can lead voters to change their minds about their public policy opinions. The list of potential determinants of persuasion includes: issue importance, opinion strength, risk-aversion, cross-pressures, indifference, and political sophistication. The analysis focuses on attitudes toward healthcare reform. I rely on a telephone survey that was administered to a representative sample of residents in Ontario Canada. The questionnaire contains survey experiments which examine whether individuals' policy positions toward healthcare reform can be modified by exposing respondents to arguments that come into conflict with their opinions. The survey also captures measures of the potential determinants of persuasion listed above. I use these data to ascertain who can be persuaded to reverse their opinions.

How Much Can You Trust The Answers You Get Using Cognitive Interviews?, **Christine H. Rho, U.S. Bureau of Labor Statistics, rho_c@bls.gov, and Roberta Sangster, U.S. Bureau of Labor Statistics, sangster_r@bls.gov**
Cognitive interviews has been widely used and studied as a research tool to reduce sources of response error and improve survey questions. Cognitive interviews are based on the assumption that respondents are reasonably reliable informants about how they are able to comprehend and answer questions. We recently conducted a study using a greater than average number of cognitive interviews to test question comprehension (n=40) in a housing survey. The study was conducted in two parts: 1) survey completion and 2) retrospective probing. In the first part, respondents answered questions from the housing survey with the option of indicating when they did not know the answer or did not understand the question. In the second part, respondents were interviewed and probed about the clarity of questions, their subjective experience of answering the survey questions, and how they arrived at the answers. This study yielded both quantitative and qualitative data which allowed a comparison of actual survey responses and information respondents reported about clarity and comprehensibility of questions. This comparison showed that while respondents would say a question was clear and that they understood it, their actual responses to the survey indicated a lack of comprehension. This study will show data from the housing study that indicate this discrepancy and will discuss the limits of relying on respondents as informants of their thought processes.

Evaluating Various Methods of Standard Error Estimation for Use with the Current Population Survey's Public Use Data, **Michael E. Davern, University of Minnesota, daver004@umn.edu, Gestur Davidson, University of Minnesota, david064@umn.edu, and James Lepkowski, University of Michigan, Jimlep@isr.umich.edu**
We evaluate various strategies for calculating standard errors (and variances) when using the Current Population Surveys Annual Demographic Supplement's (CPS-ADS) public use data. Standard error estimation is a problem for many analysts of the CPS data because most of the variables needed to construct appropriate standard errors are not available on the public use file (e.g., the actual Primary Sampling Units used to draw the sample). In this paper we restrict our analysis to: Income, Poverty and health insurance coverage standard error estimates. We use four methods of standard error estimation in this paper: (1) the basic "simple random sample" approach that assumes that every sampled person was drawn as part of a simple random sample, (2) the "generalized variance" approach recommended by the Census Bureau, (3) the basic "robust variance" estimation approach (a.k.a. the sandwich estimator, or the Huber-White estimator) (4) a Taylor Series Linearization approach with both a stratum and clustering variable defined. For income the generalized variance, robust variance, and Taylor series approaches all produce similar standard errors and they are significantly larger than those produced through the simple random sample method. For Poverty the generalized variance approach produces the largest standard errors and the simple random sample and robust variance estimation produce the smallest standard errors. For health insurance coverage the generalized variance estimates are the smallest with the simple random sample and robust variance estimates a close second and third. The Taylor series estimates for health insurance coverage are the largest. We evaluate the performance of each of the four approaches in an attempt to develop guidelines for creating standard errors when working with the Current Population Survey's public use data sets.

Using Latent Class and CHAID Models to Develop Meaningful Segments from Survey Data, **Jay Magidson, Statistical Innovations, jay@statisticalinnovations.com**
A problem inherent in exploratory survey analysis is how to summarize and present the large amount of survey information in a meaningful way. A common practice is to summarize responses to each item (dependent variable) by demographic and other categories of interest. However, because of the large number of items, this approach often results in information overload, even when the reported tables are limited to those showing significant differences. In addition, since several of the items may be highly correlated with each other, it is unclear which of these tables merely presents redundant information. While traditional variable reduction techniques such as factor analysis can be used with continuous variables, they are not appropriate for survey data, which are generally categorical and frequently nominal. In this paper we describe two exploratory statistical techniques that have been developed for categorical data. The first, exploratory latent class (LC) modeling, may either be used in a manner similar to cluster or factor analysis to reduce a set of attitudinal items to a small number of underlying segments or factors, or it may be used to explain heterogeneity in traditional regression models. The second, Chi-Squared Automatic Interaction Detection (CHAID) tree analysis provides methods for combining in an automatic fashion, demographic and other categories that do not show significant differences in their relationship with a designated dependent variable. Both approaches are useful in identifying a relatively small number of meaningful segments that capture information from many variables. We illustrate these techniques using data from the 2000 National Election Study and other databases, and compare the use of a 3-segment LC model with traditional regression models in predicting vote for President. Analyses were conducted using the programs SI-CHAID and Latent GOLD. Additional applications of these programs, and an extensive bibliography can be found on the website www.statisticalinnovations.com.

***Comparing Internet "River," Internet "Panel" and RDD CATI Sampling; Do the Differences Affect the Data?*, Karl G. Feld, Western Wats, kfeld@westernwats.com**

Despite recent trends, Western Wats Center has remained dubious of the data effects of both the more established Internet "panel" sampling method as well as the more progressive "river" technique for high incidence research. No split mode research has been done prior to this study to substantiate or disprove the data effects of using either Internet "panel" or "river" techniques vis-à-vis each other, or of both vis-à-vis the "gold standard" of RDD CATI. To clarify the effects, Western Wats Center used free sample provided by several commercial sample vendors to conduct a high incidence, general population three-way split mode case study for Brigham Young University to measure and clarify the effects on data sets of using either Internet "panel" or the newly emergent Internet "river" sampling techniques for research of high incidence populations. The split mode study used RDD CATI, Internet "panel" and Internet "river" samples from major industry sample providers to collect data in each mode and compare it to data from the other two to measure the effects. Of special interest is the differentiation in final data between the Internet "river" and RDD CATI techniques, as well as the "river" and Internet "panel" techniques. This research is the first of its kind to compare these two Internet sampling methods with each other. The significance of the data differentiation in each comparative case will be discussed, as will comparative cost implications to researchers of using the "river" sampling technique as compared to CATI and Internet "panel" sampling methodologies.

***A Comparison Between Using the Web and Using the Telephone to Survey Political Opinions*, Gosta K. Forsman, University of Linköping, gosta.forsman@swipnet.se, and Annica Isaksson, University of Linköping, anisa@mai.liu.se**

In a political opinion poll before the Swedish September 2002 election, the commercial survey institute TEMO (one of the largest commercial survey institutes in Sweden) experimented with two different modes of data collection: telephone and Web. The methods were applied to independent samples. The telephone sample was the ordinary TEMO Omnibus sample - an approximate probability sample of phone numbers combined with a probability based selection of individuals within households. The Web sample was drawn from a panel of Web users recruited via earlier TEMO Omnibus samples. In our paper, weighted answers to selected questionnaire items, in particular voting intentions, are compared. The purpose of the weighting is to lift the sample data to the population level. Demographic variables are used for post-stratification, as well as voting behavior in the previous Swedish election. In addition we calculate for both samples propensity scores from specially designed "lifestyle" questions, aimed at identifying subgroups of the population within which Web users and non-users have similar voting intentions. The propensity score distribution of the Web sample is then "calibrated" against the corresponding distribution of the telephone sample. This technique may reduce the potential bias of the Web sample estimates due to a high drop-out rate in the panel recruitment process. The demographic composition of the two samples is also analyzed, and the outcome of the election is used for additional comparisons.

***Design and Implementation of a Multimode Web Survey*, Jennifer S. Wine, Research Triangle Institute, jennifer@rti.org, Melissa B. Cominole, Research Triangle Institute, mcominole@rti.org, Stephanie D. Carwile, Research Triangle Institute, carwile@rti.org, and Kristin Perry, National Center for Education Statistics, Kristin.Perry@ed.gov**

A single, Web-based survey was developed for data collection in three modes – self-administration and telephone and in-person interviewing – as part of the final follow-up survey for the 1993 Baccalaureate and Beyond Longitudinal Study (B&B), a 10-year longitudinal study being conducted by the National Center for Education Statistics (NCES), U.S. Department of Education. Prior to the full-scale follow-up survey, a field test was conducted with a comparable sample of 925 baccalaureate recipients to evaluate procedures and methods to be used in the main study. This paper assesses the feasibility of a one-instrument approach to multi-mode data collection by examining the quality and completeness of the field test data, including cross-mode comparisons of indeterminacy rates, timing, and the use of on-line help text and coding systems.

***Partnering With a Newspaper to Assess Community Opinion Online*, Phillip E. Downs, Florida State University, pd@kerr-downs.com, and Mary Anne Lindley, Tallahassee Democrat, mlindley@tdo.com**

The purpose of this research is to discuss the value of partnering with a local newspaper to assess community opinion online. The Tallahassee Democrat and Kerr & Downs Research are attempting to develop a representative sample of individuals in the Tallahassee area who will respond to an online survey about once a month. The project is in its introductory stage in which the newpaper is promoting the concept and encouraging individuals to go to a website to complete a brief demographic questionnaire. Respondents to the demographic questionnaire will be screened to form a demographically representative sample. Short (3 to 5 questions) questionnaires will be submitted via email to selected individuals about once a month and the results will be covered by the newspaper. The objective is to offer readers, as well as decision makers in the community, "legitimate" public opinion results in an inexpensive and periodic fashion. The presentation to AAPOR will focus on problems encountered in developing the sample, problems encountered in maintaining the sample, response rates, and the represntativeness of public opinion generated in this fashion.

***Implementing a Web Survey Administration System at the GAO*, Alice G. Feldesman, U.S. General Accounting Office, Feldesmana@gao.gov**

Over the past few years GAO has undertaken 100 one-time web-based surveys of a variety of populations and on a variety of subjects to support our research on behalf of the Congress. These surveys have collected data from nearly 30,000 respondents. We have developed our own software to support our web-based surveys. We expect to release this software to public. In addition, we have chosen to put other questionnaire version control software and editing packages in the hands of our questionnaire designers to support our web-based surveys. This presentation will give an overview of these web survey development procedures and software as well as the advantages and disadvantages of our approach. We approach our data collection effort as a business process, with steps that build in quality throughout the process. We screen projects to ensure they meet our minimal requirements for gathering data through a web-based survey. This presentation will discuss these requirements and illustrate the consequences for accepting projects that do not meet our requirements. We also describe the design and testing procedures we use to increase the usability of the questionnaires and the validity of the data. Since we view web-based surveys as a business process, this presentation will also discuss the administrative structure and staffing necessary to support this business.

***Incentive Effects in the Age of Anthrax: Experimental Results for Mail Questionnaires*, Anthony Silvaggio, University of Oregon, tonys@darkwing.uoregon.edu, and Patricia A. Gwartney, University of Oregon, pattygg@oregon.uoregon.edu**
Do thirty years of accumulated findings on incentives' effects on mail questionnaire response rates still pertain since bio-terrorism hit the U.S. postal system? This paper contributes to the literature on incentive effects by presenting results from two simultaneous, fully crossed incentive experiments conducted in a mail survey during the U.S. anthrax bio-terror incident Fall 2001. At the precise week in October 2001 that anthrax was found in the U.S. postal system, we intended to send precontact letters to 2,504 randomly-selected households in the Pacific Northwest, inviting them to take part in a study involving a mail questionnaire. The study already contained a monetary/non-monetary incentive experiment as part of the invitation letter to participate. We quickly re-tooled the experiment by preparing and mailing a pre-invitation postcard to a random subset of 500 households, assuring potential respondents of the forthcoming precontact letter's authenticity. The experiments answer hypotheses for three research questions, embedded in a literature review: (1)Did the pre-invitation precontact postcard affect response rates during the bio-terror incident? To answer this, we examine response to the invitation (returned postcard); message on the return postcard (compliance to the survey request); and actual behavior (returned questionnaire, and timing of the returned questionnaire). (2)Did the type of incentive (monetary/non-monetary) influence the response rate? (3)Did the pre-invitation postcard interact with incentive type in its effect on the response rate? To answers this, we cross our analyses of questions 1 and 2, using simple ANOVAs. Respondents who received a pre-invitation postcard show only slight response improvements at all stages of the mail survey process. We discuss reasons why this may have occurred within the survey's unfolding historical context of anthrax bio-terror events, as well as previous research on incentives' type, amount, and payment timing.

***Cognitive Processes in Web Surveys*, Marek Fuchs, University of Eichstaett, marek.fuchs@ku-eichstaett.de**
Previous research could demonstrate that the respondent's cognitive processes when answering a web survey are quite similar compared to other self-administrated survey mode. However, some remarkable differences could be demonstrated in the way respondents work their way thru the series of question: Previous question order experiments in web surveys indicate that respondents treat questions more independent from each other, thus, context effects are less pronounced (Fuchs 2001, 2002). Even though this might be interpreted as an improvement of data quality one might also be concerned with respect to the respondent's cognitive understanding of the questions.
In this paper we will further assess the question answer process in web surveys by combining question order experiments and client side response time measurement in order to develop a deeper understanding of the respondent's behavior while answering questions over the internet. We will investigate whether or not web respondents show less pronounced context effects due to a faster working pace (shorter response time) or due to a more segmented view of the questionnaire. Based on field experimental data from n=800 respondents we will also investigate the effect of interactive elements (probing for item-nonresponse and pop-up windows) on the size of context effects. This paper will contribute to general understanding of the cognitive processes while answering a web survey.

Saturday, May 17, 4:00 p.m.-5:00 p.m.

TRUST III

***Trust and Engagement: Assessing Causality in the "Virtuous Circle"*, Dhavan V. Shah, University of Wisconsin-Madison, dshah@wisc.edu, Hernando Rojas, University of Wisconsin - Madison, hrojas@wisc.edu, So-Hyang Yoon, University of Wisconsin - Madison, syoon3@wisc.edu, William P. Eveland, Jr., Ohio State University, eveland.6@osu.edu, and Nojin Kwak, University of Michigan, kwak@umich.edu**
In recent years, academics have popularized the term social capital to describe how basic features of community life provide the means for citizens to cooperate on joint problems. Social capital has been expressed theoretically as an associational capability grounded in norms of trust and reciprocity that makes collective action possible. Empirically, however, the relationships between trust and higher levels of civic engagement are not so clear. To examine these relationships, we rely on national data from a four-wave panel survey of adults conducted in February 1999, June 2000, November 2000, and July 2001. Using a stratified quota sampling technique that adjusted within the subcategories of race, gender, and marital status to compensate for expected differences in response rates, a pre-recruited sample of 5,000 was assembled to reflect demographic distributions within the 9 Census divisions of household income, population density, respondent's age, and household size. By offering incentives, 3,388 completed responses were generated for wave 1; 1,902 for wave 2; 1,315 for wave 3; and 925 for wave 4. Inductively identifying three distinct forms of trust (i.e. trust in others, trust in media and trust in government), this paper considers change models including individual and structural antecedents for each form of trust; In addition, the outcomes of trust on social, civic and political engagement are reviewed. The panel design employed in this study clarifies the causal direction of these relationships. Examinations of reciprocal relations show that trusting others is related to social and civic engagement but not to political engagement, whereas trusting the media contributes to social and civic engagement, but reduces political engagement. On the other hand, social engagement increases levels of trust in others and in the government, while civic engagement makes people trust others and the government more. Finally, political engagement results in media distrust.

***The Effect of Trust in Media on Advertising Rates*, Philip E. Meyer, University of North Carolina at Chapel Hill, philip_meyer@unc.edu, and Joe Bob Hester, University of North Carolina at Chapel Hill**
Newspaper companies have been preoccupied with their credibility since the 1980s when the first of several national studies of the problem were launched. None succeeded at establishing a clear picture of the benefits of credibility in economic terms nor the costs of gaining it. Now survey research provides evidence that there is a direct benefit. In small to medium size markets, trusted newspapers can and do charge more for their advertising. The data come from two sources: a single question on newspaper trust asked in 26 communities followed by the Knight Foundation and published ad rates posted by Standard Rate and Data Service. While ad rates are often discounted, the published rate provides a suitable benchmark. An effect was found for newspapers with less than 300,000 circulation. After adjusting for market size, household penetration, and the effective buying income of each market, trust accounted for a small (21 percent) but significant portion of the variance in ad rates. The rates in the market's dominant newspaper increase by $3.53 per Standard Advertising Unit for each one percent increase in the percent of the home county population that says it believes what it

reads in the paper "you are most familiar with" all or almost all of the time. This finding suggests that a news medium's influence has economic worth not captured by traditional measures of advertising value that rely on eyeball counts of the general population or within targeted demographic groups. Investor pressures on publicly-held newspaper companies to produce their products as cheaply as possible might undermine this hidden value.

***Geographies of Trust: Explaining Inter-city Variation in Trust Using Hierarchical Linear Modeling*, Wendy Rahn, University of Minnesota, WRAHN@polisci.umn.edu, Kwang Suk Yoon, American Institutes for Research, Michael Garet, American Institutes for Research, Steven Lipson, American Institutes for Research, and Katherine Loflin, Knight Foundation**
Generalized social trust is an important component of social capital and has been linked to a variety of individual- and community-level outcomes, including low crime rates, effective government, and happy citizens. Drawing a multi-community survey conducted in several American communities in 2002, we examine the individual and contextual origins of general social trust using the variance decomposition techniques of Hierarchical Linear Modeling (HLM). While we find that most of the variation in general social trust lies between individuals, a substantial fraction resides at the community level even when controlling for individual-level demographic, attitudinal, and behavioral characteristics. Based on prevailing theoretical understandings of social trust, we posit six theoretical models to account for the contextual variation that remains after controlling for inter-individual differences: Realistic Trust, Concentrated Disadvantage, Social Diversity, Racial Diversity, and the Civic Community. When tested in isolation, each of these models finds strong theoretical support. When combined in a comprehensive statistical model, however, the clearest support emerges for the Civic Community model. * This project is supported by the John S. and James L. Knight Foundation. The data used in this paper were collected by the Knight Foundation as part of their Community Partners program. A version of the survey data is publicly available at the Odum Institute (http://www.irss.unc.edu/data_archive/home.asp). The interpretations presented herein are solely the views of the individual authors and not the Knight Foundation.

ELECTION SURVEYS

***When Respondents Know Too Much: Limitations of Web Surveys for Electoral Research*, Nicholas C. Allum, London School of Economics and Political Science, nick@allum.info, and Patrick C. Sturgis, University of Surrey, P.Sturgis@soc.surrey.ac.uk**
Internet surveys are attractive because of their low cost and the relative ease of collecting data from large numbers of respondents in a short time. Whilst these benefits inevitably come at a cost (Couper, 2000), the precise nature and extent of these costs are, as yet, not well known. Recently, several studies have examined the utility of online polling for electoral research using essentially an 'outcome-based' approach. That is, 'theoretical' models are fitted to data from a questionnaire that has been administered both online and in a more traditional mode and differences in model parameters compared. Such approaches have resulted in generally optimistic conclusions concerning the potential of web methodologies in this area (Gibson and McAllister 2002; Sanders et al 2002). Yet, in many ways, such studies raise more questions than they resolve: given the known problems with coverage, nonresponse and measurement error in Internet polls, the analyst may well ponder on the generality of such findings to other theoretical models involving different variables. In this paper we too adopt this outcome-based approach to an assessment of the validity of online methods. However, our models deliberately include variables that are likely to be correlated with discrepancies in coverage, nonresponse and measurement between Internet and face-to-face modes. Using data from a face-to-face probability sample and an Internet poll, we compare models containing the same multi-item scales measuring knowledge of politics and science respectively. We examine the impact of survey mode on the 'difficulty' of questions, their ability to discriminate between more and less 'sophisticated' respondents and the degree of measurement error. We then examine differences in structural parameters between these and other theoretically related variables. We conclude that researchers contemplating online data collection should consider carefully the likely relationship between key theoretical concepts and errors currently inherent in data collected online.

***Social Desirability and Faulty Memory in Vote Over-Reporting: A Cross-National Comparison of the American and British Electorates*, Allan L. McCutcheon, University of Nebraska, Lincoln, amccutch@unlserve.unl.edu, Robert F. Belli, University of Nebraska, Lincoln, bbelli2@unlnotes.unl.edu, and Yongbin Tian, University of Nebraska, Lincoln, yongbintian@hotmail.com**
The dynamics of over-reporting in self-reports of voting behavior have been the focus of a number of voter validation studies conducted by electoral scientists and survey methodologists. Many of these studies examine the hypothesis that over-reporting results primarily from social desirability; that non-voting respondents who feel most compelled to vote are those most inclined to misreport their actual (non-) voting activity. Other researchers focus on the competing hypothesis that a substantial proportion of over-reporting results from false memories; that respondents who vote only intermittently are prone to misremember their actual voting behavior from the most recent election, and are thus likely to over-report their voting. This study compares the social desirability and faulty memory hypotheses in the two electorates using data from the National Election Studies of recent U.S. presidential elections and the 2001 British Election Study. Specifically, measures of political interest, knowledge, efficacy, partisanship and duration of time lapse from voting day to post-election re-interview, as well as a set of demographic variables, are included in a multinomial logistic regression model for validated voters, admitted non-voters and vote over-reporters. In both nations, over-reporters tend to be younger than validated voters, and tend to be more partisan and interested in the election than admitted non-voters. While substantial support for the social desirability hypothesis is found among both electorates, significant support for the faulty memory hypothesis is found only among the American electorate. This pattern, however, is consistent with the expectation that faulty memory over-reporting results largely from patterns of intermittent voting, which is less likely in electorates with historically high levels of voting (i.e., low rates of intermittent voting) such as in the British electorate. Examination of self-reported voting frequency, however, indicates the likely emergence of intermittent voting in the British electorate, which could presage increased over-reporting in the future.

***Coverage Bias in Telephone Samples of Registered Voters*, Chase H. Harrison, CSRA; University of Connecticut, chase.harrison@uconn.edu, and Lauren J. Packman, CSRA; University of Connecticut, lauren.packman@uconn.edu**
In this paper we assess the relative advantages and biases of two different commonly used sampling methodologies for conducting telephone pre-election polls among registered voters. Both random-digit-dial (RDD) and voter-listed sampling methods suffer from

different types of coverage bias. We delineate the problems with these two methods from a survey sampling perspective, and compare and contrast respondents drawn from these methods. We also test theoretical models of survey response as explanations of differences between these samples. Different protocols are typically employed to obtain samples of registered voters. Some researchers use official lists of registered voters as a sample frame, while others use RDD samples combined with respondent reports of voter registration status. Since voter telephone lists exclude respondents with listed telephone numbers, these samples will have undercoverage. Although RDD telephone samples contain nearly complete coverage of registered voters, respondent screening of voter registration status inevitably leads to over-reporting. (Belli et. al., 1999) Consequently, voter lists exclude registered voters without listed telephone numbers from the survey population, while RDD surveys include these individuals, but also contain people who should be excluded because they are not registered to vote. In this paper, we will compare and contrast survey respondents and responses from these two sampling methods on a variety of measures, including political opinions, actual and reported behaviors, and demographic measures We will also model the differences in these two survey populations as functions of nonresponse bias, and social desirability bias. Data are drawn from a series of pre-election surveys conducted by the University of Connecticut Center for Survey Research and Analysis (CSRA) in October and November, 2002. All surveys were administered using a dual overlapping frame design that included both an RDD and a voter list frame. We will treat these frames as different experimental groups for purposes of our analysis.

***Right on Target or Off the Mark?: Margin of Error in Election Polls*, Joel Bloom, University of Oregon, jbloom@darkwing.uoregon.edu**

It is often claimed that election polls are less reliable than more generalized public opinion polls, and a number of factors suggest that they should be. Unlike a conventional opinion poll, election polls attempt to sample from an unknown and unknowable population, those who will vote on election day. As a result, the largest differences observed among polls may not be due to differences in their polling methods (although these differences are often considerable), but rather the methods for determining who is a likely voter, as well as the weights applied to various demographic or political subgroups. These post-survey manipulations add potentially non-random bias to reported survey results. In this paper I will use a sample of hundreds of statewide polls in Senate and Governor's races conducted from September through November 2002, and various methodologies, to examine the simple question of whether election polls are as reliable as they claim, based on reported margins of error, (or conversely whether they are as unreliable as their critics assert). I will also compare the reliability of polls conducted by various polling organizations, including media, academic, and partisan.

QUESTIONNAIRE DESIGN II

***Parsing the Polls: A View from the Trenches*, Gary E. Langer, ABC News, gary.e.langer@abc.com, and Daniel M. Merkle, ABC News, Daniel.m.merkle@abc.com**

A vast amount of survey research informs our public discourse - much of it undeservedly. For every thoughtful, independent study of public opinion is a fistful of imitators - compromised by inferior sampling, poor execution or intentional bias. Some toss aside probability samples in favor of cheaper but questionable alternatives. Questionnaires range from badly conceived to clearly biased. Some misconstrue or misrepresent data, aiming not to inform the public knowledge but to promote the sponsor's agenda or earn it a positive headline. Too much such research slips by the gatekeepers and into news reports, with potentially damaging consequences. Inferior polls misinform the public, compromise the credibility of news organizations that report them, and devalue meaningful work.

All participants in the enterprise of survey research can lend a hand in addressing this issue. News organizations can redouble their efforts to vet the quality of surveys presented to them. Survey sponsors and field houses can learn what's required for their work to pass muster. And academics can recognize these challenges and provide pertinent research and commentary that supports the cause of reliability in publicly disseminated surveys. We'll present the view from the trenches, with a detailed description of the poll vetting procedures we've put in place at the ABC News Polling Unit. We'll discuss methodological standards and offer examples of problematic techniques, covering such areas as non-probability sampling, partial data releases, aged data, misleading or incomplete methodology statements, leading questionnaires, non-parallel or disproportionate response categories, unbalanced scales, retroactive trend, loaded agree/disagree formats, recall vs knowledge, misleading profile scoring, and spurious or hyped analyses. Finally we'll seek to foster a lively discussion on critical issues in setting and applying standards for reliability in survey research produced for public dissemination.

***Validating Self-Reports of Socially Desirable Behaviors*, Jane E. Burris, University of Illinois at Chicago, janeb@srl.uic.edu, Timothy Johnson, University of Illinois at Chicago, tjohnson@srl.uic.edu, and Diane O'Rourke, University of Illinois at Chicago, dianeo@srl.uic.edu**

Although measures of socially desirable response behavior have been available for several decades, few studies have attempted to determine their ability to discriminate between the accurate and inaccurate reporting of socially desirable behaviors. None have examined their association with health promotion and prevention activities such as cancer screening exams, which are generally viewed as socially desirable activities that are often overreported. We present findings from a recently completed study that collected both self-reports of cancer screening behaviors and objective information regarding the receipt of health services that were abstracted from the medical records of survey respondents. Data come from a sample of 1005 women aged 55 and older who live and receive their health care in Champaign-Urbana, Illinois. Respondents completed either a telephone or ACASI interview and were asked to give permission to have their medical records abstracted in order to validate their self-reports of the number of physical exams, pap tests, and mammograms received during the past three years. Complete validation data were abstracted for 560 women. Analyses will focus on the ability of the Marlow-Crowne Social Desirability Scale to predict the over-reporting of cancer screening behaviors.

***State Health Insurance Coverage Estimates: Why State-Survey Estimates Differ From the Current Population Survey*, Michael E. Davern, University of Minnesota, daver004@umn.edu, Kathleen T. Call, University of Minnesota, callx001@tc.umn.edu, Lynn A. Blewett, University of Minnesota, blewe001@tc.umn.edu, and Tim Beebe, University Of Minnesota, beebe002@umn.edu**

Many states are conducting surveys to estimate rates of uninsurance, as well as to examine the characteristics of their uninsured populations. Yet, state generated estimates are likely to differ from the annual estimates of uninsurance rates based on the Census Bureau's Current Population Survey (CPS). In our analyses from seven states using a similar instrument we show that the state surveys conducted produced anywhere from 15 percent to 50 percent lower uninsruance estimates than the CPS. Because the CPS estimates are widely cited by the media and in the health policy literature, they can create potential confusion when states use their own survey data for policy development. Our paper examines key reasons for the differences and discusses their relevance for state health policy. We focus on sample design, weighting adjustments for non-coverage, survey administration, definitions of the uninsured, survey design, and imputation/editing procedures. Although we are able to explain portions of the differences between the CPS and state survey estimates there is still several outstanding issues for both the CPS and state surveys.

RESPONSE RATES III

***Scheduling Calls for Refusal Conversion in an RDD Survey*, Sherman Edwards, Westat, shermedwards@westat.com, Charles DiSogra, University of California, Los Angeles, Wei Yen, University of California, Los Angeles**

Weeks et al (POQ, 1987) explored the best times to call households for an RDD survey, and found, not surprisingly, that evening and weekend calls resulted in higher rates of answering and completing interviews, with Sunday evening the best time of all. Since then, America's telephone habits have changed, and response rates to RDD surveys have declined considerably. Survey designers are continually exploring ways to at least slow this erosion, through multi-mode approaches, offering incentives of various kinds, creative interviewer training, and so on. The 2001 California Health Interview Survey (CHIS 2001) included interviews with about 55,000 adults in California households, using an RDD design. The screener response rate was 59 percent, and for the adult extended interview 64 percent. Westat interviewers re-contacted most initial screener refusals, and completed screeners with 42 percent of those to whom we were able to mail an express letter and 29 percent of those without letters. This paper will reprise the Weeks et al analysis for initial screener contacts by time of day and day of week, comparing contact and completion rates in one-hour segments. It will also compare refusal rates hour by hour. Then, it will repeat these analyses for the first call after an initial refusal. The primary research questions for these analyses are: (1) do the best times for contact and completion coincide with the lowest refusal rate times; and (2) do the best times for refusal conversion coincide with the best times for initial calls? Finally, we will compare results of conversion calls by their relationship with the time of the calls yielding the initial refusal. Do evening conversion calls yield better results for morning refusals than calls in the afternoon or on weekends, for example?

***How Important Is Response Rate?*, Nathaniel J. Ehrlich, University of Michigan, nehrlich@umich.edu**

I propose to begin with an overview of the literature on the topic of response rate and survey validity. Then, present data to support the view of statistical control of sample size. The first data analysis is from the Foster Care Alumni Study, as follows: In the period from September 2000 through August 2001, 1,591 persons who had been in foster care for at least one year over the previous 30 years were interviewed. The interviews averaged two and one-half hours. Of the initial sample of 2,355, only about 1,000 were easily located. The remainder were tracked, with limited success. I have examined 71 items from the questionnaire and determined that there were no significant differences between responses given by persons located without tracking, or found in the first two weeks, 2 weeks-one month, the second month, the third month, or sometime over 90 days. In addition, response rates decline precipitously as the tracking period is extended. The second data analysis involves the Assistive Technology Study conducted March-Decemb 2001. This study collected responses via RDD from 412 persons with disabilities who answered a 22-minute questionnaire with a response rate of over 90%. I will present sequential analysis of the data collected in that study that demonstrates how statistical analysis of the stability of data, as it is being collected, can lead to stopping rules that will allow researchers to set response rates to match the quality of data, i.e. as evidence is presented that the moments of a data distribution are becoming stable, then the ratio of central tendency to variability will determine the response rate required for content validity: the higher the central tendency with respect to variance, the lower the required response rate.

***CMOR's National Survey to Help Build an Advertising Campaign to Motivate Survey Response*, Jane Shepard, CMOR, shepard@cmor.org, and Paul J. Lavrakas, Nielsen Media Research, pjlavrakas@tvratings.com**

With survey response rates continuing their annual decline - especially those associated with telephone surveying of the public - CMOR has mounted an R&D program that will lead to a national advertising campaign to encourage the American populace to respond when they are sampled for legitimate survey research projects. The goals of this multi-year program are to educate the public to (1) better appreciate the importance of particpating in survey research and (2) better differentiate between legitimate survey research contacts vs. contacts from telemarketers. This paper will report results of a national mail survey of 2,000 households in the United States being conducted in the fall of 2002, using a modified Dillman TDM. The data being gathered include both closed- and open-end measures about: why people may or may not have participated when they were sampled for surveys in the past; what they know about the differences between survey research and telemarketing; and their reactions to two graphics showing different logos that operationalize the Your Opinion Counts message. The presentation will report findings from the survey and explain what CMOR plans to do to bring this campaign to fruition.

Saturday, May 17, 4:00 p.m.-5:00 p.m.

POLITICAL ATTITUDES II

***Racial Resentment and White Opposition to Race-Conscious Programs: Principles or Prejudice?*, Stanley Feldman, State University of New York at Stony Brook, stanley.feldman@sunysb.edu, and Leonie Huddy, State University of New York at Stony Brook, leonie.huddy@sunysb.edu**

White racial resentment, derived from research on symbolic racism, has substantial effects on opposition to racial policies in a number of studies. However, its nature remains unclear. Resentment could derive from racial prejudice or stem from ideological principles – two very different bases for white opposition to contemporary racial policy. To assess the nature of racial resentment and its political effects, we examine data from a CATI survey of 760 white New York state residents that included an experimentally altered college-scholarship program along with measures of racial attitudes. The experiment manipulated the scholarship program beneficiaries' race and socio-economic class. The impact of racial resentment was assessed separately for black and white recipients to determine whether racial resentment conveys opposition to programs targeted at blacks but not whites in line with the prejudice hypothesis, or has a stronger ideological component that drives opposition to the program regardless of recipient race. The data yield two key findings. First, racial resentment conveys racial prejudice. Racially resentful individuals were more opposed to programs targeted at black than white students. Second, racial resentment means different things to liberals and conservatives. Among liberals, racial resentment conveys the political effects of racial prejudice and is better predicted by overt measures of racial prejudice than among conservatives. Among conservatives, the nature of racial resentment is less clear cut. It is closely tied to opposition to race-conscious programs regardless of recipient race and is only weakly tied to measures of overt prejudice, but is not well explained by ideological factors.

***Age- and Participation-Related Differences in Political Agendas*, Douglas A. Strand, University of California, Berkeley, dstrand@csm.berkeley.edu, and Merrill Shanks, University of California, Berkeley, jms@csm.berkeley.edu**

This paper presents results from a 2001 survey concerning the agenda-related sources of American's evaluations of the President and of the party leaders in Congress. That project, called the 2001 Public Agendas and Citizen Engagement Survey (PACES), is based on a comprehensive set of measures concerning alternative problems, policy issues, and political participation, and includes an oversample of younger Americans (including teenagers from 15 to 17). Based on that survey, this paper presents answers to three main questions: To what extent do political leaders get a distorted impression of the "average" American's views on current policy-related controversies when they are pressed more by the preferences of individuals who are more active in politics -- instead of the entire population of adults? We will argue that differences in participation mean that politicians feel more "liberal" pressure on social issues and more "conservative" pressure on economic issues than these leaders would feel if all Americans participated in politics equally. How does the political agenda of young Americans differ from the political agendas of middle-aged and older Americans? We will highlight how youth surprisingly exceed the conservatism of their elders when it comes to abortion and issues involving the relationship of church and state. We will then test some explanations for these anomalous results. However, we will show how these instances of youth conservatism become less politically important because such conservatism tends to prevail more among youth who are politically uninvolved. Which issue topics and specific issues within each topic seem to have shaped evaluations of national leaders? We will argue that issues involving "family values" appear to stand out in most consistently influencing how Americans judge the performance of their national leaders.

***Driving the Wedge: The Strategic Use of Group Cues in Campaign Communications*, Nicholas A. Valentino, University of Michigan, nvalenti@umich.edu, and Vincent L. Hutchings, University of Michigan, vincenth@umich.edu**

Since the early days of survey research into the antecedents of voting behavior, scholars have recognized the powerful role group considerations play. Not surprisingly, the use of group cues in campaign communications is a tried and true strategy for building coalitions and winning elections. Little is known, however, about the actual range of group cues found in campaign advertising. Furthermore, research involving the impact of various group-cueing strategies on choice is still in its infancy. In our project, we explore the frequency and impact of a range of cues, involving race, gender, age, and class. We find that certain types of group-cueing strategies are most powerful when they are subtle (i.e. the so-called group-priming effect). Other group cues, however, are more powerful when explicit. This paper is a part of the larger book project on group cueing in modern American campaigns. In it we develop a theory of group cueing and experimentally demonstrate two instances when group cues matter (both involving race, but one implicit and one explicit). Finally, we present evidence from a content analysis that shows just how common group cueing strategies are, and how large their overall impact may be.

Sunday, May 18, 8:15 a.m.-9:45 a.m.

A MEMORIAL FOR BUD ROPER

QUESTIONNAIRE PRETESTING

***Respondents' Understanding of Confidentiality Language*, Eleanor R. Gerber, U.S. Census Bureau, Eleanor.Gerber@census.gov**

Surveys and censuses often promise confidentiality to respondents as part of an attempt to encourage participation and prevent nonresponse. Different approaches to this rest on a wide variety of terms and concepts. The aim of this research is to examine respondent understanding and acceptance of several approaches used in Census Bureau surveys and the decennial census.
The approaches to communicating confidentiality assurances include the following: reference to only "summary data" being released; reference to use of data for "statistical purposes\"; assurances about not publishingspecific identifying data; and references to legal constraints which assure confidentiality. These approaches to confidentiality were discussed with 80 respondents in the course of in-depth interviews on the subject of privacy. First, using cognitive interviewing techniques, two confidentiality statements were shown to respondents. The order of presentation of these two statements was varied. One statement, from the decennial census, stressed legal protections. The second, from a household panel survey, stressed the uses and handling of data. Next, respondents were shown

confidentiality phrases, including "statistical purposes,\" "summary data,\" \"confidential by law,\" \"strictly confidential,\" \"we never release data that would reveal your identity\" and \"no one else will be able to connect your answers with your name and address.\" The interview concentrated on respondents' understanding of these approaches, as well as their effectiveness in reassuring them about the privacy of their data. Wide areas of misunderstanding became apparent. The appeal to "statistical purposes" and \"summary data\" did not communicate a confidentiality concept. Not releasing specific data items, particularly name and address, was more understandable and reassuring. References to legal protections were most acceptable. These findings are strongly influenced by general respondent suspicion of the ability of agencies to protect privacy.

Collecting Eye Tracking Data to Test QUAID, a Web Facility that Helps Survey Methodologists Identify Problems with the Comprehensibility of Questions, **Arthur C. Graesser, University of Memphis, a-graesser@memphis.edu, Frances K. Daniel, University of Memphis, fdaniel@memphis.edu, Zhiqiang Cai, University of Memphis, zcai@memphis.edu, Elisa Cooper, University of Memphis, elisacooper@hotmail.com, Shannon Whitten, University of Memphis, snwhittn@memphis.edu, and Max Louwerse, University of Memphis, mlouwers@memphis.edu**
When respondents do not understand the meaning of a survey question, it is very unlikely that they will supply valid and reliable answers. Survey methodologists would therefore benefit from computer tools and other analytical schemes that help them identify problems with questions with respect to comprehension difficulty. We developed a web facility (called QUAID) that assists survey methodologists in improving the wording, syntax, and semantics of questions (www.psyc.memphis.edu/quaid.html). QUAID stands for "Question Understanding Aid." The survey methodologist enters a question on a questionnaire, along with any context information and answer alternatives that accompany the question. QUAID quickly returns 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. Recent advances in cognitive science, computational linguistics and discourse processing have reached the point where it possible to analyze language and meaning at these various levels. Previous published studies have reported how well QUAID diagnoses the five categories of problems with questions in a corpus of questions provided by 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. More recently, two eye tracking experiments were conducted that collected data from respondents as they answered questions. If a question is problematic, this should be reflected in the patterns of eye movements and the amount of time that respondents focus on individual words. The proposed presentation will describe the features of QUAID, the validity of the tool with respect to comparisons with experts, and the results of the eye tracking experiments.

Applying Discourse Analysis to the Questionnaire Design and Evaluation Process: A Proposal for the Incorporation of an Alternative Methodological Tool, **Christine A. Horak, Westat, christinehorak@westat.com, and Brian A. Kleiner, Westat, BKle479839@aol.com**
Survey research methods are continuously infused with methodological tools drawn from other disciplines. For example, methods inherent to cognitive psychology ("think out loud", concurrent probing, retrospective probing) now serve as the basis for much work done in the area of questionnaire design and evaluation. In this paper, we propose that survey researchers consider methodological tools with origins in the fields of linguistics and discourse analysis, to supplement and add alternative insights to the questionnaire evaluation and testing process. This paper begins by placing the verbal interactions that occur when interviewer and survey respondent engage in a dialogue based on a questionnaire text within the context of discursive analysis. We use a set of criteria proposed by Parker (1992) to argue that these verbal interactions clearly qualify for consideration as discursive texts. Next we review current three approaches to discourse analysis including conversational analysis (Greatbatch, 1998), structural analysis (Bell, 1991), and critical discourse analysis (Fairclough 1989, 1998, Van Dijk, 1988), and consider how they can be adapted to the evaluation of survey questions and instruments. We demonstrate how discourse analysis might be applied to a series of tape-recorded and transcribed (pre-test) interactions between respondents and interviewers and what insights such an analysis might provide questionnaire designers. We conclude by comparing and contrasting the results of discursive analysis to other methods used in the testing and evaluation of survey instruments, including cognitive interviewing (Blair and Presser, 1993; Willis, 1999), behavioral coding schema (Fowler and Cannell, 1996), and expert review processes (Forsyth, Levin and Fisher, 1999). Our results suggest that discourse analysis may prove to be a useful addition to the growing battery of evaluation mechanisms currently available to questionnaire designers, providing both similar and substantiating insights as well as an alternative means of interpreting and evaluating survey questions.

Modeling the Cognitive Processing of Drug Use Questions, **Timothy P. Johnson, University of Illinois at Chicago, tjohnson@srl.uic.edu, and Michael Fendrich, University of Illinois at Chicago, fendrich@uic.edu**
Well-documented errors in the reporting of drug-related behaviors have been attributed to several sources. These include (1) respondent difficulties in understanding survey questions, (2) problems in recalling the information necessary to accurately answer these questions, and (3) social pressures that discourage accurate reporting. We report a series of covariance structure models designed to simultaneously evaluate each of these potential sources of cognitive error. Data examined come from a community survey of 627 Chicago adults which collected (a) drug use self reports (via ACASI technology), (b) multiple biological samples (including hair, urine and saliva) that permit self-report validation, and (c) a series of probes designed to collect systematic information regarding respondent comprehension and recall difficulties and social desirability concerns. These three sets of information are employed to construct latent variable covariance structure models that enable an evaluation of the effects of each potential source of reporting error on the quality of drug use reporting. Implications for survey practice and theory will be discussed.

TELEPHONE SURVEY METHODS

***Determining the Probability of Selection for a Telephone Household in a Random Digit Dial Sample Design is Becoming Increasingly More Difficult*, Timothy A. Triplett, Urban Institute, ttriplet@ui.urban.org, and Natalie Abi-Habib, Urban Institute, nabihabi@ui.urban.org**

When surveys first starting using random digit dial (RDD) sample designs the vast majority of telephone households had only one telephone number. What has been occurring over time is an increase of telephone numbers assigned to households relative to the total number of telephone households. This change has occurred because more households now have separate phone numbers for computers, fax machines, and home businesses. Complicating this issue is that many households use these additional telephone numbers for multiple purposes. Further complicating the estimates of home phone numbers is the recent dramatic increase in usage of cell phones. While RDD sample designs usually do not include cell phones, the call forwarding features and respondent self reports of phone line usage makes it very difficult to correctly identify the number of residential phone numbers in a household. For many years, researchers using a RDD sample design could estimate the total number of residential telephone numbers in a household by simply asking one, sometimes two, and at most three questions. The 2002 National Survey of America's Families (NSAF) is telephone survey that relies primarily on a large RDD sample design using over 400,000 telephone numbers. In previous rounds of the NSAF (1999 and 1997) the simple two question approach was used to estimate total residential phone numbers that could be sampled. For the 2002 study a more complex set of questions was asked in each household that included learning more about what these additional phone numbers were being used for. This research will compare the results of these questions with other large RDD studies, compare with the previous NSAF rounds and discuss the impact these questions have on the probability of selection adjustments.

***RDD vs. Listed: An Experimental Study of Coverage Error, Costs, and Nonresponse in a Statewide Telephone Survey*, Thomas M. Guterbock, University of Virginia, tmg1p@virginia.edu, David E. Hartman, University of Virginia, deh9q@virginia.edu, and Ryan A. Hubbard, University of Virginia, rh9k@virginia.edu**

We report the results of a survey sampling experiment comparing results from a list-assisted RDD sample to the results from a directory-listed sample. The survey was conducted in Fall 2002 for the Virginia Department of Motor Vehicles, asking a statewide sample of 909 DMV customers (503 listed, 406 RDD) about their use of and satisfaction with DMV services. We evaluate differences in survey cost, coverage error, and nonresponse attributable to the sampling method. We expected to see a gain in calling efficiency with the listed sample. We did not expect there to be significant differences in substantive results of the survey between the two sampling methods. With regard to the efficiency, the interviewing hours needed to complete a given N was 15.3% higher for the RDD sample. In a survey with an N of 1,000, the difference in cost to the sponsor due to sampling method would have been about $2,350. Clearly, efficiency favors the use of listed samples. With regard to the substantive results, we found a number of surprising differences. The highly urbanized Northern Virginia area was under-represented in the RDD sample. Within the RDD sample, 19% of the respondents reported that their phone numbers were unlisted. Demographically, the respondents with unlisted numbers are more likely to be African American, live in suburban or urban areas, and younger in age. They also tend to give lower ratings to satisfaction with DMV services As a result, the inclusion of respondents with unlisted numbers in the RDD sample leads to significantly lower satisfaction ratings than the satisfaction ratings obtained from the listed sample. We employ multivariate analysis methods to further explore complex interactions between geography, demographics, nonresponse, sampling methods and satisfaction ratings to better understand the nature of the error introduced by using the more efficient listed sample.

***The Effect of Partial Incentive Pre-Payments on Telephone Survey Response Rates*, Todd J. Robbins, Abt Associates, todd_robbins@abtassoc.com, Donna Demarco, Abt Associates, Donna_Demarco@abtassoc.com, Rhiannon Patterson, Abt Associates, Rhiannon_Patterson@abtassoc.com, Ting Yan, Abt Associates, and Erik Paxman, Abt Associates**

We conducted a randomized experiment to assess the effect on interview completion rates of differing methods for providing incentive payments to respondents to a telephone survey. This experiment is part of a larger economic impact evaluation of 600 individuals nationwide participating in Individual Development Account (IDA) programs funded by the Assets for Independence Act (AFIA). In this program participants open special savings accounts that are eligible for matched savings if the money is used to purchase homes, start businesses or pursue additional education. As part of the congressionally-mandated evaluation and longitudinal study of this program we randomly assigned different response incentive plans to 600 Individual Development Account program participants. All respondents receive $35 for completing a 40-minute telephone interview. Half of the sample however, was randomly chosen to receive ten of the 35 dollars in an advance letter that introduces the respondents to the study, asks for their participation and informs them that upon the completion of the interview they will receive a twenty-five dollar check. The other half of the sample received the advance letter without a ten-dollar check, but with an assurance that they would receive $35 once they have completed the interview. The first wave of interviewing will be completed in February of 2003. Preliminary data show that overall there is no statistically significant response rate difference between the two groups. Existing literature suggests that pre-paid incentives may yield higher response rates. Our preliminary data suggest that we can reject this hypothesis. Our early results are based on 68% of our total sample. The first wave will be completed in February 2003 at which time we will produce our final results. This paper will discuss our findings, including a determination as to whether pre-paid incentives reduce the number of calls needed to secure a completed interview.

***Surveys Using Cellular Telephones: A Feasibility Study*, Charlotte G. Steeh, Georgia State University, cgsteeh@gsu.edu**

Survey research today stands at a crossroads just as it did in the 1970s when telephone surveys began to replace face to face surveys. Once again rapid technological change has led to new modes of administration that, while offering expanded opportunities, also threaten the viability of some types of survey research. Nowhere is this more obvious than in the case of the random digit dial telephone survey. Currently buffeted on the one hand by the internet and on the other by the proliferation of new telephone technologies, RDD surveys seem especially vulnerable. Even without taking into account the widespread use of cellular telephones, some researchers have already suggested that RDD surveys are no longer valid. Since the transition from landline to cellular telephones is well underway, the situation may be more precarious than they forecast. Yet very little research in the United States to date has empirically examined the impact of this transition on random digit dial surveys of the general population. Given the dependence of survey research on telephone administration, studies must explore the feasibility of using cellular telephones to conduct interviews. The proposed paper will report the initial findings from an experimental comparison of two national surveys, one a standard RDD survey conducted via landline telephones and the other a survey of cellular telephone numbers where the first contact with a respondent will be made through a cellular telephone. From this comparison we will be able to address such important issues as the extent of noncoverage of the target population in traditional RDD surveys, respondent reaction to a survey contact initiated through a cellular telephone, and whether cellular telephones provide an alternative means of contacting hard-to-reach respondents.

QUESTIONNAIRE DESIGN TO MEASURE OPINIONS II

***Presidential Approval: You May Be Only as Good as Your Rating Scale,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, David Krane, Harris Interactive, dkrane@harrisinteractive.com, and Humphrey Taylor, Harris Interactive, htaylor@harrisinteractive.com**
Recent polls have shown that the public approval of President George W. Bush has been at historically high levels. Typically these polls rely upon a dichotomous rating scale to measure approval. Using 10 waves of data, we sought to compare multi-category approval scales with the typical dichotomous approval scale in their relative efficacy in tracking change in evaluations across time. Multi-category scales appeared to be more sensitive to changes in support and better predictors of key criteria.

***How Does Ranking Rate?: A Comparison of Ranking and Rating Tasks,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, and Eric M. Shaeffer, Ohio State University, shaeffer.11@osu.edu**
Survey authors commonly have respondents either rate or rank a series of items along some dimension of judgment. Alwin and Krosnick (1985) indicated that rating and ranking tasks have significantly different latent structures among the variables. In a between-subjects design, 4900 respondents were randomly assigned to either rate or rank a series of 5 or 10 attributes for grocery stores. Comparisons of importance ratings with importance rankings showed little difference while comparison of quality ratings and quality rankings showed significant differences. We also examined the correlations of the ratings and rankings with standard key criteria and found some significant differences between the tasks in their relatedness to the criteria. In addition, we obtained respondent evaluations of the tasks which also indicated significant differences in the perceptions of task accuracy and difficulty..

***The More Things Change the More They Stay the Same: Examining Difference in Political Communication, 1952-2000,* Lonna R. Atkeson, University of New Mexico, atkeson@unm.edu, and Ronald B. Rapoport, College of William & Mary, rbrapo@wm.edu**
We examine the differences in attitude expression between men and women over the past fifty years. Using the American National Election Study (ANES) we examine both the number of open end comments expressing like and dislikes of candidates and parties and the percentage of times women say "don't know" to specific closed-ended questions relating to policies, candidates and groups. We find that women are less likely to express as many likes and dislikes toward the parties and candidates and are more likely to say "don't know" than men. Interestingly, this difference has showed little change over the past 50 years. Using models that tap traditional reasons for differences between men and women including political and psychological resources we find that a political resource model diminishes the gender effect but it does not vanish. The continued and unabated differences between men and women in their willingness to openly express political attitudes suggests that political socialization differences between men and women have not disappeared, despite female increases in resources and other forms of political activity such as voting. We show that this failure to express attitudes in the survey situation helps explain the lack of decline over the past 50 years in gender differences for forms of political activity other than voting.

***Consumer Confidence: How It's Measured and What It Means,* Daniel M. Merkle, ABC News, daniel.m.merkle@abc.com, Gary E. Langer, ABC News, gary.e.langer@abc.com, and Dalia Sussman, ABC News, dalia.sussman@abc.com**
Consumer confidence is a closely watched and hotly debated economic indicator. Some analysts regard it as an exceptionally meaningful barometer and forecasting tool, and many cite it as a strong factor in stock market swings. Yet others question its fundamental validity. Can we trust gauges of consumer confidence? Just what do they measure? How do these measurements interact with economic conditions? Do movements in confidence correlate with other indicators, including personal spending? Is confidence a leading, lagging or coincident indicator of economic recession and recovery? This paper examines the three most prominent, ongoing surveys of consumer confidence, conducted by the University of Michigan, the Conference Board and ABC News/Money magazine. We review their methodologies, their track records over time and their correlations with other key economic measures. Our analysis is based on monthly results of these three surveys from December 1985 though the present along with economic measures that should be related to confidence (retail sales, unemployment rate, personal expenditures, income, GDP and others). These three surveys differ methodologically in important ways, including sampling and question wording. Still, they closely track each other over the 17-year time period reviewed, with correlations of .89 ($p < .01$) between ABC and Michigan, .92 ($p < .01$) between ABC and Conference Board, and .90 ($p < .01$) between Michigan and Conference Board. The analysis also finds that all three indices correlate strongly with key economic gauges, providing compelling evidence of the validity of these measures. Although the indices are very highly correlated with each other, we also find that they can diverge in the short term, telling different stories about how confidence is trending. The sources of this divergence are discussed, as is the interaction of consumer confidence, political sentiment and war.

RACE, POLITICS, AND LAW ENFORCEMENT

***Changing of the Guard: Mayors, Race, Engagement, and Efficacy,* Adria Gallup-Black, New York University, ag74@nyu.edu**
Standard socioeconomic models of participation suggest that Whites are generally more socio-politically active than African Americans. Yet, recent empirical research has also shown that when controlling for SES and other certain conditions, African Americans are more likely than Whites to participate in political and social affairs, and have greater feelings of efficacy. One such condition is when the mayor is African-American. However, the studies establishing the effect of a mayor's race on engagement and efficacy only capture a

single point in time and/or the experience of a single city, which leaves several questions unanswered. Foremost, what happens during periods of change? What is the extent of African American and White participation when an African American mayor is replaced by a White challenger, or vice versa? Similarly, how does participation by race differ when the current and previous mayors are of the same race? We explore these questions based on data from the two completed waves of the Survey of Adults and Youth (SAY), an random digit dial telephone survey conducted as part of a national longitudinal evaluation of the Urban Health Initiative (UHI), a Robert Wood Johnson-funded program that aims to bring about city-wide systems change in order to improve the health and safety of children and youth. Conducted in 1998-1999 and in 2001-2002, each wave included approximately 10,000 adult residents from the 100 most populous cities in the United States (as per the 1990 U.S. Census), with an oversample of adults from each of the five cities that participating in UHI (Baltimore, Detroit, Oakland, Philadelphia, and Richmond). At least once between the two survey waves, an African American mayor governed these five UHI cities. But more importantly, in two of the five cities Whites replaced African American mayors, in another two cities African Americans replaced White mayors, and in the fifth city the mayorality changed individuals but remained African American. These five cities were also distinguished by the fact that on average their racial distribution was over 50% African American. We analyze responses by race to items that cover feelings of efficacy, engagement in civic activities, and voting, while estimating the effects of such demographic variables as educational attainment, income, gender, and age.. Results are presented for the urban sample as well as for the five UHI cities. In summary, our inquiry is an exploration into the extent to which the race of the mayoralty matters in explaining the degree of efficacy and engagement by race, under several scenarios.

***Black Respondents' Prejudice Towards Whites*, David C. Wilson, The Gallup Organization, david_wilson@gallup.com**
Key to the understanding of Black-White race relations is the study of both races attitudes. However much has been written about the relative understudy of Blacks' attitudes towards Whites (see Sigelman and Welch, 1991). Over three separate years, 1997 to 1999, the Gallup Organization carried out independent public opinion studies to examine both Blacks and Whites attitudes towards race relations; conducting an over-sample of Black respondents in each of the years. One of the key measures in the studies was an 11 point scale item asking both Black and White respondents to self-report their levels of prejudice towards the other race. This study will carry out an analysis, specifically focusing on the extent to which Blacks self-report their levels of prejudice towards Whites, as well attempt to assess some of the underlying content of this prejudice. The primary hypothesis for these attitudes will center on Blacks' perceptions of threat from Whites. That is, Blacks' prejudice levels are in part a function of the extent to which they perceive Whites' in the community to be prejudiced. Given the sensitive nature of the prejudice measure, there is also a strong potential for non-random measurement error, more specifically, social desirability on the part of respondents. In an attempt to measure the extent of this potential error, the analysis will also examine the impacts of the race of the interviewer on both Blacks and Whites levels of prejudice towards each other. The paper will conclude with a discussion of the implications for collecting sensitive race-related information, and implications for the study of racial attitudes.

***Justice or "Just Us?" Perceived Racial Bias in the Criminal Justice System*, Devon Johnson, Harvard University, djohnson@wjh.harvard.edu**
Research has repeatedly found that African Americans are more likely than white Americans to perceive racial bias within the justice system. There is less consensus, however, about why this is the case. Using data from the 2001 Race, Crime and Public Opinion study (N=1,988), racial differences in perceptions of anti-black bias in the criminal justice system are examined. The main focus is on 1) the extent to which whites and blacks perceive anti-black bias in the administration of justice and 2) the determinants of such perceptions. Three possible explanations are tested: socioeconomic status; crime salience; and contact with the criminal justice system. The results show that an overwhelming percentage of African Americans, but a much smaller percentage of whites, perceives racial bias in the administration of justice. The results also indicate that the racial gap in perceptions of bias is linked to racial differences in exposure to crime and contact with the criminal justice system, but not to socioeconomic status differences between blacks and whites. The effects of political ideology and demographic variables are also addressed.

***Public Perceptions of Racial Bias by the Police*, Steven A. Tuch, George Washington University, steve@gwu.edu, and Ronald Weitzer, George Washington University, weitzer@gwu.edu**
This paper examines minority attitudes toward and experiences with the police using a nationally representative survey of 500 white, 500 African American, and 500 Hispanic adults. We focus on the effects of respondents' racial and class backgrounds and their personal experiences with perceived discriminatory police actions on larger attitudes toward the police. The survey covers such issues as police effectiveness in crime control; various kinds of police misconduct, including excessive force, corruption, verbal abuse, and unwarranted stops; and reforms that might help to improve police practices and police relations with citizens, especially minority groups. We examine attitudinal similarities and differences among the three racial groups as well as intra-racial class influences on attitudes and experiences (e.g., whether disadvantaged African Americans or Hispanics differ from their more affluent counterparts in their relations with the police). Very little research has been done on class influences, and almost no research has been done on Hispanics' relations with the police—two significant contributions of our work.

ROUNDTABLE: SURVEY RESEARCH AND IRBS: CAN'T WE ALL JUST GET ALONG?
This round table is proposed as a means of providing information and assistance to AAPOR members who may be struggling with the IRB review process at their institution. Round table members will include current and past IRB chairs and will provide an overview of the federal regulations for human research protections, the charge and responsibility of the IRB, strategies for successful communication and negotiation with the IRB, and a general question/answer period.

DELIBERATIVE POLLING

Deliberative Foreign Policy Opinions on the Verge of War: Evidence from the 2003 National Issues Convention, **Henry Brady, University of California, Berkeley, Robert Luskin, University of Texas, rcl@mail.la.utexas.edu, and James Fishkin, University of Texas, fishkin@mail.utexas.edu**

Replicating Deliberative Polling Online, **Shanto Iyengar, Stanford University, James Fishkin, University of Texas, fishkin@mail.utexas.edu, and Robert Luskin, University of Texas, rcl@mail.la.utexas.edu**

A Different Take on the Deliberative Poll: Information, Deliberation and Attitude Constraint, **Patrick J. Sturgis, University of Surrey, P.Sturgis@soc.surrey.ac.uk, Caroline E. Roberts, London School of Economics and Political Science, C.E.Roberts@lse.ac.uk, and Nicholas Allum, London School of Economics and Political Science, nick@allum.info**
Opinion pollsters, political scientists and democratic theorists have long been concerned with the normative and methodological implications of nonattitudes (Converse, 1964). Of the proposed remedies to the weak and labile attitudinal responses proffered by an uninformed and disinterred public, perhaps the most ambitious to date has been Fishkin's concept of the deliberative poll (Fishkin, 1995; 1997). Combining probability sampling with information intervention and increased deliberation affords a unique insight into what might be considered the true 'voice of the people'. Yet while deliberative polling draws heavily on the general notion of political sophistication (Luskin, 1987), empirical analyses have tended to focus almost entirely on how the process of deliberation impacts on marginal totals of attitude items at both the individual and aggregate level (Fishkin, Luskin and Jowell, 2002; Sturgis 2003). Little attention, in contrast, has been paid to outcomes that relate to other dimensions of the political sophistication concept, such as attitude constraint. Constraint refers to the level of consistency between attitudes within an individual belief system which arises from a combination of logical, social and psychological factors (Converse 1964). In this paper we analyse data from five deliberative polls conducted in the UK in 1995 and 1998 to investigate the impact of political information and deliberation on attitude constraint. Across a broad range of issue areas we evaluate the extent to which the deliberative process impacts on statistical associations amongst attitude items between the first and subsequent waves of the polls. We conclude by discussing the implications of our results for the validity and reliability of survey measures of the attitude and the broader utility of the deliberative polling method as a tool of social scientific enquiry.

QUESTIONNAIRE DESIGN: VISUAL DISPLAYS

The Effects of Graphics, Symbols, Numbers and Words on Answers to Self-Administered Questionnaires: Results from 18 Experimental Comparisons, **Don A. Dillman, Washington State University, dillman@wsu.edu, and Leah Christian, Washington State University, lmchristian@attbi.com]**
This paper reports results from 18 experimental comparisons designed to test 10 hypotheses about the effects of verbal language (words) and nonverbal languages (numbers, symbols, and graphics) on responses to self-administered questionnaires. The experiments were included in a large-scale survey of 1,042 university students. Significant differences were observed for most comparisons, providing support for nine of the ten hypotheses. The results confirm that people's responses to questions in self-administered questionnaires are influenced by more than words. Thus, the visual composition of questions must be taken into consideration when designing such surveys and, especially, when comparing results across surveys in which the visual presentation of questions is varied.

What They See Is What We Get: Response Options for Web Surveys, **Mick P. Couper, University of Michigan, mcouper@umich.edu, Roger Tourangeau, University of Maryland & University of Michigan, rtourangeau@survey.umd.edu, Frederick G. Conrad, University of Michigan, fconrad@isr.umich.edu, and Scott Crawford, MSInteractive, Scott_Crawford@marketstrategies.com**
There are several alternative response formats available to the Web survey designer. These include radio button, check boxes, drop boxes and text fields. The choice of these HTML form elements is often made with little consideration of measurement error, but rather for reasons of efficiency or space. In this paper we explore three common forms of presenting response options to a single choice question. Specifically, we examine a series of radio buttons, a drop box with none of the items initially displayed until the respondent clicks on the box, and a scrollable drop box with five of the ten options initially visible, requiring the respondent to scroll to see the remainder of the items. In addition we reversed the order of the response options for half of the sample, yielding a 3*2 experimental design. This experiment was embedded in a survey administered to a sample from an online panel administered by Survey Sampling, Inc., yielding over 2,500 respondents, with random assignment to the six conditions. We explore the effect of order and format on the responses obtained to two different questions, one on breakfast cereal nutrients and the other on desirable automobile features. We discuss the implications of our findings both for Web survey design and for the literature on response effects and satisfying. We generally find support for the primacy effects found in the literature on visually-presented items, but also find some surprises in terms of the effect of format and in terms of the time taken to complete the items.

Can You Judge a Questionnaire by Its Cover?, **Phil J. Gendall, Massey University, p.gendall@massey.ac.nz**
Intuitively, an attractive questionnaire cover design should enhance the response to a mail survey, but attempts to develop a theory, or explanation, of what constitutes an effective cover design are based on the assumption that such a goal is ultimately attainable. A different approach is to accept that this may not be possible. In other words, though we may know a 'good' questionnaire cover design when we see one, we may not be able to explain how to achieve this. Thus, rather than attempt to solve the problem of how to design an effective questionnaire cover, we can draw instead on the experience of advertising, which has a similar problem, but also has a solution – likeability. Regardless of how advertisements are created, more likeable advertisements are generally more effective than less likeable ones. This paper reports research designed to test the same proposition applied to questionnaire cover designs.

In seven mail surveys involving nine comparisons the 'likeability' of different questionnaire cover designs was measured and response rates for the different cover designs compared. Overall, the suggestion that likeability might predict the effectiveness of questionnaire cover design in a mail survey was weakly supported by the seven studies described. However, for five of the six comparisons that involved only graphic designs, the most likeable cover produced a higher response rate, with an average increase of around 2%. The conclusion is that mail survey practitioners should consider using a 'likeable' questionnaire cover design, but avoid cover designs involving photographs, and that likeability in questionnaire cover design can be measured by a simple seven-point semantic differential question; "How much you like this cover?' This question gives good discrimination between cover designs and produces relative likeability scores that have face validity.

***Measuring Visual Political Knowledge*, Markus Prior, Stanford University/ Princeton University, mprior@princeton.edu**
Political knowledge is a central variable in most models of political behavior. For example, less knowledgeable people are less likely to vote and more likely to rely on heuristics in their vote choice. After a detailed analysis of hundreds of survey questions, Delli-Carpini and Keeter (1996) recommended a five-item knowledge scale to measure political knowledge. However, this standard scale is based entirely on measures of verbal knowledge. To a considerable extent, however, political information is visual. Graber (1988, 2001) has argued for a long time that ignoring visual information biases our estimates of political knowledge. I propose to examine the relationship between visual and verbal political knowledge. If the two are largely independent, traditional measures of verbal political knowledge do not adequately reflect the concept we intend to measure. Moreover, I analyze whether predictors of political knowledge are related in similar ways to verbal and visual knowledge and to what extent the well-known effect of verbal knowledge on vote likelihood extends to visual knowledge. Data for this study is collected through an original representative survey of the U.S. voting age population. Using a web-based survey instrument allows me to include visual stimuli in the questionnaire. In particular, the survey tests visual recognition (who is the person?), visual identification (which of the four persons is Dick Gephardt?), and visually-aided verbal knowledge questions (respondents are asked which job is held by Dick Cheney while a photo of Cheney appears on the screen). Random assignment to the same question with or without visuals provides tight experimental control and allows me to determine the exact effect of including visuals. To my knowledge, this is the first time that visual political knowledge is assessed for a representative sample of the population. In addition to answering substantive questions on the relationship between visual and verbal knowledge, this study illustrates how web-based surveys can take advantage of the medium in ways not feasible in phone or face-to-face interviews.

RESPONSE RATES IV

***Countering Nonresponse Through Interviewer Training: Avoiding Refusals Training (ART) II*, Chuck D. Shuttles, Nielsen Media Research, chuck.shuttles@nielsenmedia.com, Jennifer S. Welch, Nielsen Media Research, Jennifer.Welch@NielsenMedia.com, Brooke Hoover, Nielsen Media Research, Brooke.Hoover@NielsenMedia.com, and Paul Lavrakas, Nielsen Media Research, pjlavrakas@tvratings.com**
The growing problem of refusal-related nonresponse to telephone surveys presents a challenge to all public opinion research organizations. Successful interviewers have the ability to achieve positive outcomes (completed interviews) while simultaneously avoiding negative outcomes (refusals). This paper will present the results of the three experimental tests of a training curriculum designed to improve interviewers' skills at avoiding refusals. (Preliminary results of the first two experiments were presented at AAPOR 2002). Modeled on prior work by Groves & McGonagle (2000) and the U.S. Census Bureau (2001), the training seeks to improve an interviewer's ability to tailor their approach to a reluctant respondent, = by (1) prolonging the interaction with the respondent, (2) appropriately diagnosing, and (3) then quickly and (4) accurately responding to the specific reasons for the respondent's reluctance. The three-day, 12-hour training curriculum was targeted for deployment within sampling respondents for Nielsen's television diary research surveys. Our presentation will review how the training was developed and delivered, the methodology of the experimental designs, and the results of the experiments testing the effects of the training upon interviewers' performance in gaining cooperation from sampled respondents.

***The Role of an Explicit Refusal Option on Response and Refusal Rates: A Study of Machinists*, Matthew E. Jans, University of Massachusetts, Boston, matthew.jans@umb.edu, Mary Ellen Colten, University of Massachusetts, Boston, maryellen.colten@umb.edu, Anthony Roman, University of Massachusetts, Boston, and Timothy Stablein, University of Massachusetts, Boston, timothy.stablein@umb.edu**
Maximizing response rates while maintaining respect for respondents is a major issue in survey research. Respect for respondents' right to refuse to participate is one facet of trust in survey methodology. This paper will analyze the role of an explicit refusal option in a survey of members of a machinists' union. The sample (N=2603) was drawn from the U.S. membership database of the union. The survey was conducted entirely on the phone. All sample members received a prenotification letter approximately 2 weeks before the interview was fielded. Part of the sample also received a refusal postcard included with the letter (N=1148), which gave the option of mailing it back to refuse the survey, while the rest of the sample (N=1455) received only the prenotification letter with no explicit refusal option. This paper will address the effects of offering an explicit refusal option on response rates and refusal rates. Because this was a list sample, some characteristics of postcard refusers and other non-respondents are known. We will explore the relationship between these demographic characteristics and variables such as having an unlisted phone number, the use of the postcard refusal option, and the effect of this on final response rates among the two groups The decision of whether to offer an explicit refusal option is an important one. It involves issues of response rate, project costs, and respect for respondents. This paper will help shed light on this methodological issue.

***Survey Content Foreknowledge and Response Rate*, Nathaniel J. Ehrlich, University of Michigan, nehrlich@umich.edu**
Web-survey response are typically much lower than comparable mail or telephone surveys. However, web surveys offer many advantages in increasing data quality. This paper will report on an effort to increase response rates in web surveys by offering a preview of the survey content to initial non-responders to an invitation. In the course of managing a previous survey of University of Michigan faculty, I received comments from invitees to the effect that they were not interested in taking a survey that they could not

preview. The present effort involves a survey conducted for a hunters' group, the United States Sportsmen's Alliance, of elected officials, media opinionmakers, wildlife professionals, outdoor writers and sportsmen's group leaders. Over 8,000 invitations were sent out via email [in addition, all Governors, US Representatives and Senators received an invitation via US mail.] All non-respondents received an email reminder. Half of the non-responders were randomly assigned to the experimental group who received a standard reminder; the other half received a reminder that contained an overview of the topics to be covered in the questionnaire. At the time of writing this abstract, the questionnaire has been fielded but I have received no data. The experimental hypothesis is that those non-respondents who received the overview will respond in greater numbers than those who received only the standard reminder. In addition, we plan to contact up to 300 non-respondents from the Wildlife Professional group to both ascertain their reason for nonresponse and to administer the survey via telephone.

COLLECTION AND ANALYSIS OF PROCESS DATA IN PERSONAL VISIT SURVEYS

With increasing computer-assistance in data collection comes new data for managing complex surveys. Large-scale face-to-face interview surveys can now supply near real-time data on the results of each call on a case, the number of interviewer hours spent traveling, doing administrative work, or attempting interviews; and the number of interviewer seconds spent in different parts of a CAPI or ACASI instrument. These "process" data are key to both management decisions during data collection and the implementation of sample, incentive, or mode design changes. This session addresses the importance of collecting and analyzing process data in personal visit surveys. The papers provide contrasts among surveys in the amount of effort required to obtain various outcomes, and in the alternative uses of such data for management decisions. Such data provides valuable information on reasons for refusals, patterns of noncontact, optimal calling strategies, and interviewer behavior. At a broader level, analysis of the process data can be used to investigate potential bias and better understand the differences between noncontacts and refusals. Our session will include analysis of process data from four large personal visit surveys including the Consumer Expenditure Survey, the Survey of Income and Program Participation (Methods Panel), the National Survey of Family Growth, and the National Survey on Drug Use and Health.

***Analysis of Contact Histories in Personal Visit Surveys* , Nancy Bates, U.S. Census Bureau.**

The migration from paper and pencil interview to computer-assisted interviewing has led to efficiencies and improved survey data quality. However, as some organizations moved from paper surveys to computer assisted personal interviewing (CAPI), a structured system of recording contacts and contact attempts was often lost or severely minimized. The U.S. Census Bureau was one such organization whereby detailed contact histories for CAPI surveys were not captured in a systematic or automated fashion that would yield analyzable information. As a result, the 'story' about contacts and contact attempts leading up to final case disposition were not captured and a wealth of information about the survey process was lost. In February 2002, the Census Bureau sponsored an expert panel Response Rate Summit to address decreasing response rates in household surveys. Summit panel members unanimously recommended that the collection of contact history information should be automated in Census Bureau CAPI surveys. The benefits of such data would be twofold: 1) for analytic purposes of studying nonresponse, and 2) as a real-time feedback mechanism for regional offices and interviewers. Shortly after the Summit, the Survey of Income and Program Participation Methods Panel (SIPP MP) sponsored a short-term research project to explore contact history logs. The SIPP MP is an experimental survey designed to test improvement and alternative measurement approaches for the core SIPP instrument. The contact logs were implemented during 2002 Wave 1 interviews and yielded approximately 3,000 sample households or 7,600 contact records. This paper presents analysis of the contact histories. Basic research questions to be addressed include: number of contact/contact attempts for interviews versus non-interviews, interim outcome status after successive contacts, interim outcomes leading up to final case dispositions, optimal day of week and time of day for successful interviews, and recommended maximum number of contacts.

***Using Process Data from Computer-Assisted Face to Face Surveys to Help Make Survey Management Decisions,* Robert Groves, U. of Michigan/Joint Program in Survey Methodology**

Computer-assisted interviewing systems can be used both to assist in the collection of survey data, but also in the creation of new data resources for the management of surveys. While interviewing software has been the main focus of developments and methodological inquiry, new administrative systems are useful tools to attempts to minimize cost per unit quality in surveys. The National Survey of Family Growth, Cycle 6, utilizes Computer Assisted Personal Interviewing and Audio Computer Assisted Self Interviewing modules, together with a computer-assisted sample administrative system. The survey requires interviewers to report their hours broken into several types of activities daily, to record all call attempts, to record a variety of behaviors of householders when contact is made, and to record notes of each contact. In addition, the CAI systems collect a variety of process data measuring the number of seconds required to complete different sections. Using these data, project managers used statistical process control charts to measure interviewer effort, interviewer completion of tasks, and interviewer productivity. For interviewers who were outliers on any of these measures, other statistics were presented for supervisory diagnosis. Daily forecasts were made of production and cost per unit. Discrete hazard models were built to estimate the expected number of interviews at the segment level to be obtained on the next visit by an interviewer. These were used to direct the amount of field effort placed on different parts of the sample. The presentation provides a review of analyses conducted and models built, with qualitative evaluations of what tools were found useful, what tools were found too complicated for supervisors, and what tools might be used in the future.

***Using Call Records to Study Sources of Nonresponse Bias in Consumer Expenditure Surveys,* John Dixon, Bureau of Labor Statistics**

Respondent characteristics are known to relate to nonresponse. The record of attempted contacts can shed light on the interview process. The combined relationship between call records and respondent characteristics can be used to examine nonresponse and the impact of nonresponse on estimates. The estimates of consumer expenditure categories for respondents and nonrespondents will be compared using longitudinal data from the Consumer Expenditure Surveys 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". Call records and household characteristics will be used to suggest some patterns to alleviate nonresponse and to investigate potential bias.

***Effect of Incentives on Data Collection: A Record of Calls Analysis of the National Survey on Drug Use and Health*, Dicy Butler, SAMHSA, Douglas Wright, SAMHSA, James Chromy, Research Triangle Institute, Martin Meyer, Research Triangle Institute, Rebecca A. Granger, Research Triangle Institute, and Peilan Martin, Research Triangle Institute**

In 2002, NSDUH interviewers began offering a $30 incentive to all survey respondents. This paper analyzes the effect of the incentives on data collection using record of calls information. These records are created by the interviewers and describe the outcome of each visit to a particular household. The data contain extensive information on the amount of effort taken to contact and obtain cooperation from respondents. Using these data, we are able to analyze the impact of the incentive payments on contact and cooperation patterns. We develop measures of the intensity of follow-up which include the number of calls, the timing of calls, special follow-up letters, the use of alternative interviewers and similar special procedures used in trying to achieve contact and cooperation. These measures of the intensity of follow-up are then related to household contact rates, household screening cooperation rates, respondent contact rates, and respondent cooperation rates. The analysis begins with a brief description of the change in response rates between 2001 and 2002. We then present a model-based analysis assessing the changes in the patterns after the introduction of the incentives, while controlling for interviewer and respondent characteristics.

POLITICAL ATTITUDES III

***A Spiral of Silence in the 2002 German Federal Elections and the Role of Public Opinion Research in Opinion Formation in Election Campaigns*, Thomas Petersen, Institut fur Demoskopie Allensbach, tpetersen@ifd-allensbach.de**

Since the spiral of silence theory was first published in 1973, many attempts have been made to test it. Many of these tests have led to disappointing results because the theory describes subconscious behavior in situations of great socio-psychological pressure or so-called "climate of opinion pressure," which are extremely difficult to simulate in an interview. A test of the theory requires good timing. Such a test has to take place in a real situation to which one would expect the public to react in the way described in the spiral of silence theory. Elisabeth Noelle-Neumann has set out the requirements for such a test on numerous occasions: Firstly, the test must be based on a morally-loaded, controversial question. Secondly, dynamics: the climate of opinion needs to be recognizably changing in such a way that one camp is placed under increasing pressure. Thirdly, media tenor findings should be available for comparison with the dynamics detected in the climate of opinion in the population. According to the theory, if these conditions are fulfilled, supporters of the opinion placed under pressure will increasingly fall silent. The 2002 German federal election offered the opportunity for such a test as the campaign situation late August/early September fulfilled all the criteria mentioned. The opposition parties-ahead in polls until that time-came under rapidly increasing public pressure in the wake of a natural catastrophe in the east of Germany. An indicator question comprising several items revealed that the willingless of supporters of the opposition parties to speak out did indeed fall dramatically from August to September, while, at the same time, supporters of the governing parties became more willing to express their opinions. Therefore, the scenario confirmed the principle theory of the spiral of silence. What makes these findings particularly compelling is the very strong links between the publication of survey findings and the change in media tenor that can be assumed to have contributed to the creation of a spiral of silence. This sheds a new light on the old question of the public responsibility survey researchers bear and the effect published survey findings exert.

***Reinvigorating Democracy: Generating Social Capital and Political Participation on the Internet*, Samuel J. Best, University of Connecticut, sbest@uconn.edu, and Dr. Kenneth Dautrich, University of Connecticut, k.dautrich@uconn.edu**

Political participation has been declining steadily in the United States over the past four decades. A prominent explanation for this drop has been the dissipation of social capital or the byproducts of community engagement that facilitate future group interaction. Social capital has been shown to stimulate political participation by generating social pressure to engage and reducing the costs of involvement. Since the 1960s, though, most measures of community engagement in America have declined, thereby shrinking supplies of social capital and producing declines in political participation. In recent years, the emergence of a new technology - the Internet - has been hailed as an opportunity to reinvigorate democracy by reducing the costs of social and political engagement. The Internet connects separately designed computer networks, facilitating communication between individuals that access Internet servers. It permits users to exchange information, socialize with others, and develop community networks without regard for the limits of time or geography. Moreover, it provides users a new outlet for political participation that lowers the demand for civil skills while tailoring activities to their own preferences. Thus, by reducing the costs of coordinating, publicizing, and joining political activities, the Internet stands to revive participation in American elections. To date, though, few scholars have empirically evaluated these arguments.
This paper will investigate the relationship between social capital and political participation on the Internet. Do Internet interactions foster social capital? How does computer mediated social capital compare with conventional social capital acquired in offline settings? Does computer mediated social capital foster online political participation? Such questions will be assessed using data from a telephone survey of Internet users collected by the Center for Survey Research and Analysis at the University of Connecticut at the conclusion of the 2000 U.S. presidential campaign.

***A Group-Level Experiment on Framing*, Vincent Price, University of Pennsylvania, vprice@asc.upenn.edu, Lilach Nir, University of Pennsylvania, lnir@asc.upenn.edu, and Joseph N. Cappella, University of Pennsylvania, jcappella@asc.upenn.edu**

Although the framing of public opinion has often been conceptualized as a collective and social process, experimental studies of framing have typically examined only individual, psychological responses to alternative message-frames. In this research, we employ for the first time group conversations as the unit of analysis in a randomized experimental study of framing effects. Two hundred and forty-one American citizens in 54 groups (18 homogeneously conservative groups, 17 homogeneously liberal, and 19 heterogeneous groups) discussed whether or not gay and lesbian partnerships should be legally recognized. Groups were randomly assigned to one of two framing conditions prior to discussing whether permanent, same-sex partnerships should be accorded legal status as civil unions (a conservative frame emphasizing "special rights" and "homosexual marriage," or a liberal frame emphasizing "equal rights" and "civil unions") Results indicated framing effects that were, in all cases, contingent on the ideological leanings of the group. Both liberal and conservative groups appeared to find their opponents' frame more provocative, responding to them with a larger number of statements and expressing greater ambivalence than when reacting to more hospitable frames.

***Public Response to the Cuban Missile Crisis*, Tom W. Smith, NORC, smitht@norcmail.uchicago.edu**
The Cuban missile crisis is the most studied event of the Kennedy presidency. But despite the hundreds of books and articles that have been written on this topic, little attention has been devoted to how the American public responded to the event. Moreover, when authors have briefy referred to the public's reaction to the crisis, they have misdescribed how Americans responded to events by citing a few colorful, but unrepresentative, examples of panic and/or hysteria. Using surveys conducted by the Gallip Organization and the National Opinion Research Center before, during, and after the crisis, public policy and psychological reactions are examined. On policy the public strongly backed the president and the removal of the missiles, but rejected invading Cuba. Psychologically, the public showed grace under pressure. Worries were not excessive, measures of stress and anxiety did not increase, and negative sentiments did not rise.

ROUNDTABLE: COGNITIVE INTERVIEWING THEORY AND PRACTICES: IMPLICATIONS OF RESULTS FROM RECENT EXPERIMENTS.
Four papers from the recent QDET conference shed light on a number of issues related to the theory and practice of cognitive interviewing. Application of Ericsson and Simon's verbal report methods and their theoretical underpinnings has served as the foundation for the traditional think-aloud technique and cognitive interviewing practices. Adaptation of those practices have differed by organizations and even within organization. Roundtable participants conducted experiments addressing practical questions related to using different forms of cognitive interviewing to identify the existence of questionnaire problems and type of problems. Participants will discuss their related research. Given the growth of cognitive interviewing in the field of survey research, it is important that the related research be discussed and debated so researchers can make more informed decisions about the specific methods to use for cognitive interviews. A roundtable format will allow a more dynamic exchange of information between researchers with differing views than the formal paper presentations at QDET permitted.

INTERACTIVE PAPER PRESENTATIONS

***Gender and Racial Attitudes: A Cross National Study*, Michael Hughes, Virginia Polytechnic Institute and State University, mdh@vt.edu, and Steven A. Tuch, George Washington University, steve@gwu.edu**
Research on racial attitudes in the U.S. shows that women have more favorable attitudes than men toward members of other racial groups. Some observers have argued that this difference is produced by gender differentiated value socialization that results in women being more other-focused and men being more individualistic. However, analyses that focus on white women's attitudes toward African Americans show that the gender difference in racial attitudes is inconsistent and weak, and that value socialization is not a powerful explanation of these weak associations. Research from European samples collected as part of Eurobarometer 30 finds that gender differences in racial attitudes are of approximately the same magnitude as in the U.S. but in the opposite direction, with women being more likely than men to have unfavorable attitudes. These findings challenge the value socialization argument and suggest that other social structural and cultural factors may influence gender differences in racial attitudes. The present study uses the World Values Survey to examine gender differences in racial attitudes in 61 nations throughout the world. Analyses indicate that in some countries women's attitudes are more favorable than men's but in most countries there are no significant gender differences in racial attitudes and, in an appreciable number of countries, women are less favorable. If Herbert Blumer was correct in his assertion that racial prejudice is a reflection of a sense of group position, variation in the gender difference in racial attitudes across countries could be the result of men and women being differentially affected by structural and cultural processes, including those involving gender relations and minority group populations. The present study evaluates this hypothesis using a multi-level analysis that examines the association between macro structural and cultural factors and the gender difference in racial attitudes across countries.

***The Effects of Priming Negative Group Attitudes*, Jean L. McSween, University of Virginia, jlm9z@virginia.edu**
My paper examines the effects of negative group primes on policy preferences. My primary hypothesis states that negative group primes will have an effect not only on the policy preferences of respondents who receive the primes about a group in which they are not a member (out-group), but they will also be affected by negative primes about their own group (in-group). For dominant group members, the negative out-group primes are very likely to have an effect on policy preferences in ways that widen gaps in public opinion. However, negative in-group primes are unlikely to have an effect on their political attitudes. For lower-status or minority groups, the inverse will be the case as they resist these negative primes by supporting policies linked to their groups with greater furor.
To test these hypotheses, I have conducted experiments on three sets of group – male and female, Caucasian and African American, mainline and fundamentalist Protestant. These groups were selected for two reasons. First, there is compelling evidence in literature of political behavior of gaps in policy preferences. Second, they represent groups with impermeable and permeable membership boundaries. Approximately one hundred participants per group completed self-administered surveys. Near the beginning of the surveys, there are a series of four questions about negative traits or characteristics (primes) associated with a group. Participants were randomly assigned to either negative out-group primes, negative in-group primes, neutral out-group primes, or neutral in-group primes. These primes act as context effects on subsequent policy questions.

***Why Do Respondents Provide Vague Answers to Open-Ended, Categorical Questions?*, Monica L. Dashen, Bureau of Labor Statistics, Dashen_M@bls.gov**
Vague answers present an inherent problem when using open-ended, categorical questions because these types of questions do not provide respondents with a response alternative list to guide them in their response formulation. When asked about Cookies, where the desired answers are types of cookies (e.g., sugar cookies), for example, a respondent may say sugar. Scoring this response would be a difficult task for a coder. In this particular case, it is unclear whether the respondent was referring to sugar as an ingredient or as a type of cookie. Here the omission of the category title leads to potentially vague answers. Within the question context, one could argue

that the coder could assume that the respondent really meant sugar cookie. However, this is a leap of faith because without a list describing the category contents, it is conceivable that the respondent really did mean sugar as an ingredient. Two studies were conducted to find out why respondents provide vague responses to open-ended categorical questions. In Study 1, respondents were asked to list the contents of a categorical question. Afterwards, the respondents were asked to say why they omitted the title from their answers. The results indicate that people omitted the title from their responses because they thought the title was implied or self-evident. Study 2 was designed to find out whether respondents tailor their answers according to their beliefs about the coder's knowledge level. Respondents may include more self-evident information for coders that they perceive as novices than those they regard as experts. Study 2's methodology is identical to that of Study 1 with one exception: One group of respondents was told that the coder had much experience scoring responses, while another group heard that the coder did not. Preliminary results are encouraging. Practical and theoretical implications will be discussed.

***Respondents Confidence in Survey Taking and Their Co-Operation With Government Surveys: Some Evidence From the UK*, Roeland Beerten, Office for National Statistics, roelandbeerten@hotmail.com, and Mark McConaghy, Office for National Statistics, mark.mcconaghy@ons.gov.uk**

Since the 1990s there has been a decline in response rates to social surveys which rely on voluntary co-operation of the public. In surveys conducted by the UK Office for National Statistics (ONS) refusals tend to be the main problem so this paper focuses on gaining co-operation. The research literature and experience of survey agencies reveals a multitude of reasons why people do not co-operate with surveys. One set of reasons relates to the public's engagement with society and their view of the importance of public surveys. At a more detailed level the public's trust in the survey agency and individual interviewers and their belief that their data will be kept confidential and used only for statistical purposes are important factors affecting co-operation. This paper will examine evidence on the effect of trust in government, survey sponsors and interviewers on survey co-operation. We present some quantitative indicators for respondent confidence in government statistics. We also present information from focus groups with interviewers of their perceptions of the importance of respondent trust. Finally we discuss focus group results on public attitudes to confidentiality and use of their information. Although it is difficult for survey agencies to influence the survey taking climate directly, we conclude with a brief discussion of some measures ONS has taken to try to build and safeguard trust in the statistics it produces and for further research to provide better information on this issue.

***Using Internet-Based Surveys With Physicians, What Works and What Doesn't Work*, Mindy Schneiderman, American Medical Association, mindy_schneiderman@ama-assn.org, Sara Thran, American Medical Association, sara_thran@ama-assn.org, Claire Adams, American Medical Association, claire_adams@ama-assn.org, and Belle Lerner, American Medical Association, belle_lerner@ama-assn.org**

A joint survey conducted by the American Medical Association and 33 state and specialty medical societies examined what works and doesn't work when conducting an Internet-based survey with physicians. An Internet-based survey of over 65,000 physicians was conducted in 2002 to determine their experiences with professional liability and what effect the current professional liability situation is having on patient access to medical care. Physicians had indicated in previous surveys that this was the most important issue effecting their practice of medicine. The data from the survey is being used to reform the tort system at the state and national level. This paper will examine what effect the method of notification of the survey has on physician response to the survey. The following 2 methods of notification were used: email and postcard. Also, the paper will examine what is the most effective way to conduct follow-up with physicians who did not respond to the survey and what effect sponsorship of the survey has on physician response to the survey.

***Mapping Public Perceptions of Globalization: A Framework of Audience Frames*, Erik C. Nisbet, Cornell University, ecn1@cornell.edu, and James Shanahan, Cornell University, jes30@cornell.edu**

"Globalization" is a term used both by the media and experts alike to explain an ever-expanding number of economic, social, political, and environmental phenomena. Linked to such disparate trends as the war on terrorism, free trade, the Internet, global warming, and international sweatshops, the globalization paradigm has come to provide an explanatory and framing force often used by political elites, media, and special interests. Conversely, the anti-globalization social movement has been successful in mobilizing hundreds of thousands of persons over the last 3 years, citing globalization as the cause of a wide-range of social ills and economic injustices. Have these competing frames from both sides of the policy debate created what Gamson calls a "fragmentation of meaning" within the U.S. public? How does the public perceive globalization as a force that affects themselves and their community? Which policy issues does the public connect with globalization? How are these perceptions linked to evaluations of the anti-globalization movement, including its goals and objectives? This paper reports on the first part of a study designed to explicate how various publics understand globalization, and how the mass media influences that understanding. During the fall of 2002, we conducted a series of in-depth interviews with respondents from a national RDD sample. We asked respondents a series of open-ended questions on how globalization affects themselves and their community, and how they perceive the anti-globalization movement. Coding these responses, we used multi-dimensional scaling and cluster analysis to create a typology of audience frames and themes on both globalization and the anti-globalization movement, with correlated positive and negative attitudes scores on each. Using this inductive method, we have established an initial standard framework of audience schema and measures to use in our future research on public opinion, media effects, and media content on the globalization debate.


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-Tom O'Guinn

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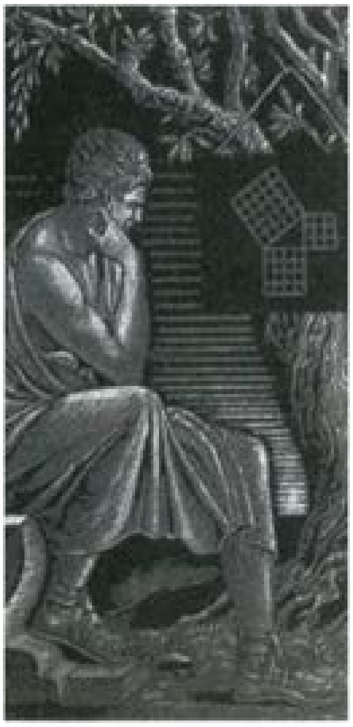

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www.kaisernetwork.org/healthpollsearch

A searchable archive of health-related public opinion results from more than 50 polling organizations archived by the University of Connecticut's Roper Center for Public Opinion Research. Health Poll Search contains more than 60,000 questions and responses on health issues dating back to 1935.

- Search by keywords, survey organization, and date.
- Conduct pre-set searches on popular topics such as prescription drug coverage, health care priorities, and bioterrorism.
- View trends on specific questions.

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Word Find and Hidden Message

"Words AAPOR Lives By"

By: Tom W. and Barbara A. Smith

Y	T	I	L	I	B	A	I	L	E	R
A	R	A	N	K	P	E	P	O	L	S
C	A	D	E	O	A	I	P	A	P	P
O	H	Y	L	N	A	I	D	E	M	E
I	C	L	T	C	A	P	I	O	A	T
N	N	N	A	I	R	T	D	M	S	A
P	S	T	M	T	D	N	G	K	R	R
E	I	T	E	U	A	I	D	S	E	E
R	A	R	N	R	L	B	L	O	V	S
S	T	E	E	I	V	O	L	A	O	N
O	A	N	S	W	O	I	C	E	V	O
N	D	D	A	A	O	P	E	S	S	P
S	E	L	A	C	S	R	N	W	A	S
K	N	S	P	H	R	S	I	W	E	E
E	O	I	O	O	S	N	E	W	N	R
W	H	V	R	P	G	I	D	L	I	N
C	P	O	S	T	A	L	O	L	L	O
Y	E	V	R	U	S	E	M	E	A	N

There are 41 words/acronyms related to survey research in the above puzzle. The words may be vertical, horizontal, or diagonal and forwards or backwards. Once you've found all the words, read the left over letters from left to right and top to bottom for the hidden message.

AAPOR
CADE
CAPI
CATI
CHART
CHI
COLUMN
DATA
DK
ERROR
IDS
INPERSON
INTERVIEWER
LINE
MEAN
MEDIAN
MODE
NONRESPONSE
OVERSAMPLE
PAPI
PHONE
POINTS
POLL
POSTAL
RANDOM
RANK
RATE
RELIABILITY
ROW
SAS
SCALES
SKEW
SLOPE
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SURVEY
SWING
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