AAPOR

57th Annual Conference

May 11-13, 2004

FINAL PROGRAM

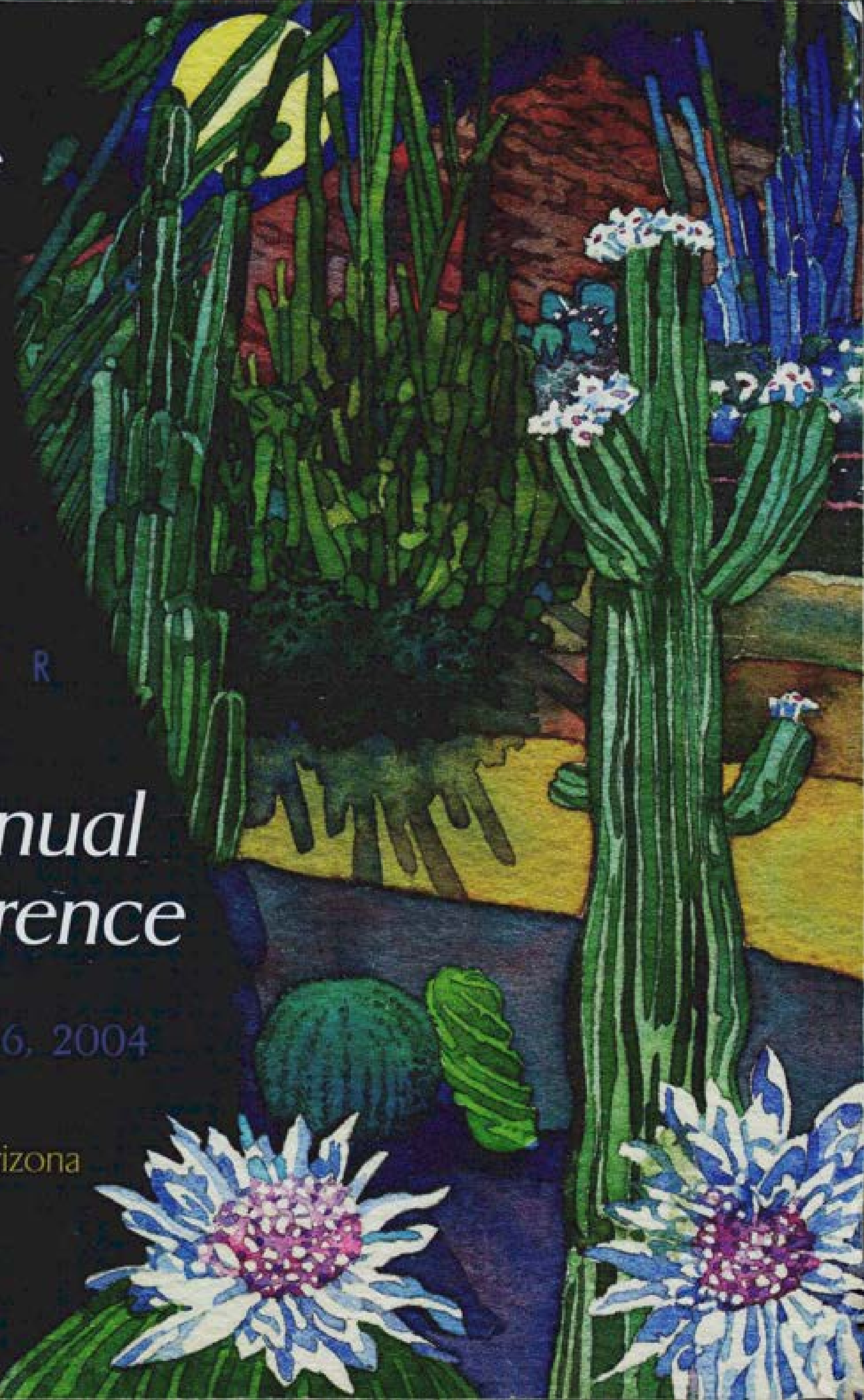
AAPOR

# 59th Annual Conference

May 13-16, 2004

Phoenix, Arizona

A joint conference of the American Association for Public Opinion Research & World Association for Public Opinion Research



# AAPOR/WAPOR 2004

*The Image of Public Opinion Research*

**American Association for Public Opinion Research**
59th Annual Conference-May 13-16, 2004

**World Association for Public Opinion Research**
57th Annual Conference-May 11-13, 2004

Phoenix, Arizona

## WELCOME to the …

**American Association for Public Opinion Research**
59th Annual Conference-May 13-16, 2004

**World Association for Public Opinion Research**
57th Annual Conference-May 11-13, 2004

**Pointe Hilton Tapatio Cliffs Resort**
**11111 North 7th Street**
**Phoenix, Arizona 85020**
**(602) 866-7500; Fax: (602) 993-0276**

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**Registration/Information Desk**

The AAPOR/WAPOR registration and information desk is located in the Conference Center Lobby. All meeting attendees must check in at the registration desk to pick up their final program, name badge, conference tote bag, and other meeting materials prior to attending sessions or social events. Tickets will be included in your registration packet for admittance to all the meals.

**Registration hours are as follows:**

| | | |
|---|---|---|
| **Tuesday, May 11** | **4:00 p.m. – 6:00 p.m.** | **(WAPOR)** |
| **Wednesday, May 12** | **8:00 a.m. - 6:00 a.m.** | **(WAPOR)** |
| | **4:00 p.m. – 8:00 p.m.** | **(AAPOR)** |
| **Thursday, May 13** | **7:00 a.m. - 5:00 p.m.** | **(AAPOR & WAPOR)** |
| **Friday, May 14** | **7:00 a.m. - 3:00 p.m.** | **(AAPOR)** |
| **Saturday, May 15** | **7:00 a.m. - 3:00 p.m.** | **(AAPOR)** |
| **Sunday, May 16** | **7:00 a.m. – 11:30 a.m.** | **(AAPOR)** |

**Badges/Tickets**

Name badges are provided for all registered meeting attendees, exhibitors, speakers and staff. Badges are required to gain admittance to all sessions and the exhibit hall, and are required for all maels/social events as well. **Tickets will be collected at the door to each meal/social event. Be sure to bring your ticket with you to the door for admittance.**

***Thank you for attending, we hope you enjoy the conference!***

# Schedule of Events

# AAPOR 59th Annual Conference: May 13-16, 2004
# WAPOR 57th Annual Conference: May 11-13, 2004

**-※- SCHEDULE OF EVENTS-※-**

## Tuesday, May 11

**4:00 p.m. - 6:00 p.m.** **WAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby)

**10:00 a.m. - 3:00 p.m.** WAPOR Council Meeting with lunch (Courtroom Q)

**6:00 p.m. - 7:00 p.m.** WAPOR Welcome Reception (Courtroom KL & Ballroom East Veranda)

## Wednesday, May 12

**7:00 a.m. - 8:30 a.m.** WAPOR Breakfast Buffet (Ballroom West Veranda)

**8:00 a.m. - 6: 00 p.m.** **WAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby)

**4:00 p.m. - 8:00 p.m.** **AAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby)

### ※ WAPOR CONCURRENT SESSION ※
**Wednesday - 8:30 a.m. – 10:00 a.m.**

**World Opinion: Public Opinion Around the Globe** (Courtroom R)
**Moderator: Helen Crossley - U. S. Information Agency (USA)**
**Discussant: Patricia Moy - University of Washington (USA)**

**Passive Adopters vs. Initiative Adopters: Diffusion of the Internet Among Chinese Journalists**
Christina Y. Zhou - City University Hong Kong (P. R. China)

**Ready, Ready, Drop: A Content Analysis of Coalition Leaflets Used in the Iraq War**
Andrew M. Clark - University of Texas at Arlington (USA)
Thomas B. Christie - University of Texas at Arlington (USA)

**Regulation of Prescription Medicine Advertising in New Zealand and the USA: A Consumer Perspective**
Philip J. Gendall - Massey University (New Zealand)

**The Political Talk Show Agenda and Democratization in Uganda**
Peter G. Mwesige - Indiana University (USA)

**Social-Psychological Processes in Opinion Formation and Measurement** (Courtroom Q)
**Moderator: Thomas Petersen - IfD Allensbach (Germany)**
**Discussant: Mike Traugott - University of Michigan (USA)**

**Multiple Indicators of "Speaking Out": Examining the Spiral of Silence Theory in a Real Discussion Context**
Zuoming Wang - Cornell University (USA)

**Reshaping the Digital Inequality in the European Union: How Psychological Variables Affect Internet Adoption Rates**
Homero G. de Zuniga - University of Wisconsin-Madison (USA)

**Testing the Applicability Model of Framing Effects: Are Audience Schemas Necessary?**
Yufen Chen - Cornell University (USA)

**10:00 a.m. – 10:15 a.m.** **WAPOR REFRESHMENT BREAK**

### ※ WAPOR CONCURRENT SESSION ※
**Wednesday - 10:15 a.m. – 11:45 a.m.**

**Methodological Problems and Developments in Public Opinion Research** (Courtroom R)
**Moderator: Peter Lynn - University of Essex (UK)**
**Discussant: Wayne Wanta - University of Missouri (USA)**

**Mobile Phones As a Threat to The Survey Industry: A Typical Example from Europe – The Case of Slovenia**
Vasja Vehovar- University of Ljubljana (Slovenia)
Katja Lozar Manfreda- University of Ljubljana (Slovenia)
Vesna Dolnicar- University of Ljubljana (Slovenia)
Gašper Koren- University of Ljubljana (Slovenia)

**The Uses of Paradata for Evaluating Alternative Versions of Web Survey Questions**
Michael J. Stern - Washington State University (USA)
Don Dillman - Washington State University (USA)
Jolene D. Smyth - Washington State University (USA)
Leah Christian - Washington State University (USA)

**Socio-Economic Status Bias in Survey Nonresponse: An Analysis of a Panel Study of Belgian Households**
Femke De Keulenaer - University of Antwerp (Belgium)

**A Global Study of Knowledge Workers: Using the Internet, Dealing with Cultural Variation, and Commercial Constraints**
Richard Day - Richard Day Research (USA)
John Ross - Richard Day Research (USA)

※ **WAPOR CONCURRENT SESSION** ※
**Wednesday - 10:15 a.m. – 11:45 a.m. – Continued…**

**Public Opinion, Media, and Social Capital** (Courtroom Q)
**Moderator: Janice Ballou - Mathematica Policy Research (USA)**
**Discussant: Philip Meyer - UNC - Chapel Hill (USA)**

**The Causal Relationship between External and Internal Political Efficacy: A Look at Panel Data from the 2000 U.S. Presidential Election**
Kate Kenski - University of Pennsylvania (USA)
Natalie Jomini - University of Pennsylvania (USA)

**Opening the Black Box: Assessing the Linkage Between Democracy, Efficacy and Regime Preference in Latin America**
Rodolfo Sarsfield - Market Analysis (Brazil)
Instituto Mora (Mexico) - Market Analysis (Brazil)
Fabian Echegaray - Market Analysis (Brazil)

**Social Capital in a Society in Turmoil: A Case Study in Colombia**
Hernando Rojas - University of Wisconsin-Madison (USA)

**The Impact of Online vs. Print Newspapers on the Diversity and Structure of the Public Agenda**
Ester de Waal - University of Amsterdam (The Netherlands)
Klaus Schoenbach - University of Amsterdam (The Netherlands)

**Noon - 1:45 p.m.** **WAPOR LUNCH BREAK**
(Ballroom East Veranda)

※ **WAPOR CONCURRENT SESSION** ※
**Wednesday - 2:00 p.m. – 3:30 p.m.**

**Panel: Challenges of International Polling**
(Courtroom MN)
**Moderator: Dietram A. Scheufele - Cornell University (USA)**
**Discussant: Robert O. Wyatt - Middle Tennessee State Univ. (USA)**

Mary McIntosh - Princeton Survey Research Associates International (USA)
David B. Lambert - TNS Intersearch (USA)
Allan L. McCutcheon - University of Nebraska-Lincoln (USA)
Robert Manchin - The Gallup Organization (USA)

**3:30 p.m. – 3:45 p.m.** **WAPOR REFRESHMENT BREAK**

※ **WAPOR CONCURRENT SESSION** ※
**Wednesday - 3:45 p.m. – 5:15 p.m.**

**Public Opinion Over Time and Across Cultures**
(Courtroom R)
**Moderator: Hernando Rojas - University of Wisconsin-Madison (USA)**
**Discussant: Nick Synodinos - University of Hawaii (USA)**

**On the Frontiers of Survey Research: Methodological Issues Involved in Opinion Polling in Afghanistan**
David A. Jodice - D3 Systems Inc. (USA)

**Value Change in Mexico: Twenty Years of World Values Survey**
Miguel Basáñez - Global Quality Research Corp. (USA)
Alejandro Moreno - Instituto Tecnologico Autonomo de Mexico (Mexico)

**National Identity and European Integration in the New EU**
Allan L. McCutcheon - University of Nebraska-Lincoln (USA)

**Public Attitudes Toward Life, Death, and Nature in 10 Nations**
Rafael Pardo - Fundacion BBVA (Spain)
John D. Miller - Northwestern University (USA)

**Theory and History of Public Opinion** (Courtroom Q)
**Moderator: Dixie Evatt - Syracuse University (USA)**
**Discussant: Robert Eisinger - Lewis & Clark College (USA)**

**Towards A General Theory of National Optimism**
Nat Stone - GPC International (Canada)

**A Revision of the Role Played by the Media in the Personification of Politics**
Esteban Lopez-Escobar - University of Navarra (Spain)

**Charlemagne's Questionnaire: A Little-Known Document From the Very Beginnings of Survey Research**
Thomas Petersen - Institut fuer Demoskopie Allensbach (Germany)

**Action As Legitimation: The Importance of Efficacy in Public Evaluation of Military Policy**
Josh Klein - Iona College (USA)

**6:00 p.m. - 7:00 p.m.** **WAPOR COCKTAIL HOUR**
(East Courtyard)

**7:00 p.m. - 10:00 p.m.** **WAPOR AWARDS BANQUET**
(Salon I)

## *Thursday, May 13*

| | |
|---|---|
| 7:00 a.m. – 5:00 p.m. | **AAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby) |
| 7:00 a.m. | AAPOR Golf Outing at Lookout Mountain |
| 7:00 a.m. – 8:30 a.m. | WAPOR Breakfast Buffet (Ballroom West Veranda) |
| 8:00 a.m. – Noon | **WAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby) |

### ※ AAPOR SHORT COURSES ※
**Thursday - 8:30 a.m. – Noon**

**The Who, Why, and How of Survey Nonresponse and Nonresponse Reduction** (Salon E)
Robert M. Groves
*Includes text: Nonresponse in Household Interview Surveys*

**The Psychology of Survey Response: Lessons for Questionnaire Design** (Salon G)
Roger Tourangeau
*Includes text: The Psychology of Survey Response*

**Making Sense of Logistic Regression: An Introduction** (Salon F)
Fred Pampel
*Includes text: Logistic Regression: A Primer*

**Cognitive Interviewing** (Salon H)
Gordon Willis

### ※ WAPOR CONCURRENT SESSION ※
**Thursday - 8:30 a.m. – 10:00 a.m.**

**Media Coverage of Polls *(jointly organized with the Mass Communication & Society Division of the Association for Education in Journalism & Mass Communication)*** (Courtroom O)
**Moderator: Verena K. Hess - University of Washington (USA)**
**Discussant: Christopher Karadjov - SUNY-Oswego (USA)**

**Teaching Public Opinion to College Students Through Campus Newspaper Polls**
Paul N. Lee - Maryville University (USA)

**Sellout: Polling's Descent from Good News to Poor Entertainment**
John Polich - Golden Gate University (USA)

**Media as a Third Force in the Public Opinion-Policy Nexus: Are Publics More Likely to Function as a Constraint on Policy With More Critical Media Coverage?**
Erin Carriere - U.S. Department of State (USA)

**Public Opinion on Current Events** (Courtroom P)
**Moderator: Mario Callegaro - Univ of Nebraska-Lincoln (USA)**
**Discussant: Nick Moon - NOP Research Group (UK)**

**Loosening the Ties That Bind: The Past, Present and Future of Transatlantic Relations**
Janice Bell - U.S. Department of State (USA)
Sam McGuire - IPSOS UK (United Kingdom)

**Public Opinion Research and the California Governor's Recall in 2003**
Mark Baldassare - Public Policy Institute of California (USA)

**Defense Spending and the Electoral Connection: Campaign Contributions, Constituents, and Senate Voting Behavior**
Michelle D. Christensen - Northwestern University (USA)

**Are Sri Lankans With the Peace Process?**
Pradeep N. Peiris - The Centre For Policy Alternatives (Sri Lanka)

**10:00 a.m. – 10:15 a.m. WAPOR REFRESHMENT BREAK**

### ※ WAPOR CONCURRENT SESSION ※
**Thursday - 10:15 a.m. – 11:45 a.m.**

**Panel: Freedom to Publish Polls** (Courtroom QR)
**Moderator: Tom W. Smith - NORC (USA)**
**Discussant: Kathleen Frankovic - CBS (USA)**

**The Freedom To Publish Opinion Poll Results**
Frits Spangenberg - Motivaction (Netherlands)

**Normative and Empirical Reasons For the Freedom of Polls**
Wolfgang Donsbach - Dresden University of Technology (Germany)

**Freedom To Poll Around the World**
Tom W. Smith, NORC (USA)

| | |
|---|---|
| Noon - 2:00 p.m. | **WAPOR LUNCH BREAK** (Salon CD) |
| 2:00 p.m. - 4:00 p.m. | **WAPOR BUSINESS MEETING** (Courtroom QR) |
| Noon - 5:00 p.m. | **AAPOR COUNCIL MEETING/LUNCH** (Courtroom KL) |

### ※AAPOR SHORT COURSES ※
**Thursday - 2:00 p.m. – 5:30 p.m.**

**Questions for Standardized Measurement in Surveys** (Salon F)
Nora Cate Schaffer

**A Researcher's Guide to Web Survey Implementation** (Salon E)
Scott D. Crawford

**Survey Quality** (Salon G)
Paul P. Biemer
*Includes text: Introduction to Survey Quality*

**Introduction to Survey Sampling** (Salon H)
Colm A. O'Muircheartaigh

**※ AAPOR/WAPOR JOINT CONCURRENT SESSION ※**
**Thursday - 4:00 p.m. – 5:30 p.m.**

**Panel: Quality Assurance and Quality Monitoring for Cross-cultural and Cross-national Surveys** (Salon I)
**Organizer/Chair: Janet A. Harkness - ZUMA**

**Taking Note: Documentation in Cross-Cultural Surveys**
Beth-Ellen Pennell - ISR University of Michigan
Peter Mohler - ZUMA

**The Spanish Version of the National Survey of Family Growth: Translation and Administration**
Alisu Schoua-Glusberg - Research Support Services
Gladys Martinez – NCHS
Barbara Martin - CDC

**Monitoring Survey Translations and Source Questionnaires**
Janet A. Harkness - ZUMA

**Cross-national Surveys** (Salon J)
**Chair: Yufen Chen - Cornell University**
**Discussant: John C. Besley - Cornell University**

**A Cross-National Comparison of Social Capital in European Candidate Countries**
Cindy Chatt - UNL - Gallup Research Center
Ainura Hoessel - UNL - Gallup Research Center

**Global Gender Gaps: Male and Female Perceptions of the World**
Nicole Marie Speulda - The Pew Research Center for The People & The Press
Elizabeth Mueller Gross - The Pew Research Center for The People & The Press
Mary McIntosh - Princeton Survey Research Associates International

**Perceived and Preferred Social Inequality in 25 Countries** -
Tom W. Smith, NORC (USA)

**International Surveys** (Courtroom MN)
**Chair: Kenneth R. Blake - Middle Tennessee State University**
**Discussant: Nick Moon - NOPWorld**

**A Survey of South Africa Ten Years into the New Democracy**
Elizabeth Hamel - Kaiser Family Foundation
Mollyann Brodie - Kaiser Family Foundation
Richard Morin - The Washington Post

**The Germans' Image of America after the Iraq War: A Passing Crisis or Permanent Rift?**
Wilhelm Haumann - Institut für Demoskopie Allensbach
Thomas Petersen - Institut für Demoskopie Allensbach

**Development of Culturally-Sensitive Survey Methods: Measurement of Well-Being and Life Satisfaction in the Kingdom of Tonga**
Sean E. Moore - UNL - Gallup Research Center
Young Leslie - University of Hawaii at Manoa
Carrie A. Lavis - Niagara College

**The Population of Kazakhstan During the Formation of its Ethnic Territory**
Olga Kruglova, Almaty (Kazakhstan)

**Panel: Polling in Iraq: Smuggled Samples, Drawn Knives and 95 Percent Cooperation** (Sunrise C)
**Organizer/Chair: Gary E. Langer - ABC News**

Gary E. Langer - ABC News
Cristoph Sahm - Oxford Research International
Silvia Iacuzzi - Oxford Research International
Richard Burkholder - The Gallup Organization

**※Thursday Night Off-Site Dinner ※**

| | |
|---|---|
| **5:30 p.m.** | **Buses Depart from Hotel Lobby** ***(all buses will depart at the same time)*** |
| **6:00 p.m. – 10:00 p.m.** | **An exclusive outing to the Heard Museum. Limited to 250 people.** |

*Advance Ticket Purchase Required*

## *Friday, May 14*

| | |
|---|---|
| **7:00 a.m. – 3:00 p.m.** | **AAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby) |
| **7:00 a.m. – 9:00 a.m.** | Breakfast Buffet (West Courtyard) *Advance Ticket Purchase Required* |
| **7:00 a.m. – 9:00 a.m.** | POQ Advisory Breakfast Meeting (Courtroom R) |
| **8:15 a.m. – 5:30 p.m.** | **EXHIBITS OPEN: Software, Technology & Books** (Salon A-D) |

**※AAPOR CONCURRENT SESSION ※**
**Friday - 8:15 a.m. – 9:45 a.m.**

**Invited Panel: 2004 Primary Polls** (Salon I)
**Organizer/Chair: J. Ann Selzer - Selzer & Company**

Warren Mitofsky - Mitofsky International

**Panel: National Network of State Polls: Policy-Makers' Views and Use of State Polls** (Salon J)
**Organizer/Chair: Carolyn L. Funk - Virginia Commonwealth University**

Ronald E. Langley - University of Kentucky

**After 9/11** (Courtroom MN)
**Chair: Maureen Michaels – Michaels Opinion Research, Inc.**
**Discussant: Joe Eyerman – RTI International**

**Rally around the Flag: 9/11 and the Gulf War**
Thomas Lamatsch - UNLV

**Media Consumption and the Fear of Crime and Terrorism: The Cultivation of Personal and Societal Risk**
Mark D. West - UNC - Asheville
Donald L. Diefenbach - UNC - Asheville

### ※AAPOR CONCURRENT SESSION ※
### Friday - 8:15 a.m. – 9:45 a.m. – Continued…

**Public Opinion Change in the Aftermath of 9/11**
Natalie Shook – The Ohio State University
Randall K. Thomas - Harris Interactive
Jon A. Krosnick - The Ohio State University

**Participation in Panel Follow-up Waves: Who Participated and Who Didn't in Years Two and Three of a World Trade Center Panel Survey in Metro NYC**
Michael J. Bucuvalas - Schulman, Ronca & Bucuvalas, Inc.
Mark D. Morgan - Schulman, Ronca & Bucuvalas, Inc.
Sandro Galea - New York Academy of Medicine

**Panel: Beyond White: Racial Attitudes in Multiracial and Multiethnic Contexts** (Salon E)
**Organizer/Chair: Maria Krysan and Tyrone Forman - University of Illinois at Chicago**
**Discussant: Matthew Hunt - Northeastern University**

**Higher Learning: Examining Black Metastereotypes at an Ivy League University**
Kimberly C. Torres – University of Pennsylvania
Camille Z. Charles - University of Pennsylvania

**Group Dominance and Anti-Racism: Examining Attitudes Towards Race-Targeted Intervention in Brazil**
Stanley Bailey - New Mexico State University

**Pan-ethnic Identity, Linked Fate, and the Political Significance of "Asian American"**
Taeku Lee - University of California-Berkeley

**Inter-ethnic Contact and Latinos' Racial Attitudes: Extending Pettigrew's Generalization Thesis**
Tyrone Forman - University of Illinois at Chicago
Melissa Martin - University of Illinois at Chicago

**Invited Roundtable: The California Election** (Salon F)
**Chair: Jonathan Cohen - Public Policy Institute of California**

Mark Baldassare - Public Policy Institute of California
Mark DiCamillo – Field Research Corporation
Kathy Dykeman – Knowledge Networks
Frank Newport – The Gallup Organization
Susan Pinkus – Los Angeles Time Poll

**Cell Phones and Coverage Error** (Salon G)
**Chair: Tammy S. Adams – U.S. Census Bureau**
**Discussant: Stephanie Eckman – NORC**

**Mobile Phones as a Threat to the Survey Industry: A Typical Example from Europe – The Case of Slovenia**
Vasja Vehovar - Universtiy of Ljubljana
Katja Lozar Manfreda - University of Ljubljana
Vesna Dolnicar - University of Ljubljana

**Cell Phones and RDD Coverage of the Low Income Population**
John W. Hall - Mathematica Policy Research
Mourad Touzani - Mathematica Policy Research
Yuhong Zheng - Mathematica Policy Research

**DO NOT CALL: Alternatives for Contacting Wireless Subscribers for Mobile Phone Surveys**
Trent D. Buskirk - Eastern Virginia Medical School
Mario Callegaro - UNL Gallup Research Center

**Effects of the Mass Media** (Courtroom KL)
**Chair: George Bishop – University of Cincinnati**
**Discussant: Kimberly Downing – University of Cincinnati**

**To Look For America: National Identity in the News**
Rossie M. Hutchinson - University of Michigan

**The Impact of Science News Embedded in Local Television Newscasts**
John D. Miller - Northwestern University
Eliene Augenbraun - ScienCentral, Inc.
Linda G. Kimmel - Northwestern University

**The Mechanism of Transference: Projection and Conformity in the Agenda-Setting Process**
Craig Gordon - GA. State Univ. / GA. Institute of Technology

**What the POQ Contributed to Media Effects Research: A Study of the POQ, 1980-1999**
Baohua Zhou - Fudan University

**Health Survey Measurements** (Salon H)
**Chair: Joanne Pascale – Bureau of the Census**
**Discussant: Julie Brown – RAND Corporation**

**Assessing Health Disparities: Self-Reported Health Status in Six Ethnic Populations**
Charity A. Kreider - University of Minnesota
Todd H. Rockwood - Cities' Institute for Public Health Research
Timothy J. Beebe - University of Minnesota
Kathleen Thiede Call - University of Minnesota

**Estimating Cocaine Use Using the Item Count Methodology: Preliminary Results from the National Survey on Drug Use and Health**
Paul P. Biemer - RTI International/UNC-Chapel Hill
Douglas Wright - SAMHSA

**Behavior Coding across Multiple Languages: The 2003 California Health Interview Survey as a Case Study**
Sherm Edwards - Westat
Elaine Zahnd - Public Health Institute
David Grant - UCLA Center for Health Policy Research
Gordon Willis - National Cancer Institute
Nicole Lordi - Public Health Institute
Stephanie Fry - Westat

**Assessing Public Knowledge and Perceptions about Infectious Disease: Food Irradiation and E. coli O157:H7**
Jane M. Berg - Center for Infectious Disease
Michael T. Osterholm - Center for Infectious Disease
Todd H. Rockwood - Cities' Institute for Public Health Research

**9:45 a.m. – 10:00 a.m.** **AAPOR COFFEE BREAK**
*(Sponsored By: RTI International)*

## ※AAPOR CONCURRENT SESSION ※
**Friday - 10:00 a.m. – 11:30 a.m.**

### Panel: Cellular Phones and Telephone Sampling
(Salon I)
**Organizer/Chair: Linda B. Piekarski - Survey Sampling, Inc.**
**Discussant: Andrew Kulley - TNS-Intersearch Corporation**

**A New Era for Telephone Surveys**
Charlotte G. Steeh - Georgia State University

**Will A 'Perfect Storm' of Cellular-linked Forces Sink RDD Sampling?**
Paul J. Lavrakas - Nielsen Media Research

**Cell Phone Owners and Usage Patterns**
Peter S. Tuckel - Hunter College; CUNY
Harry O'Neill - Roper ASW

**Overlap of Fixed Telephone, Cellular Telephone, and Internet Households**
James M. Lepkowski - University of Michigan
Raffaela Castagnini - University of Michigan
Richard Curtin - University of Michigan
Esther Ullman - University of Michigan
Jenefer Willem - University of Michigan
Ann Rafferty - Michigan Department of Community Health
Harry McGee - Michigan Department of Community Health
Larry A. Hembroff - Michigan State University

### Nonresponse Effect (Salon J)
**Chair: Janet Streicher - J. Streicher Research, Inc.**
**Discussant: Mary E. Losch - University of Northern Iowa**

**After Response Rates, What?: A Comprehensive Data Quality Report for State Adult Tobacco Surveys**
Peter Mariolis - Centers for Disease Control and Prevention

**Nonresponse Bias in a Travel Survey of Nontelephone Households**
J. Neil Russell - Bureau of Transportation Statistics
Jonaki Bose - Bureau of Transportation Statistics
Lee Giesbrecht - Bureau of Transportation Statistics

**Effects of Nonresponse on Telephone Survey Estimates**
Timothy P. Johnson - University of Illinois at Chicago
Young Ik Cho - University of Illinois at Chicago

### Panel: Studying Racial Attitudes: What Survey Researchers Can Learn From Non-Survey Methodologies (Salon E)
**Organizer/Chair: Devon Johnson - Harvard University**

**Qualitative Racial Attitudes Research in a Cross-Cultural Context**
Nadia Kim - University of California, San Diego

**Qualitative Research on Racial Attitudes and Inequality**
Amanda Lewis - University of Illinois at Chicago

**Combining Ethnography and Survey Analysis in the Study of Racial Attitudes**
Monica McDermott - Stanford University

**Priming Racial Attitudes: Content Analyses of Political Campaigns**
Vincent Hutchings - University of Michigan
Nicholas Valentino - University of Michigan

**Using Focus Groups to Understand Racial Attitudes**
Lawrence Bobo - Harvard University

### Web Surveys: Cooperation and Effects (Salon F)
**Chair: James Newswanger - IBM**
**Discussant: Young Chun - American Institutes for Research**

**Gaining Respondent Cooperation in College Web-based Alcohol Surveys: Findings from Experiments at Two Universities**
Scott D. Crawford - MSIResearch
Sean McCabe - University of Michigan
Bob Saltz - Prevention Research Center
Carol Boyd - University of Michigan
Bridget Freisthler - Prevention Research Center
Mallie J. Paschall - Prevention Research Center

**Editing Strategies for Electronic Establishment Survey Data Collection: Research and Experience**
Amy E. Anderson - U.S. Census Bureau
Elizabeth D. Murphy - U.S. Census Bureau
Elizabeth May Nichols - U.S. Census Bureau
Richard S. Sigman - U.S. Census Bureau
Diane K. Willimack - U.S. Census Bureau

**Connecting Social Capital Offline and Online: The Effects of Internet Uses on Civic Community Engagement**
Seungahn Nah - University of Wisconsin-Madison

**Web-based Surveys in Market and Social Research – Usage and Needs of Different User Groups in the EU**
Lars Kaczmirek - ZUMA
Michael Bosnjak - University of Mannheim
Wolfgang Bandilla - ZUMA
Tina Auer - ZUMA

### Preelection Poll Methods and Measures (Salon G)
**Chair: Mickey Blum – Blum & Weprin Associates, Inc.**
**Discussant: Jay Mattlin – Mediamark Research**

**Vote Over-Reporting: A Test of the Social Desirability Hypothesis**
Allyson L. Holbrook - University of Illinois at Chicago
Jon A. Krosnick - The Ohio State University

**RDD versus a Listed Voter Sample: An Experiment**
Cliff Zukin - Rutgers University
Rob John Suls - Rutgers University
Chintan Turakhia - SRBI

## ※AAPOR CONCURRENT SESSION ※
### Friday - 10:00 a.m. – 11:30 a.m. – Continued…

**Methodological Challenges in Polling a Vote-By-Mail Election**
Joel D. Bloom - University of Oregon

**A Forecast of the 2004 U.S. Presidential Election**
Helmut Norpoth - Stony Brook University

### Media Trust and Credibility (Courtroom MN)
**Chair: Marti McGuire – UNC – Chapel Hill**
**Discussant: Kurt Lang – University of Washington**

**Trust or Bust?: Questioning the Relationship between Media Trust and Media Attention**
Ann E. Williams - University of Michigan

**Assessing Newspaper Accuracy: Using the Internet to Improve a Classic Survey Technique**
Scott R. Maier - University of Oregon

**Developing a Model of Newspaper Credibility, Circulation, Community Affiliation and Demographics**
Mark D. West - UNC - Asheville
Donald L. Diefenbach - UNC - Asheville

### Panel Attrition (Courtroom KL)
**Chair: Roeland A. Beerten – National Statistics**
**Discussant: David Johnson – Pennsylvania State University**

**Short-Term Prospects for Continued Survey Participation for Tenuously-Attached and/or Almost-Missed Household Members**
Anna Y. Chan - U.S. Census Bureau

**Panel Attrition and its Effects on Results from a Longitudinal Study: An Examination of Changes in Participants and Attitudes in a Web-based Panel Survey of HIV and AIDS Stigma Attitudes**
Rodney K. Baxter - RTI International
Elizabeth Dean - RTI International

**Contact Histories as a Tool for Understanding Attrition in Panel Surveys**
Nancy Bates - U.S. Census Bureau

**Characteristics of Wave Nonrespondents in the Israeli Labor Force Survey**
Douglas A. Wissoker - Urban Institute
Ronit Nirel - Central Bureau of Statistics, Israel

### Boosting Survey Cooperation (Salon H)
**Chair: Sarah Barry, The Field Organization**
**Discussant: Linda L. Dimitropoulos – RTI International**

**First Contacts By Phone Or in Person? Some Evidence From The German General Social Survey (ALLBUS) 2000 and 2002**
Michael Blohm - Centre for Survey Research (ZUMA)
Koch Achim - Centre for Survey Research (ZUMA)

**Refusal Conversion: Monitoring the Trends**
Karen Foote Retzer - University of Illinois
David Schipani - University of Illinois
Young Ik Cho - University of Illinois

**Getting Them to Stay on the Phone: Large-scale Experiment of Combining Incentive with a Pre-contact Letter**
Charles D. Shuttles - Nielsen Media Research
Jennie W. Lai - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research

## ※AAPOR POSTER SESSION ※
### Friday - 11:30 a.m. – 12:15 p.m.

### Friday Poster Session (2nd Level – East Veranda)

**1. A Comparison of Lab-Based and On-Site Usability Testing**
Elizabeth Dean - RTI International

**2. A Mediational Model Showing the Relationship Between Some Organizational Characteristics as Perceived by Employees Following Reorganization**
Terrence Thomas - North Carolina A&T State University
Frank Clearfield - Natural Resources Conservation Service
Benny Gray - North Carolina A&T State University
Victor Ofori-Boadu - North Carolina A&T State University

**3. Application of Geographic Information Systems to Enhance the Accuracy of Listed Samples**
Aaron K. Maitland - Iowa State University

**4. A Pre- and Post-Test Experiment Investigating the Effectiveness of Voice Training for Telephone Interviewers**
Kathryn Downey-Sargent – Bureau of Labor Statistics
Barbara C. O'Hare - Arbitron

**5. A Prospective Measure of Survey Result Credibility**
Nat Ehrlich - Michigan State University IPPSR

**6. Assessing Data Quality for Hard-to-Reach and Reluctant Respondents in an RDD Telephone Panel Survey**
Robie Sangster - Bureau of Labor Statistics
Brian J. Meekins - Bureau of Labor Statistics

**7. Assessing the Effect of the Office of Management and Budget (OMB) Definition Change for Metropolitan Statistical Areas Using Behavioral Risk Factor Surveillance System (BRFSS) Data**
Luann Rhodes - CDC, NCEH, EHHE, APRHB
Jeanne Moorman - CDC, NCEH

**8. Coding Analysis of Cognitive Interviews: Benefits and Drawbacks**
Kristen Miller - National Center for Health Statistics
Beth A. Canfield - National Center for Health Statistics
Lisa Moses - National Center for Health Statistics

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

**9. Benefits and Burdens of Web-based Data Collection among College Students**
Ananda Mitra - Wake Forest University
Robert DuRant - Department of Pediatrics
Mark Wolfson - Section on Social Sciences and Health Policy
Barbara Martin - Department of Pub Helath Science
Heather Champion - Public Health Science
Mary C. O'Brien - Department of Emergency Medicine
Morrow Omli - Public Health Sciences
Andrea Williams - Wake Forest University School of Medicine

**10. Coming Soon To A Mailbox Near You! The Effect of Pre-Census Publicity for the USDA's 2002 Census of Agriculture**
Kathleen E. Ott - USDA/ National Agricultural Statistics Service
Jaki S. McCarthy - USDA/National Agricultural Statistics Service

**11. Correlates of Locate Rates in the World Trade Center Health Registry**
Alice A. Turner - RTI International
Elizabeth Dean - RTI International
Benard N. Theora - RTI International

**12. Does the Web Doom Traditional Call Centers?**
Randall J. Olsen - The Ohio State University

**13. Exploiting Computer Automation to Improve the Interview Process and Increase Survey Cooperation**
Jeffrey C. Moore - U.S. Census Bureau

**14. Framing Power as Virtue**
Andrew Rojecki - University of Illinois at Chicago

**15. Getting Worse with Age? Congressional Job Approval 1974-2003**
Jeffrey M. Jones - The Gallup Poll

**16. Incentives: Do They Affect Response Rates in a Mail Survey of Paramedics?**
Jennifer A. Lyden - Constella Health Sciences
Jennifer Ratcliffe - Constella Health Sciences
Sara Baden - Constella Health Sciences
Jack Leiss - Constella Health Sciences
Jean Orelien - Constella Health Sciences

**17. Is Politics a Good Thing? Increasing Political Appreciation among High School Students**
Thomas M. Guterbock - University of Virginia
Ryan A. Hubbard - University of Virginia
Kenneth Stroupe - University of Virginia

**18. Longitudinal Studies and Respondent Locating and Tracking: the Effectiveness of Credit Bureau Information and Inter-Wave Tracking Mailings on Survey Completion Rates of Program Participants**
Todd J. Robbins - Abt Associates Inc.
Nicole Gill - Abt Associates Inc.
Carin Cartwright-Chunga - Abt Associates Inc.
Katherine Abe - Abt Associates Inc.
Paul Howard - Abt Associates Inc.
Erik Paxman - Abt Associates Inc.

**19. Modeling Survey Respondents' Speech to Improve Speech Survey Interfaces**
Patrick Ehlen - New School for Social Research
Michael F. Schober - New School for Social Research
Frederick G. Conrad - University of Michigan

**20. Priming Thoroughness in Survey Responding**
Kenneth A. Rasinski - NORC
Dennis E. Dew, Jr. - NORC

**21. Public Opinion & Sustainability: Exploring &Understanding Issues of a Sustainable Food Economy in the U.S.**
Katharyn Lyon - SRL, Northern Arizona University

**22. Public Opinion toward the Library in the Community**
Martha E. Kropf - University of Missouri-Kansas City

**23. Self-Reported Health Status and Mode of Survey Administration: Why are Telephone Mode Respondents Healthier than Mail Mode**
Todd H. Rockwood - Cities' Institute for Public Health Research
Karen Virnig - Cities' Institute for Public Health Research

**24. Sponsorship and Selling: Telephone Interview Greetings and Respondent Cooperation at First Contact**
Jessica E. Graber - NORC
Dennis E. Dew, Jr. - NORC
Lisbeth Goble - NORC
Kaiya Liu - The Ohio State University
Anne Parsons - University of Chicago
Natalie Yager - University of Chicago

**25. 'The Art of Associating': First Line Results from the Collegiate Social Network Interaction Project (C-SNIP)**
Casey A. Klofstad - Harvard University; UW Survey Center

**26. Randomization of an Urban Elementary School Population for Testing a Classroom-Based Intervention Program**
Sheppard Kellam - American Institutes for Research
Jeanne Poduska - American Institutes for Research
Hendricks Brown - University of Southern Florida
Amy Windham - American Institutes for Research
Miriam L. Gerver - American Institutes for Research

**27. The Effect of a Prepaid Monetary Incentive Among Low-Income and Minority Populations**
Timothy J. Beebe - University of Minnesota
Michael E. Davern - University of Minnesota
Todd H. Rockwood - Cities' Institute for Public Health Research
Donna D. McAlpine - University of Minnesota
Kathleen Thiede Call - University of Minnesota

**28. Using Multivariate Models to Examine Survey Results: Identifying Influences on Spousal Support for Reenlistment**
Rorie N. Harris - U.S. Navy Personnel
Carol Newell - U.S. Navy Personnel

**29. Which Survey Language Do You Prefer? A Study of Survey Language Effect on Response Behavior**
Sunghee Lee - Joint Program in Survey Methodology
Ting Yan - Joint Program in Survey Methodology /Abt Associates Inc.

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

**30. Can You Send Me Something? Using SAQs to Improve CATI Response Rates**
John N. Egel - Battelle

### ※MEET THE AUTHOR SESSION ※
Salon A-D

**Scott L. Althaus** - *Collective Preferences in Democratic Politics: Opinion Surveys and the Will of the People* (Cambridge, 2003)

**Paul P. Biemer and Lars E. Lyberg** - *Introduction to Survey Quality* (Wiley, 2003)

**A Memorial for Irving Crespi** (Sunset A - 4th Fr. Main Bldg.)
**Organizer/Chair: Gladys Lang and Albert Cantril**

Irving Crespi died on March 19, 2004. A past WAPOR and AAPOR president and 1997 AAPOR Award winner, Irv was a leading expert on polls, a public opinion theorist, and a fervent believer in the idea that polls can be an important instrument for advancing democratic government. He also was a friend and counselor to many of us. All who wish to honor his memory are invited to attend.

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|---|---|
| 12:15 p.m. – 2:05 p.m. | **AAPOR LUNCH SESSION** (Pavilion) |
| 12:15 p.m. – 2:05 p.m. | **Chapter Representatives Lunch Meeting** (Courtroom R) |
| 12:15 p.m. – 2:05 p.m. | **Standards Committee Lunch Meeting** (Courtroom Q) |

### ※AAPOR CONCURRENT SESSION ※
**Friday - 2:15 p.m. – 3:45 p.m.**

**Multilingual Survey Approaches** (Courtroom KL)
**Chair: Lillian Diaz-Castillo – Westat**
**Discussant: Michael Cohen – U.S. Bureau of Transportation Statistics**

**Enhancing Data Collection from "Other Language" Households**
Mary Cay Murray - Abt Associates Inc.
Michael P. Battaglia - Abt Associates Inc.
Jessica Cardoni - Abt Associates Inc.

**Cognitive Testing of English and Spanish Versions of Health Survey Items**
Roger E. Levine - American Institutes for Research
Raquel Gonzalez - American Institutes for Research
Beverly Weidmer - RAND
Patricia M. Gallagher, Center for Survey Research

**Cognitive Interviews in Languages Other Than English: Methodological and Research Issues**
Yuling Pan - U.S. Census Bureau

**Managing Survey Translation: Methodology for Researchers Who are Not Multi-Lingual**
Man-chi Mandy Sha - NORC

**Statistical Analysis Techniques** (Courtroom MN)
**Chair: Geraldine Mooney – Mathematica Policy Research**
**Discussant: Karol P. Krotki – RTI International**

**Examining Context Effects Using Structural Equation Modeling**
Jennifer Shields - Bureau of Labor Statistics

**Latent Class Models for Studying Mode Effects in Mixed Mode Surveys**
Allan L. McCutcheon - University of Nebraska-Lincoln

**Tips and Tricks for Raking Survey Data (A.K.A. Sample Balancing)**
Michael P. Battaglia - Abt Associates Inc.
David Izrael - Abt Associates Inc.
David C. Hoaglin - Abt Associates Inc.
Martin R. Frankel - Baruch College and Abt Associates Inc.

**Inverse Regression and Linear Clustering: New Analytic Methodologies Applied to a Newspaper Poll**
David P. Fan - University of Minnesota
Robert P. Daves - Minneapolis Star Tribune
R. Dennis Cook - University of Minnesota

**Measuring Race** (Salon I)
**Chair: Richard Morin – The Washington Post**
**Discussant: Darren Davis - Michigan State University**

**Household Types and Relationships in Six Race/Ethnic Groups: Conceptual and Methodological Issues for Censuses and Surveys**
Laurie Schwede - U.S. Census Bureau

**Effects of Racial/Ethnic Classification of Respondents in Two Federal Surveys**
Lance A. Selfa - NORC
Vincent Welch Jr. - NORC

**Discrepancies in Race/Ethnicity Between Survey Self-Report and Medicaid Enrollees' Administrative Data**
Colleen K. Porter - University of Florida
R. Paul Duncan - University of Florida
Hsou-mei Hu - Rutgers University

**Effects of Survey Sponsorship on Respondents' Reporting of their Racial Attitudes**
Volker Stocké - University of Mannheim

**Validating Survey Results** (Salon J)
**Chair: Randall K. Thomas – Harris Interactive**
**Discussant: Norman G. Trussell – Nielsen Media Research**

**Assessing the Accuracy of Event Rate Estimates from National Surveys**
LinChiat Chang - Stanford University
Jon A. Krosnick - The Ohio State University

**Customer Opinions of Products and Services: A Decade of Trends Validated by Economic Data**
Barbara Everitt Bryant - University of Michigan Business School

### ※AAPOR CONCURRENT SESSION ※
### Friday - 2:15 p.m. – 3:45 p.m. – Continued…

**Validating Survey Data: Experiences Using Employer Records and Governmental Benefit Data in the UK**
Annette E. Jackle - Institute for Social and Economic Research
Stephen P. Jenkins - Institute for Social and Economic Research
Peter Lynn - Institute for Social and Economic Research
Emanuela Sala - Institute for Social and Economic Research

**Validating Health Insurance Coverage Self-Reports: A Comparison Between Self-Reported Coverage and Administrative Data Records**
Michael E. Davern - University of Minnesota
Kathleen Thiede Call - University of Minnesota
Timothy J. Beebe - University of Minnesota
Patricia Bland - University of Minnesota
Jeanette Ziegenfuss - University of Minnesota
Lynn A. Blewett - University of Minnesota

#### Do Not Call: Survey Research, Attitudes and Effects
(Salon E)
**Chair: Pama Mitchell – Challenger Communications**
**Discussant: Robert M. Groves – University of Michigan**

**The Impact of the Federal Do Not Call Registry on Telephone Survey Research**
Howard Speizer - Market Strategies, Inc.
Reginald Baker - Market Strategies, Inc.

**Attitudes of Georgians Toward 'Do Not Call'**
James J. Bason - University of Georgia

**Responding to the National Do Not Call Registry: Evaluation of Call Attempt Protocol Changes in the BRFSS**
Michael W. Link - RTI International
Ali Mokdad - Centers for Disease Control & Prevention

**How the "Do Not Call" List Might Affect Survey Research**
Rebecca C. Quarles - QSA Research & Strategy
Tracy Needham - AARP

#### Invited Panel: The Value of Public Opinion and Survey Research: Developing a Communication Strategy
(Salon F)
**Organizer/Chair: Charles Rund - Charlton Research, Inc.**

Mark Schulman - SRBI, Inc.
Mollyann Brodie - Henry J. Kaiser Family Foundation
Nancy Belden - Belden, Russonello & Stewart
Charles Rund - Charlton Research, Inc.
Kathleen Frankovic - CBS News
Michael Traugott - University of Michigan

#### Democracy, Voting and Participation (Salon G)
**Chair: Murray Edelman – CBS News**
**Discussant: Helmut Norpoth – Stony Brook University**

**Nonresponse and the 2000 Election Cycle: Topic Salience and Changes Over Time**
Talia Jomini - University of Pennsylvania
Kate M. Kenski - University of Pennsylvania

**Knowing It by Heart: Americans Consider the Constitution and its Meaning**
Ann M. Duffett - Public Agenda

**A Values Perspective on Social Change in America: Lessons for the 2004 Election?**
Keith Neuman - Environics Research Group
David MacDonald - Environics Research Group

**The Core of Nonvoters in A Third Party Election**
Joseph S. Strother - UNLV

#### Using Multiple Modes To Enhance Response Rates
(Salon H)
**Chair: Joe Murphy - RTI International**
**Discussant: Donald Camburn - RTI International**

**How is the Propensity to Respond for Different Data Collection Modes Affected by a Mailing Package and Mandatory/Voluntary Status?**
David A. Raglin - U.S. Census Bureau

**Is it Worth It? Using a Mail Survey to Enhance an RDD Survey**
Lorayn Olson - Abt Associates Inc.
Katherine Ballard LeFauve - Abt Associates Inc.
Mary Cay Murray - Abt Associates Inc.
Jessica Cardoni - Abt Associates Inc.

**Testing a New Response Mode for an Establishment Survey: Reporting Response Rates in a Pilot Study of Touchtone Response**
Karen L. Goldenberg - Bureau of Labor Statistics

**3:45 p.m. – 4:00 p.m.** **REFRESHMENT BREAK**
*Jointly Sponsored By: Abt Associates, SPSS and ORC Macro* (Salon A-D)

### ※AAPOR CONCURRENT SESSION ※
### Friday - 4:00 p.m. – 5:30 p.m.

#### Different Approaches To Survey Incentives (Salon I)
**Chair: Mark D. West – UNC - Ashville**
**Discussant: Nancy Potok - NORC**

**Respondent Incentives for Low-Income Populations: An Experiment with Point-of-Sale (POS) Cards**
Rita Stapulonis - Mathematica Policy Research
Shawn Marsh - Mathematica Policy Research
Jason Markesich - Mathematica Policy Research

**Effect of Incentives on Survey Response and Survey Quality: A Designed Experiment Within the HINTS I RDD Sample**
Louis P. Rizzo - Westat
Inho Park - Westat
Bradford Hesse - National Cancer Institute
Gordon Willis - National Cancer Institute

**The Effects of Larger Cash Incentives on Hard-to-Reach Demographic Groups: It Depends on How You Pay It**
Norman G. Trussell - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research

## ※AAPOR CONCURRENT SESSION※
### Friday - 4:00 p.m. – 5:30 p.m. – Continued…

**A Promise or a Partial Payment: The Successful Use of Incentives in an RDD Survey**
Lorayn Olson - Abt Associates Inc.
Martin R. Frankel - Baruch College and Abt Associates Inc.
Kathleen S. O'Connor - National Center for Health Statistics
Stephen J. Blumberg - National Center for Health Statistics
Michael Kogan - HRSA / Maternal and Child Health Bureau
Sergei Rodkin - Abt Associates Inc.

### Multi-Mode Surveys (Salon J)
**Chair: Phyllis Robins - Freeman, Sullivan & Company**
**Discussant: Rebecca Quarles – QSAA Research & Strategy**

**Augmenting the BRFSS RDD Design with Mail and Web Modes: Results from a Multi-State Experiment**
Michael W. Link - RTI International
David Roe - RTI International
Ali Mokdad - Centers for Disease Control & Prevention
Ruth Jiles - Centers for Disease Control & Prevention
Jodie Weiner - RTI International

**Comparing Face to Face, Telephone, Paper Self-Administered, and Web Survey Measurement**
Emilia A. Peytcheva - University of Michigan
Robert Manchin - Gallup Europe
Robert Tortora - Gallup
Robert M. Groves - Joint Program in Survey Methodology

**Comparison of Web, Mail, and Mixed-Mode Data Collection Methods in a Survey of R&D Funding**
Pat Dean Brick - Westat
Jeff Kerwin - Westat
Kerry Levin - Westat
David Cantor - Westat
Jennifer O'Brien - Westat
Andrew Wang - NIST
Steve Campbell - NIST
Stephanie Shipp - NIST

**Survey Mode Preferences of Business Respondents**
John Tarnai - Social & Economic Sciences Research Center
M Chris Paxson - College of Business and Economics

### Web Surveys: Age To Visuals (Salon E)
**Chair: Kathy Dykeman – Knowledge Networks**
**Discussant: Carl Ramirez – U.S. General Accounting Office**

**Respect Thy Respondent Part II: Good Manners For Web Surveys**
Fran Featherston - National Science Foundation
Luann Moy - U.S. General Accounting Office

**Fast Times and Simple Questions: The Effects of Age, Experience and Question Complexity on Web Survey Response Time**
Ting Yan - The Joint Program in Survey Methodology/Abt Associates Inc.
Roger Tourangeau - The Joint Program in Survey Methodology

**Race-of-Interviewer Effects: What Happens on the Web?**
Maria Krysan - University of Illinois at Chicago
Mick P. Couper - University of Michigan

**How Visual Grouping Influences Answers to Internet Surveys**
Jolene D. Smyth - Washington State University
Don A. Dillman - Washington State University
Leah Melani Christian - Washington State University
Michael J. Stern - Washington State University

### The 'What' of Public Opinion (Salon F)
**Chair: Patricia Moy – University of Washington**
**Discussant: David P. Fan - University of Minnesota**

**Coorientation in Two Communication Contexts: Examining the Effect of Discussion on the Accuracy of Perception on Others**
Zuoming Wang - Cornell University
William Chip Eveland - The Ohio State University
Mihye Seo - The Ohio State University
Juliann Cortese – The Ohio State University

**A Rational Silence: The Silencing Influence of Trust on Public Opinion Expression**
Marci K. McCoy Roth - University of Pennsylvania

**Testing the Homogeneity Assumption of Public Opinion**
Craig Gordon - Ga. State Univ. / Ga. Institute of Technology

### Attitudes and Behaviors (Courtroom MN)
**Chair: Clyde Tucker - Bureau of Labor Statistics**
**Discussant: Jon A. Krosnick - The Ohio State University**

**Key Predictors of College Student Satisfaction and Future Implications for Student Retention**
Xiaogeng Sun - University of Nebraska
Xiongyi Liu - University of Nebraska
Barbara Lacost - University of Nebraska

**To Do or Not to Do?: A Comparison of Behavioral Intention Measures**
Randall K. Thomas - Harris Interactive
Susan Behnke - Harris Interactive
Alyssa M. Johnson - Harris Interactive

**Survey Response Behavior**
Carla VanBeselaere - Caltech

**On the Primacy of Affect in Attitude-Behavior Research**
Randall K. Thomas - Harris Interactive
Coleen M. Schofield - Harris Interactive

**※AAPOR CONCURRENT SESSION ※**
**Friday - 4:00 p.m. – 5:30 p.m. – Continued…**

**Invited Session: Public Image of the Polls** (Salon G)
**Chair: Nancy Belden - Belden, Russonello & Stewart**
**Discussant: Janice Ballou - Mathematica Policy Research**

**Changes in Attitudes Toward Public Opinion Research Over Time and By Geography**
Juyeon Son - Oregon Survey Research Laboratory

**The Pollster's Image, Computer Proliferation in America and What It Means to You!**
Raghavan Mayur - TIPP Poll/TechnoMetrica
Tatiana Koudinova - TIPP Poll/TechnoMetrica
Constantine Kambavis - TIPP Poll/TechnoMetrica

**Evaluating an Ad Campaign to Raise a Survey Organization's Name Recognition**
Ana P. Melgar - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research
Trevor N. Tompson - National Opinion Research Center

**Do Imagemakers Need A Makeover? Public Attitudes Toward Political Consultants**
Costas Panagopoulos - New York University
Jim Thurber – American University

**Sampling** (Salon H)
**Chair: Trent D. Buskirk – Eastern Virginia Medical School**
**Discussant: Steve Everett – Everett Group**

**Differences in an RDD and List Sample: An Experimental Comparison**
Dennis N. Lambries - University of South Carolina
Robert W. Oldendick - University of South Carolina

**Is Target Selection by Last Birthday 'Random Enough'? A Split Ballot Test**
Burke D. Grandjean - University of Wyoming
Martha Garcia Leighty - University of Wyoming
Patricia A. Taylor - University of Wyoming

**Finding (and Listing) the Unlisted: A Strategy For Achieving A Listed Sample's Cost Savings Without Sacrificing Coverage**
Kathleen Frankovic - CBS News
Anthony M. Salvanto - CBS News

**Measuring Special Populations** (Courtroom KL)
**Chair: Shannon Schwartz – Knowledge Networks**
**Discussant: Robert Colosi – U.S. Census Bureau**

**Challenges and Successes: Surveying Court Users Immediately After a Court Hearing**
Alison K. Neustrom - Judicial Council of California
Amy C. Nunez - Judicial Council of California

**Surveying the Lesbian, Gay, Bisexual, and Transsexual (LGBT) Population**
Victoria Albright – Field Research
Larry Bye – Field Research
Karol P. Krotki - RTI International

**Interviews of Leaseholders in Chicago's Housing Authority: A Comparison of Interviewer Observation Data and Questionnaire Data**
Catherine C. Haggerty - NORC/University of Chicago
Colm A. O'Muircheartaigh - NORC/University of Chicago

**Hispanics: Who Are We Missing When We Don't Interview in Spanish?**
Sarah L. Dutton - CBS News

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|---|---|
| **5:45 p.m. – 6:30 p.m.** | **NEWCOMERS' RECEPTION:** First-time AAPOR Conference attendees are invited to get to know long-time AAPOR members. *Sponsored By: Survey Sampling International* (West Courtyard) |
| **6:30 p.m. – 8:00 p.m.** | **PLATED DINNER** *Wine Sponsored By: Knowledge Networks* (Pavilion) |
| **8:30 p.m. – 10:30 p.m.** | **PLENARY SESSION: Poll This! The Public's View of Polling and Its Implications** **Norman Ornstein:** Political scientist, columnist and American Enterprise Institute staffer on the state of polls and pollsters in today's society. Respondent: Nancy Belden (Salon E-H) |
| **10:30 p.m. – Midnight** | **ALL CHAPTER PARTY:** AAPOR's Regional chapters sponsor a get-to-know-you party. *Jointly Sponsored By: CfMC and each of the Regional Chapters* (East Courtyard) |

## *Saturday, May 15*

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| **7:00 a.m. – 3:00 p.m.** | **AAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby) |
| **7:00 a.m.** | FUN RUN/WALK (Hotel Lobby) |
| **7:00 a.m. – 9:00 a.m.** | Breakfast Buffet (West Courtyard) *Advance Ticket Purchase Required* |
| **7:00 a.m. – 9:00 a.m.** | NNSP Breakfast Meeting (Courtroom O) |
| **7:00 a.m. – 9:00 a.m.** | Heritage Interviewing Breakfast Meeting (Courtroom Q) |
| **7:00 a.m. – 9:00 a.m.** | Endowment Committee Breakfast Meeting (Courtroom R) |
| **8:15 a.m. – 3:00 p.m.** | EXHIBITS OPEN: Software, Technology & Books (Salon A-D) |

### ※AAPOR CONCURRENT SESSION※
### Saturday - 8:15 a.m. – 9:45 a.m.

**Roundtable: Attacks on Media Bias Damage Reputation of Media Polls** (Salon I)
**Organizer/Chair: Floyd Ciruli - Ciruli Associates**

Robert P. Daves - Minneapolis Star Tribune
Claudia Deane - The Washington Post
Kathleen Frankovic - CBS News
Susan H. Pinkus - Los Angeles Times

**Measuring Sexual and Other Behaviors** (Salon J)
**Chair: Karen L. Goldenberg – U.S. Bureau of Labor Statistics**
**Discussant: Kenneth Rasinski - NORC – Knowledge Networks**

**Are You Shacking Up? The Search for an Appropriate Measure of Cohabitation**
Jennifer E. Hunter - U.S. Census Bureau

**Extent, Determinants, and Consequences of Bias in Retrospective Reports of Cohabitation**
Julien Teitler - Columbia University
Nancy Reichman - Robert Wood Johnson Medical School
Heather Koball - Columbia University

**Sexuality at Age 40 and Beyond: A Look at Singles Ages 40-69**
Linda Fisher - AARP
Tracy Needham - AARP

**Measuring Volunteer Behaviors: How Different Questions Yield Different Results**
Gail Kutner - AARP

**Party Identification: Trends and Consequences** (Salon E)
**Chair: Nancy Bates, U.S. Office of Management and Budget**
**Discussant: Eric Rademacher - University of Cincinnati**

**Long-Term Trends in Political Party Identification**
David Morris - ABC News
Gary E. Langer - ABC News

**Parsing the Numbers: Turnout and the Republican Majority in Congress**
Lydia K. Saad - Gallup Organization

**Self Identification as Liberal or Conservative as a Function of Occupation**
Nat Ehrlich - Michigan State University IPPSR

**I'm a Conservative in Need of Medical Care and I Don't Have Health Insurance: Maybe I Do Value Big Government After All**
Gregory A. Pettis - Elon University
Timothy Vercellotti - Elon University

**Measurement Effect** (Salon F)
**Chair: Philip J. Gendall - Massey University, New Zealand**
**Discussant: Robert Santos - Nustats**

**Everyday Concepts and Classification Errors: Judgments of Disability and Residence**
Roger Tourangeau - The Joint Program in Survey Methodology
Frederick G. Conrad - University of Michigan

**Rating versus Comparative Trade-off Measures**
Randall K. Thomas - Harris Interactive
Susan Behnke - Harris Interactive
Alyssa M. Johnson - Harris Interactive

**How Many are Too Many?: Number of Response Categories and Validity**
Randall K. Thomas - Harris Interactive
Brian Uldall - The Ohio State University
Jon A. Krosnick - The Ohio State University

**The Moderate Answer Categories: What Do Respondents Actually Mean When They Choose Them?**
Christine L Christine Carabain - Vrije Universiteit, Amsterdam

**Questionnaire Development and Effects** (Courtroom KL)
**Chair: Jennifer Rothgeb – U.S. Census Bureau**
**Discussant: Sid Groeneman - Groeneman Research & Consulting**

**Comparisons of Multiple Questions Across Two Surveys: Results from a Naturalistic Quasi-Experiment**
John M. Kennedy - Indiana University

**A Comparison of Open vs. Closed Survey Questions for Valuing Environmental Goods**
Eric M. Shaeffer - The Ohio State University
Stephanie F. Lampron - The Ohio State University
Jon A. Krosnick - The Ohio State University
Trevor N. Tompson - National Opinion Research Center
Penny S. Visser - The University of Chicago
W. Michael Hanemann - University of California – Berkeley

**Impact of Questionnaire Format in Self-administered Interviews: The Experience of Canada's Census**
Laurent Roy - Statistics Canada
Manon Monette - Statistics Canada
Linda Howatson-Leo - Statistics Canada

**Attitudes and Comprehension of Terms in Opinion Questions about Euthanasia**
Maile O'Hara - New School for Social Research
Michael F. Schober - New School for Social Research

※AAPOR CONCURRENT SESSION ※

Saturday - 8:15 a.m. – 9:45 a.m. – Continued…

**Telephone Infrastructure's Effect on Telephone Surveys** (Salon G)

**Chair: Jim Bason – University of Georgia**
**Discussant: Shap Wolf - Arizona State University**

**How Too Little Can Give You Too Much: Determining the Number of Household Phone Lines in RDD Surveys**
Daniel M. Merkle - ABC News
Gary E. Langer - ABC News

**Probability of Selection Weights: Telephone Line Ownership versus Usage Patterns**
Alisha H. Burrington - CSRA - University of Connecticut
Christopher E. Barnes - CSRA - University of Connecticut
Chase H. Harrison - CSRA - University of Connecticut
April M. Brackett - CSRA - University of Connecticut

**Exploratory Investigation of the Impact of Calling Schedules on Sample Performance**
Sheila I. Cross - Arbitron Inc.
Marla D. Cralley - Arbitron Inc.

**Sampling Targeted Populations** (Salon H)

**Chair: Anna Y. Chan - U.S. Census Bureau**
**Discussant: Graham Hueber - Ketchum**

**Sampling for Inner-City Face-to Face Surveys**
Colm A. O'Muircheartaigh - NORC
Stephanie Eckman - NORC
Edward Marks English - NORC

**The Utility of Probabilistic Models to Oversample Policy Relevant Population Subgroups that are Subject to Transitions**
Steven B. Cohen - AHRQ

**A Cautionary Tale: How Listed Samples of Hispanics with "Do Not Call" Telephone Numbers Removed Can Bias Survey Results**
Rebecca C. Quarles - QSA Research & Strategy
Tracy Needham - AARP

**Using a Dual-Frame Sample Design to Increase the Efficiency of Reaching Population Subgroups in a Telephone Survey**
Douglas Brian Currivan - RTI International
David Roe - RTI International

**Political Talk and Civic Engagement** (Courtroom MN)

**Chair: Joanne Miller – University of Minnesota**
**Discussant: Robert O. Wyatt – Middle Tennessee State University**

**The Internet as a Means for Campaign Discourse: Its Uses in the 2000 and 2004 Presidential Campaigns**
Kenneth M. Winneg - Annenberg Public Policy Center of the University of Pennsylvania

**Exchanging News: Examining the Link between Integrative Communication and Political Knowledge**
Ann E. Williams - University of Michigan

**Talking About Elections: A Study of Patterns in Citizen Deliberation Online**
Vincent Price - University of Pennsylvania
Clarissa David - University of Pennsylvania

**The Antecedents of Online Political Activities: How News Media Use and Political Orientations Promote Civic Engagement**
Eunkyung Kim - University of Wisconsin-Madison
Jeong Yeob Han - University of Wisconsin-Madison

※AAPOR CONCURRENT SESSION ※

Saturday - 10:00 a.m. – 11:30 a.m.

**Incentive Effects on Results and Response Rates** (Salon I)

**Chair: Craig Hill - RTI International**
**Discussant: Tresa Undem – Belden, Russonello & Stewart**

**Building a Relationship with the Respondent: Experiments on the Timing of Incentives**
Barbara C. O'Hare - Arbitron Inc.

**Will Respondents Say Yes for $5?**
Christina Frederick - Arbitron Inc.
Marla D. Cralley - Arbitron Inc.

**Respondent Incentives: Do They Affect Your Data? Data Comparability in an RDD Survey**
John Sokolowski - NORC
Christine Carr - NORC
Stephanie Eckman - NORC
Catherine C. Haggerty - NORC
Ajay Sagar - NORC

**Effects of Immediate versus Delayed Notification of Prize Draw Results and Announced Survey Duration on Response Behavior in Web Surveys - An Experiment**
Tracy L. Tuten - Virginia Commonwealth University
Mirta Galesic - The Joint Program in Survey Methodology
Michael Bosnjak - University of Mannheim

**Measurement of Health Care** (Salon J)

**Chair: David DesRoches - Mathematica Policy Research**
**Discussant: Karen Donelan - Massachusetts General Hospital**

**Medicaid and Medicare Reporting in Surveys: An Experiment on Order Effects and Program Definitions**
Joanne Pascale - U.S. Census Bureau

**Call Efforts and Subject Matter Estimates: The Experience With a Nutrition Related RDD Survey**
Jordan Lin - U.S. Food and Drug Administration

**Comparison of Computerized Event-History Calendar and Question-list Interviewing Methods: A Two-year Hospitalization History Study**
Mario Callegaro - UNL Gallup Research Center
Mandi Yu - UNL Gallup Research Center
Fei-Wen Cheng - UNL Gallup Research Center
Erik Hjermstad - UNL Gallup Research Center
Dan Liao - UNL Gallup Research Center
Robert F. Belli - UNL Gallup Research Center

**Validation of Socially Desirable Health Behaviors: Implications for Case-Control and Other Health Surveys**
Diane P. O'Rourke - University of Illinois
Jane E. Burris - University of Illinois
Timothy P. Johnson - University of Illinois at Chicago
Richard Warnecke - University of Illinois at Chicago

**Panel: Racial Biases, Media, and Experiential Influences on Public Opinion About Crime Policy** (Salon E)
**Organizer/Chair: Scott Keeter - Pew Research Center & George Mason University**

Devon Johnson - Harvard University
Jonathon Jackson - London School of Economics
Meghan Gantley - George Mason University
Catherine A. Gallagher - George Mason University

**Panel: Who is Wireless Only?** (Salon F)
**Organizer/Chair: Linda B. Piekarski - Survey Sampling International**
**Discussant: Tom W. Smith - NORC**

**Is It the Young and the Restless Who Only Use Cellular Phones?**
Charlotte G. Steeh - Georgia State University

**The Impact of Wireless Substitution on Random-Digit-Dialed Health Surveys**
Stephen J. Blumberg - National Center for Health Statistics
Julian V. Luke - National Center for Health Statistics

**The Prevalence of Wireless Substitution**
Julian V. Luke - National Center for Health Statistics
Stephen J. Blumberg - National Center for Health Statistics
Marcie L. Cynamon - National Center for Health Statistics

**Telephone Service in U.S. Households in 2004**
Clyde Tucker - Bureau of Labor Statistics
J. Michael Brick - Westat
Brian J. Meekins - Bureau of Labor Statistics

**The Politics of Division** (Courtroom KL)
**Chair: Shelden Gawiser - NBC**
**Discussant: Kate Stewart - Belden, Russonello & Stewart**

**Gay Civil Rights vs. Religious Privileges: Bible Belt Religion and Politics Before and After Important Legal and Religious Decisions**
Robert O. Wyatt - Middle Tennessee State University
David P. Fan - University of Minnesota
Kenneth R. Blake - Middle Tennessee State University

**Evangelical Christians and the Politics of Skepticism**
Steve Farkas - Public Agenda

**Doing More With Less Data: Revisiting Religion and Voting Through The Parsimonious View of A Private Pollster**
Paul M. Fallon – Fallon Research & Communication

**Still Here: The Persistence of Racism in Public Opinion, Voting, and Public Policy in the United States**
Joel D. Bloom - University of Oregon

**Presidential Job Approval** (Salon G)
**Chair: Robert Lee – University of California - Berkeley**
**Discussant: Robert Eisinger – Lewis and Clark College**

**Presidential Approval Ratings in Perspective**
Larry Hugick - Princeton Survey Research Associates International
Jonathan Best - Princeton Survey Research Associates International
Stacy Diangelo - Princeton Survey Research Associates International

**What Policy-related Issues Will Matter in the 2004 Presidential Race? A Pre-convention Assessment**
Merrill Shanks - University of California - Berkeley
Douglas Alan Strand - University of California - Berkeley

**The Impact of Events on Bush Approval: A Time-Series Analysis Using NAES04 Data**
Kenneth M. Winneg - University of Pennsylvania
Daniel Romer - University of Pennsylvania

**The 9/11 – Iraq Connection: How the Bush Administration's Rhetoric in the Iraq Conflict Shifted Public Opinion**
Amy Rachel Gershkoff - Princeton University
Shana A. Kushner - Princeton University

**Item Nonresponse** (Courtroom MN)
**Chair: Polly Phipps – Washington State Institute for Public Policy**
**Discussant: Michael Wood – Hunter College, CUNY**

**Item Nonresponse: Don't Know about Mandatory Responses?**
Randall K. Thomas - Harris Interactive
Susan Behnke - Harris Interactive
Alyssa M. Johnson - Harris Interactive

**An Experimental Testing of Format Changes to Reduce Missing Data and Increase Cooperation in the Nielsen TV Diary**
Kenneth W. Steve - Nielsen Media Research
Mildred Bennett - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research

**Assessment of Don't Know and No Opinion Responses to Community Surveys**
Aaron K. Maitland - Iowa State University

**Looking at Item Nonresponse in Vietnamese, Spanish, and English Interviews**
Christine Carr - NORC
John Sokolowski - NORC
Catherine C. Haggerty - NORC
Edward Marks English - NORC

## ※AAPOR CONCURRENT SESSION ※
**Saturday - 10:00 a.m. – 11:30 a.m. – Continued…**

**Vote and Political Choice** (Salon H)
**Chair: Nancy Morrison - SPSS Inc.**
**Discussant: John Russonello - Belden, Russonello & Stewart**

**Choosing Alone? The Role of Social Networks in Modern Political Choice**
Jeffrey W. Levine - Westhill Consulting

**Policy-Based Evaluation or Projection?: The Formation of Public Opinion about Presidential Candidates During the 2000 Party Nominating Conventions**
Kate M. Kenski - University of Pennsylvania
Dannagal Goldthwaite Young - University of Pennsylvania

**The Psychological Sources of Attitude Change in Vote Choice**
Patrick Fournier - Université de Montréal

**Need for Cognition, Need to Evaluate, and Change in Vote Choice**
Patrick Fournier - Université de Montréal
Greg Lyle - Navigator Ltd.
Fred Cutler - University of British Columbia
Stuart Soroka - McGill University

## ※AAPOR POSTER SESSION ※
**Saturday - 11:30 a.m. – 12:15 p.m.**

**Saturday Poster Session** (2nd Level East Veranda)

**31. A Comparison of Optimal Mark Read (OMR) Technology and Traditional Self-Administered Surveys**
Christina L. Abbott - Franklin & Marshall College
Berwood A. Yost - Franklin & Marshall College
Jennifer L. Harding - Franklin & Marshall College

**32. A Knowledgeable Approach to the Death Penalty: Factors Influencing Public Opinion**
Jacqueline M. Peltier - CSRA-UConn
David M. R. Mendelsohn - CSRA-UConn

**33. An Examination of Alternative Question Design upon Attitude Questions**
Elizabeth C. Westin - Westat & JPSM

**34. Applying New Methodologies in a Longitudinal Study of Young Conservative Jews**
Ariela Keysar - Brooklyn College
Barry Kosmin - JPR

**35. Assessing the Public Opinion/American Foreign Policy Link: The Influence of the Public on Crisis and Non-Crisis Decision-making**
Tom Knecht - University of California, Santa Barbara

**36. Ballot Design and Unrecorded Votes in the 2002 Midterm Election**
David Kimball - University of Missouri-St. Louis
Martha E. Kropf - University of Missouri-Kansas City

**37. CAPI, Interrupted: Interviewer Use of CAPI Navigation Features**
Richard C. Dulaney - Westat
Karen S. Tourangeau - Westat

**38. Captive Audience: Interviewing Inmates In and Out of Prison in Illinois**
Thais Seldess - MCIC - Metro Chicago Information Center
Alisu Schoua-Glusberg - Research Support Services

**39. Cognitive Interviewing and the Use of Visual Design Principles: A Case Study**
Kristin Stettler - U.S. Census Bureau
Trang Nguyen - U.S. Census Bureau

**40. Differences Between Prospective and Retrospective Support for the War with Iraq: How to Transform a Minority-Supported Policy into a Majority-Supported Policy**
Alexander Todorov - Princeton University
Anesu N. Mandisodza - Princeton University

**41. Field vs. Phone: A Comparison of Response Rates**
Diane R. Burkom - Battelle Centers for Public Health Research and Evaluation

**42. Gauging Opinion Quality: An Application of the Yankelovich Mushiness Index**
Marti Anne Maguire - UNC - Chapel Hill

**43. How Are We Doing? A Short Survey of Consumer Health Plan Ratings**
Dana L. Essex - Ingenix
Scott Welsch - Ingenix
Laura Fletcher - Ingenix
Donovan Crew - University of Minnesota

**44. Mode-Effects in Pre-Recruited Panels of Full Population?**
Wolfgang Bandilla - ZUMA Mannheim
Michael Bosnjak - University of Mannheim
Patrick Altdorfer - Strategic Research & Communications
Henning Lohmann - University of Cologne

**45. Nonresponse to Private and Sensitive Survey Questions**
Xenia Montenegro - AARP

**46. Overnight or All Weekend? Comparing Two Online Omnibus Panel Surveys**
Sandra L. Bauman - Bauman Research & Consulting, LLC

**47. Pricing the Packers: The Use of Public Opinion Research in Measuring the Value of Professional Sports Franchises to a Community**
Christopher P. Borick - Muhlenberg College
Kevin G. Quinn - St Norbert College
Paul B. Bursik - St Norbert College

## ※AAPOR POSTER SESSION※

### Saturday - 11:30 a.m. – 12:15 p.m. – Continued…

**48. Public Attitudes About Political Participation on the Internet: Do People Perceive Political Activities Performed Online and Offline to be Equally Effective?**
Samuel J. Best - University of Connecticut
Chase H. Harrison - University of Connecticut

**49. Public Opinion in the "50 State Quarters" Design Process**
James I. Bowie - Northern Arizona University

**50. Respondents' Past Experience with Interviews, Their Generalized Attitudes Towards Surveys and the Probability of Nonresponse in Subsequent Surveys**
Volker Stocké - University of Mannheim

**51. Scrutinizing Questionnaire Development: Using a Survey of Seismic Design Education in The U.S.**
Juyeon Son - Oregon Survey Research Laboratory

**52. Some New Directions for the Respondent-Generated Intervals Protocol**
LiPing Chu - University of California at Riverside
S. James Press - University of California at Riverside
Judith M. Tanur - State University of New York at Stony Brook

**53. The Opinions of Public Interest Groups about the Promises and Threats of an Uncertain Science: NanoBusiness Alliance, ETC Group, Greenpeace, and the Foresight Institute's Views about Nanoscience and Nanotechnology**
Lowndes F. Stephens - University of South Carolina

**54. The Use of Site Visits, Cognitive Interviews, and Focus Groups to Improve the Acceptance of Government Surveys**
Stanley R. Freedman - Energy Information Administration

**55. Training Elderly Respondents: Does It Help?**
Patricia M. Gallagher - Center for Survey Research
Floyd J. Fowler - Center for Survey Research
Anthony Roman - Center for Survey Research

**56. How Accurate Are Proxy Reports: Results of a Verification Study**
Chris Becker - Abt Associates Inc.
Sergei Rodkin - Abt Associates Inc.
Kathleen S. O'Connor - National Center for Health Statistics
Jeanne Moorman - National Center for Environmental Health, Centers for Disease Control and Prevention

**57. Data Collection via CATI/CATI-Cell: Five Years Later**
Karen L. Tucker - Battelle

## ※MEET THE AUTHOR SESSION※

(Salon A-D)

**Robert M. Groves, Floyd J. Fowler, Mick P. Couper, James Lepkowski, Eleanor Singer, Roger Tourangeau** - *Survey Methodology* (Wiley, 2004)

**John R. Zaller** - *The Nature and Origins of Mass Opinion* (Cambridge, 1992)

**12:15 p.m. – 2:05 p.m. LUNCH AND AAPOR PRESIDENTIAL ADDRESS**
(Pavilion)

## ※AAPOR CONCURRENT SESSION※

### Saturday - 2:15 p.m. – 3:45 p.m.

**Panel: New Developments At Public Opinion Quarterly**
(Courtroom KL)
Peter Miller – Editor POQ

**Response Rates: Measuring, Estimating and Predicting**
(Salon I)
**Chair: Gary E. Langer - ABC News**
**Discussant: Lynda Carlson - National Science Foundation**

**A Review of Methods to Estimate the Status of Cases with Unknown Eligibility**
Tom W. Smith - NORC

**Effects of Gridout Procedures on Response Rates and Data Quality**
Stephanie A. Eckman - NORC
Colm A. O'Muircheartaigh - NORC
Catherine C. Haggerty - NORC

**Availability as a Mediating Factor in Response Rate Estimation**
Larry A. Hembroff - Michigan State University
Nat Ehrlich - Michigan State University/IPPSR

**Predicting Respondents' Likelihood to Cooperate**
AnhThu Burks - Nielsen Media Research
Mildred Bennett - Nielsen Media Research
Paul J. Lavrakas - Nielsen Media Research

**Improving RDD Survey Estimates** (Salon J)
**Chair: Patricia Gwartney - University of Oregon**
**Discussant: Rachel Casper - RTI International**

**Using an Experiment to Design an RDD Survey**
J. Michael Brick - Westat
Mary Collins Hagedorn - Westat
Jill Montaquila - Westat
Shelley Brock Roth - Westat
Chris Chapman - NCES

**The Impact of an Extended Call Design on RDD Survey Estimates**
Darby Miller Steiger - The Gallup Organization
Steve Hanway - The Gallup Organization
Manas Chattopadhyay - The Gallup Organization

**Consequences of Reducing Telephone Survey Nonresponse**
Scott Keeter - Pew Research Center & George Mason University
Jonathan Best - Princeton Survey Research Associates International
Michael Dimock - Pew Research Center
Peyton Craighill - Pew Research Center

※AAPOR CONCURRENT SESSION※
Saturday - 2:15 p.m. – 3:45 p.m. – Continued...

**Media Effects on Politics** (Salon E)
**Chair: Cecilie Gaziano – Research Solutions, Inc.**
**Discussant: Michael Hagen – Eagleton Institute of Politics**

**Communication and Citizenship: Mapping the Political Effects of Mass Media**
Patricia Moy - University of Washington
Michael A. Xenos - University of Washington
Verena K. Hess - University of Washington

**The Impact of Television Market Structures on Voter Turnout and Ballot Rolloff in American Elections**
Scott L. Althaus - University of Illinois
Todd Trautman - University of Illinois

**The Impact of Political Advertising in 2000: An ROI Approach**
Jeremy Boyd - Westhill Partners
Jeffrey W. Levine - Westhill Consulting

**Implications of Televised Political Conflict for Informed Public Opinion**
Diana C. Mutz - University of Pennsylvania

**Racial Prejudice** (Salon F)
**Chair: Marylee Taylor - Pennsylvania State University**
**Discussant: Eric Plutzer - Pennsylvania State University**

**Principles, Prejudice, and Racial Policy Preferences**
Stanley Feldman - Stony Brook University
Leonie Huddy - Stony Brook University

**Data Collection Procedures for Racial Profiling Analyses: Best Practices**
Frederic I. Solop - Northern Arizona University

**Brown vs. Board of Education: 50 Years of Progress in Racial Attitudes?**
Dennis N. Lambries - University of South Carolina
Robert W. Oldendick - University of South Carolina

**The Persuasibility of Racial Stereotypes**
Darren Davis - Michigan State University
Brian Silver - Michigan State University

**Panel: Data Quality** (Courtroom MN)
**Chair: Donald Camburn - RTI International**
**Discussant: Carolyn Shettle - Westat**

**Panel Conditioning and Scale Reliability: Evidence from the British Household Panel Study**
Patrick Sturgis - University of Surrey
Nick Allum - University of Surrey

**Quality at What Cost – Evaluating CATI Quality Improvement Measures in a Large National Longitudinal Survey**
Karen H. Grigorian - NORC
Surella E. Seelig - NORC
Angela Herrmann - NORC

**In the Long Run: Lessons from a Panel Survey Respondent Incentive Experiment**
Annette E. Jackle - Institute for Social and Economic Research
Peter Lynn - Institute for Social and Economic Research
Iain Noble - Department for Education and Skills

**The Relationship Between Local Economic, Higher Education and Postsecondary Vocational Student Outcomes Using Beginning Postsecondary Students Longitudinal Study (BPS:1996/2001) Survey**
Yann-Yann Shieh - American Institutes for Research

**Effects of Cues in Questionnaires** (Salon G)
**Chair: Kenneth W. Steve – Nielsen Media Research**
**Discussant: Mario Callegaro – UNL – Gallup Research Center**

**The Influence of Visual Layout on Scalar Questions in Web Surveys**
Leah Melani Christian - Washington State University

**The Effect of Cover Letter Appeals and Visual Design on Response Rates in a Government Mail Survey**
Cleo D. Redline - National Science Foundation
Julia Oliver - National Science Foundation
Ron Fecso - National Science Foundation

**The Efficacy of Cues in an Expenditure Diary**
Nhien To - Bureau of Labor Statistics
Eric Figueroa - Bureau of Labor Statistics
Lucilla Tan - Bureau of Labor Statistics

**Examining the Effect of Income Question Design on Family Income and Poverty Estimates**
Michael E. Davern - University of Minnesota
Timothy J. Beebe - University of Minnesota
Holly Rodin - University of Minnesota
Kathleen Thiede Call - University of Minnesota
Lynn A. Blewett - University of Minnesota

**Web Questionnaire Design** (Salon H)
**Chair: David Kasihara - AHQR**
**Discussant: James R. Caplan - Defense Manpower Data Center**

**The Effect of an Explicit "Decline to Answer" Option in Web Surveys**
Ronald J. Broach - NORC
Syed Ahsan - NORC
Thomas B. Hoffer - NORC

**Using Progress Indicators in Web Surveys**
Dirk Heerwegh - KULeuven

**Web Survey Design: Paging vs. Scrolling**
Andy Peytchev - University of Michigan
Mick P. Couper - University of Michigan
Sean McCabe - University of Michigan
Scott D. Crawford - MSIResearch

**It's Only Incidental: International Web Survey Considerations**
Randall K. Thomas - Harris Interactive
Susan Behnke - Harris Interactive
Jonathan D. Klein – University of Rochester

## ※ AAPOR CONCURRENT SESSION ※
## Saturday - 4:00 p.m. – 5:15 p.m.

### Media Effects and Public Opinion (Salon I)
**Chair: Beth-Ellen Pennell – University of Michigan**
**Discussant: Sandra Berry - RAND Corporation**

**Media as a Third Force in the Public Opinion-Policy Nexus**
Erin Carriere - U.S. Department of State

**The Implications of Televised Political Conflict for Informed Public Opinion**
Diana C. Mutz - University of Pennsylvania

**Scaling Perceptions of Political Bias Among Broadcast News Outlets**
John V. Bodle - Middle Tennessee State University
Robert O. Wyatt - Middle Tennessee State University
Kenneth R. Blake - Middle Tennessee State University
Jane Marcellus - Middle Tennessee State University
Zeny Sarabia Panol - Middle Tennessee State University

**Holding Their Feet to the Fire: The Effect of Local News on Political Representation**
Marty Cohen - UCLA
Hans Noel - UCLA
John Zaller - UCLA

### Exit Polls (Salon J)
**Chair: Warren Mitofsky – Mitofsky International**
**Discussant: Leonard Vercellotti – Elon University Poll**

**Exit Polls: What Are They Good For?**
Patrick Murray - Eagleton Poll, Rutgers University
Allison M. Kopicki - Center for Public Interest Polling, Eagleton Institute of Politics

**A Validity Check of the 2002 Exit Poll**
Michael P. McDonald - George Mason University

**Votewatch: Examining Voting Problems Using a Mixed Method Approach**
Nicole C. Vicinanza - The Aguirre Group
Steven Hertzberg - Votewatch
Susan Gabbard - The Aguirre Group

**Polls in Election 2000: Public Attitudes, Perceived Impact, and Support For Restricting Election-Night Projections.**
Vincent Price - University of Pennsylvania
Talia Jomini - University of Pennsylvania

### Science Fact and Public Opinion (Courtroom KL)
**Chair: Lowdnes Stephens - University of South Carolina**
**Discussant: Wendy Rahn - University of Minnesota**

**Is the American Public as Informed about Science as They Say They Are?**
Robin J. Gentry - The Joint Program in Survey Methodology

**Science Literacy as a Predictor of Sound Civic Judgment**
John C. Besley - Cornell University - Department of Communication

**Factual Knowledge of Science among the American Public: Using Item Response Theory for Scale Reduction**
Carla M. Bann - RTI International
Michael Schwerin - RTI International
Cynthia Suerken - RTI International

**Public Opinion on New Issues in Science and Biotechnology**
Carolyn L. Funk - Virginia Commonwealth University

### Question Development on Survey Instruments (Salon E)
**Chair: Tracey Hagerty-Heller - Westat**
**Discussant: Frederick G. Conrad – University of Michigan**

**Q-BANK: Development of a Cognitively-Tested Question Database**
Kristen Miller - National Center for Health Statistics
Beth A. Canfield - National Center for Health Statistics
Lisa Moses - National Center for Health Statistics

**CATI Event History Calendar and Question-List Methods: Accuracy of Life Course Retrospective Reports**
Robert F. Belli - UNL Gallup Research Center
Patricia Andreski - University of Michigan
Sangeeta Agrawal - University of Nebraska Medical Center

**Improving Person-Item Fit: Cognitive Testing Questions about Assistive Technology and the Home Environment with Older Adults**
Barbara F. Wilson - National Center for Health Statistics
Barbara E. Altman - National Center for Health Statistics
Karen R. Whitaker - National Center for Health Statistics
Vicki A. Freedman - Polisher Research Institute
Jennifer C. Cornman - Polisher Research Institute
Emily M. Agree - Johns Hopkins University

**Making Questionnaires Shorter: The Use of "Tailored Inapplicable" Response Options**
Roger E. Levine - American Institutes for Research
Jill Y. Allen - Kaiser Permanente

### Public Opinion, Foreign Policy and the Iraq War (Salon F)
**Chair: Ariela Keysar – CUNY, Graduate Center**
**Discussant: Alvin Richman – Department of State**

**The Particularly Prudent Public's Veto Power: Casualties and Salience Determine Foreign Policy Directions**
Brett E. Morris - University of Alabama

**Misperceptions of Public Opinion on Foreign Policy and their Consequences for Support of Specific Policy Decisions**
Alexander Todorov - Princeton University
Anesu N. Mandisodza - Princeton University

**The Myth of Public Opinion and Foreign Policy**
David W. Moore - The Gallup Organization

**Public Perceptions of the Military: The War in Iraq**
Stephen E. Everett - DSD Laboratories/U.S. Air Force

## ※AAPOR CONCURRENT SESSION ※
**Saturday - 4:00 p.m. – 5:15 p.m. – Continued…**

### Nonresponse in Multi-Mode Surveys (Salon G)
**Chair: Carol Haney - SPSS**
**Discussant: Sherm Edwards - Westat**

**Individual and Environmental Factors Affecting Unit Nonresponse and Drop-Out Rates in Web Surveys**
Danna Basson - UW-Madison
Shelley J. Boulianne - UW-Madison

**Web of Intrigue? Evaluating Effects on Response Rates of between Web SAQ, CATI, and Mail SAQ Options in a National Panel Survey**
Karen H. Grigorian - NORC
Thomas B. Hoffer - NORC

**A Meta-Analysis of Response Rates in Web Surveys Compared to Other Survey Modes**
Katja Lozar Manfreda - University of Ljubljana
Vasja Vehovar - University of Ljubljana

### Response Rates in Health Care Surveys (Courtroom MN)
**Chair: Laura Kalb – Mathematica Policy Research**
**Discussant: John Loft – RTI International**

**Factors Affecting Response Rates to the Consumer Assessment of Health Plans Study Survey for Commercial and Medicaid Adult Beneficiaries**
Moh Yin Chang - UNL Gallup Research Center

**The Costs and Benefits of Improving Response Rates in the CAHPS Medicare Fee For Service Survey**
Larry Campbell - RTI International
Linda L. Dimitropoulos - RTI International

**An Overview of Trends in RDD Response Rates: National Immunization Survey, 1995-2002**
Meena Khare - NCHS/CDC
Michael P. Battaglia - Abt Associates Inc.
Jessica Cardoni - Abt Associates Inc.

**Temporal Patterns of Survey Response Rates and Reporting Rates in the U.S. Consumer Expenditure Interview and Other Panel Surveys**
Moon J. Cho - U.S. Bureau of Labor Statistics
John L. Eltinge - U.S. Bureau of Labor Statistics
Barry Steinberg - U.S. Bureau of Labor Statistics

### Digging Deeper Into Response Rates (Salon H)
**Chair: Jane Traub – Scarborough Research/VNU**
**Discussant: Timothy J. Beebe – University of Minnesota**

**Analysis of Behavioral Risk Factor Surveillance System Response and Outcome Rates**
Herbert Franklin Stackhouse - CDC

**Can We Be Satisfied With Lower Participation Rates?**
Judith P. Kelly - Slone Epidemiology Center
David W. Kaufman - Slone Epidemiology Center
Lynn Rosenberg - Slone Epidemiology Center
Allen A. Mitchell - Slone Epidemiology Center

**The Behavior of Mail Survey Non-respondents**
Philip J. Gendall - Massey University
Anna J. Finn - Massey University
Janet Hoek - Massey University

**The Impact of Changing from Passive to Active Consent in a Student Survey: A Case Study Examining Response Rates, Sample Bias, and Implications for Public Policies**
Matthew W. Courser - Pacific Institute for Research and Evaluation
Linda Young - Pacific Institute for Research and Evaluation
David Collins - Pacific Institute for Research and Evaluation
Rachelle Seger - University of Louisville

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|---|---|
| **5:30 p.m. – 6:30 p.m.** | **AAPOR MEMBERSHIP & BUSINESS MEETING** (Courtroom QR) |
| **6:45 p.m. – 7:30 p.m.** | **PRESIDENT'S RECEPTION:** Meet and mingle with President Betsy Martin and the AAPOR Executive Council. *Sponsored By: Marketing Systems Group* (Pool Deck) |
| **7:30 p.m. – 9:15 p.m.** | **AWARDS BANQUET** *Wine Sponsored By: Westat* (Pavilion) |
| **9:30 p.m. – 11:30 p.m.** | **ANNUAL BOOK SALE** (Salon A-D) |
| **9:30 p.m. – 11:30 p.m.** | **DANCE:** The annual Saturday night party will be held in the hotel ballroom and feature the hot local band, "In the Pocket." Bring your dancing shoes! *Sponsored By: SRBI* (Salon E-H) |
| **10:00 p.m. – Midnight** | **APPLIED PROBABILITY** (Courtroom KL) |

## *Sunday, May 16*

**7:00 a.m. – 11:30 a.m.** **AAPOR REGISTRATION DESK OPEN** (Conference Ctr. Lobby)

**7:00 a.m. – 9:00 a.m.** Breakfast Buffet (West Courtyard) *Advance Ticket Purchase Required*

**7:00 a.m. – 9:00 a.m.** Survey Faculty Breakfast Meeting (Courtroom R)

### ※AAPOR CONCURRENT SESSION ※
### Sunday - 8:15 a.m. – 9:45 a.m.

### Interviewer Refusal Aversion Training: Testing, Adoption and New Research (Salon I)
**Organizer/Chair: Paul J. Lavrakas - Nielson Media Research**
**Discussant: Floyd J. Fowler - University of Massachusetts**

**From Controlled Experiment to Production Environment: Refusal Aversion Training Adoption and Implications for Future Use and Research**
Eileen M. O'Brien - U.S. Census Bureau

**Implementation of Refusal Aversion Training in the National Survey of Family Growth**
Robert M. Groves - University of Michigan
Patty Maher – Univeristy of Minnesota

**Testing an Automated Refusal Avoidance Training Methodology**
David Cantor – Westat
Bruce Allen - Westat
Sid J. Schneider - Westat
Tracey Hagerty-Heller - Westat
Angela Yuan - Westat

**The ART of Persuasion: A Controlled Experiment to Evaluate the Impact of Avoiding Refusal Training (ART) on Response in Britain**
Mark W. McConaghy – Office of National Statistics, UK
Siobhan Carey – Office of National Statistics, UK

### Improving Response Rates from Medical Providers (Courtroom MN)
**Chair: Patricia M. Gallagher – University of Massachusetts Boston**
**Discussant: K. Viswanath – Dana Farber Cancer Center Institute**

**An Assessment of HIPAA Compliant Methods for Achieving High Cooperation Rates from Medical Providers on a Medical Record Abstraction Program Evaluation**
Brian M. Evans - RTI International
Brian Burke - RTI International
R. Suresh - RTI International

**The Effect of Mode on Response Rates and Data Quality in a Survey of Physicians**
Mary E. Losch - University of Northern Iowa
Nancy Thompson - University of Iowa
Gene Lutz - University of Northern Iowa

**Exploration of Physicians Who Choose to Respond Online**
Jordon Peugh - Harris Interactive
Kinga Zapert - Harris Interactive

**Getting Their Attention: The Effect of Prenotification Letters on Physician Response Rates**
Dana L. Essex - Ingenix
Scott Welsch - Ingenix
Laura Fletcher - Ingenix
Donovan Crew - University of Minnesota

### Mode Effects (Salon J)
**Chair: Lisa Carley-Baxter - RTI International**
**Discussant: Todd H. Rockwood - Division of Health Services Research**

**Response Effects of Survey Mode Controlled for Nonresponse Errors**
M. Chris Paxson - College of Business and Economics
John Tarnai - Social & Economic Sciences Research Center

**Effects of Mode of Interview and Moderating Variables on Erectile and Ejaculatory Function Measures**
Joseph A. Catania - University of California, San Francisco
Raymond Rosen - UMDNJ- Robert Wood Johnson Medical School
Sharon Jacobs - Sanofi-Synthelabo
Josephine Sallis - Sanofi-Synthelabo
Arkady Shpilsky - Sanofi-Synthelabo

**Mode Effects on Item Nonresponse: Gallup-European Social Survey Mixed Mode Experiment**
Mandi Yu – UNL - Gallup Research Center
Moh Yin Chang – UNL - Gallup Research Center
Ping He – UNL - Gallup Research Center
Linda Smathers – UNL - Gallup Research Center
Allan L. McCutcheon – UNL - Gallup Research Center

**Interview Mode Effects in NLSY97 Round 4 and Round 5**
Yongyi Wang - NORC/University of Chicago
Parvati Krishnamurty - NORC/University of Chicago

### Race (Salon E)
**Chair: Michael A. Xenos - University of Washington**
**Discussant: Manuel de la Puente - U.S. Bureau of the Census**

**Agreement between Self-reported and Administrative Race and Ethnicity Data among Medicaid Enrollees**
Donna D. McAlpine - University of Minnesota
Timothy J. Beebe - University of Minnesota
Kathleen Thiede Call - University of Minnesota

**Identity and Latinos: Quien Somos? Results From the Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos 2002**
Dulce C. Benavides - Pew Hispanic Center

**※AAPOR CONCURRENT SESSION ※**
**Sunday - 8:15 a.m. – 9:45 a.m. – Continued…**

**Standing at the Crossroads of Identity and Identification: Latinos and Political Party Affiliation**
David J. Dutwin - International Communications Research
Mollyann Brodie - Kaiser Family Foundation
Melissa J. Herrmann - International Communications Research
Rebecca Levin - Kaiser Family Foundation

**Encouraging Reflection and Participation Around Racial Tolerance: A Quasi-Experiment of Media Consumption and Citizen Deliberation**
Dhavan V. Shah - University of Wisconsin-Madison
Hernando Rojas - University of Wisconsin - Madison
Jaeho Cho - University of Wisconsin-Madison
Heejo Keum - University of Wisconsin-Madison
Michael G. Schmierbach - University of Wisconsin-Madison
Homero Gil de Zuniga - University of Wisconsin-Madison
So-Hyang Yoon - University of Southern California

Roundtable: After Response Rates, What? (Salon F)
**Organizer/Chair: Peter Mariolis - Centers for Disease Control**

Roundtable: Discussion of OMB Guidance for Federal Government Surveys (Courtroom KL)
**Organizer/Chair: Brian A. Harris-Kojetin - U.S. Office of Management and Budget**

Brian A. Harris-Kojetin - U.S. Office of Management and Budget
Clyde Tucker - Bureau of Labor Statistics
Richard A. Kulka - RTI International

Roundtable: Laboratory Procedures for Instrument Testing: Are "Best Practices" Emerging for Cognitive Interviewing and Usability Testing? (Salon G)
**Organizer/Chair: Johnny Blair - Abt Associates, Inc.**

Johnny Blair - Abt Associates, Inc.
Sue Ellen Hansen - University of Michigan
Elizabeth D. Murphy - U.S. Bureau of the Census
Gordon Willis - National Cancer Institute

Interviewer Training (Salon H)
**Chair: Kenneth Steve – Nielsen Media Research**
**Discussant: Peter Lynn – Essex University**

**Measures of Personality Type and Interviewer Performance: Tools for Interviewer Training**
Christina L. Abbott - Franklin & Marshall College
Berwood A. Yost - Franklin & Marshall College
Jennifer L. Harding - Franklin & Marshall College

**A Closer Look at Interviewer Selection and Training: Are We Asking Too Much of Our Bilingual Interviewers?**
Man-chi Mandy Sha - NORC

**A System for Detecting Interviewer Falsification**
Joe Murphy - RTI International
Rodney K.Baxter – RTI International
Joe Eyerman - RTI International
David Cunningham - RTI International
Peggy Barker - Substance Abuse and Mental Health Services Administration

**Improving Cooperation of Asian Households Through Cultural Sensitivity Training for Field Interviewers**
Jennie W. Lai - Nielsen Media Research
Charles D. Shuttles - Nielsen Media Research

**※AAPOR CONCURRENT SESSION ※**
**Sunday - 10:00 a.m. – 11:30 a.m.**

Roundtable: What AAPOR Can Do To Support Younger Members (Courtroom KL)
**Organizer/Chair: Sandra Berry - RAND Corporation**

Panel: Public Opinion about Energy (Salon I)
**Organizer/Chair: Carla P. Jackson - Schulman, Ronca & Bucuvalas, Inc.**
**Discussant: Leora Lawton - Freeman, Sullivan, & Co**

**Awareness of ENERGY STAR® as a Gauge of Program Activities**
Shel Feldman - Shel Feldman Management Consulting

**Residential Conservation Behavior During and After the 2000-2001 California Energy Crisis**
Sylvia Bender - California Energy Commission

**Public Opinion about Energy Development: Nimbyism vs. Environmentalism**
Eric R. A. N. Smith - U.C. Santa Barbara
Juliet Carlisle - U.C. Santa Barbara
Kristy Michaud - U.C. Santa Barbara

**Customer Perceptions about Energy in "*Times of Change*"**
Ed Kolodziej - The Response Center

Fieldwork Effects on Survey Results (Salon J)
**Chair: Theresa DeMaio - U.S. Bureau of the Census**
**Discussant: Victoria Albright – Field Research Corporation**

**Written versus Oral Consent in Telephone Surveys on Sensitive Subjects: Meaning and Consequence**
John M. Boyle - Schulman, Ronca & Bucuvalas, Inc.
Patricia Vanderwolf - Schulman, Ronca & Bucuvalas, Inc.

**House Effects in a Household Transportation Telephone Survey**
J. Neil Russell - Bureau of Transportation Statistics
Jonaki Bose - Bureau of Transportation Statistics

**Using Response Propensity Models to Guide Survey Administration**
Robert M. Groves - University of Michigan

## ※AAPOR CONCURRENT SESSION ※
**Sunday - 10:00 a.m. – 11:30 a.m. – Continued…**

### The Public's Opinion: Survey Findings (Courtroom MN)
**Chair: Verena K. Hess – University of Washington**
**Discussant: TBD**

**The Graying of America and Support for Funding the Nation's Schools**
Eric Plutzer - Penn State University
Michael B. Berkman - Pennsylvania State University

**The Meaning of Equality in U. S. Public Opinion**
Jeffrey H. Whitten - University of Southern California

**Reliability of Attitudes on Smoking in Public Places: Analyses from the 1993 Tobacco Use Supplement to the Current Population Survey**
Kristen M. Olson - University of Michigan
Gordon Willis - National Cancer Institute
Anne Hartman - National Cancer Institute

**Ten Years After Amendment Two: Colorado Voter Attitudes on Gay Rights 1992-2002**
Floyd Ciruli - Ciruli Associates

### Improving Web Survey Accuracy (Salon E)
**Chair: Courtney Kennedy – University of Michigan**
**Discussant: Geraldine Mooney - Mathematica Policy Research**

**Using an E-Mail Invitation to Screen Survey Respondents**
Natalie Abi-Habib - The Urban Institute
Timothy A. Triplett - The Urban Institute
Adam Safir - The Urban Institute

**Dropout on the Web: Influence of Changes in Respondents' Interest and Perceived Burden during the Web Survey**
Mirta Galesic - The Joint Program in Survey Methodology

**Propensity Score Adjustment as an Alternative Weighting Scheme for Web Survey Data**
Sunghee Lee - The Joint Program in Survey Methodology

**On the Convergent Validity of Attitude Measurement in Phone and Online Surveys**
Randall K. Thomas - Harris Interactive
David Krane - Harris Interactive
Humphrey Taylor - Harris Interactive

### Panel: Data Privacy and Confidentiality: An Examination of Trust in Survey Research Using Military Samples (Salon F)
**Organizer/Chair: Kelly S. Ervin - U.S. Army Research Institute**

**Army Personnel Surveys: Trust in Confidentiality?**
Kelly S. Ervin, U.S. Army Research Institute
Lynn M. Milan - U.S. Army Research Institute
Fran T. Kennedy - U.S. Army Research Institute

**Nonresponse Research in the Department of Defense**
James R. Caplan - Defense Manpower Data Center

**Trust and Completion of Surveys in the U.S. Navy**
Murrey G. Olmsted - Navy Personnel Research
Kimberly Whittam - Navy Personnel Research

**Addressing Trust in the Anonymity and Confidentiality of Web Surveys through Usability Testing**
Kristofer Fenlason - Data Recognition Corporation
Kyle Lundby - Data Recognition Corporation
Carrie Christianson DeMay - Data Recognition Corporation

**Maintaining Confidentiality in a Report Generator for a Longitudinal Research Project**
Jacqueline A. Mottern - Navy Personnel Research
Marta E. Brown - Navy Personnel Research
Marian E. Lane - Navy Personnel Research
Michael A. White - Navy Personnel Research

### Various Approaches To Nonresponse (Salon G)
**Chair: Keith Neuman – Environics Research Group**
**Discussant: Trevor N. Tompson – The Associated Press**

**Exploring Survey Nonresponse in the UK: The Census-Survey Nonresponse Link Study**
Roeland A. Beerten - UK Office for National Statistics
Stephanie Freeth - Office for National Statistics

**Discovering Rare Urban Populations for Community Health Surveys: Area Probability vs. GIS-based Telephone Sampling Approaches**
Edward Marks English - NORC
Whitney E. Murphy - NORC

**Survey Letters: A Respondent's Perspective**
Ashley Landreth - U. S. Census Bureau

**CASI Supplemental Survey Nonresponse**
Jibum Kim - NORC
Tom W. Smith - NORC
Seokho Kim - University of Chicago
Jeong-Han Kang - University of Chicago
Jeniffer Berktold - NORC

## ※AAPOR CONCURRENT SESSION ※
**Sunday - 10:00 a.m. – 11:30 a.m. – Continued…**

**Role of the Interviewer** (Salon H)
**Chair: Charles D. Shuttles – Nielsen Media Research**
**Discussant: Kathy Dowd – RTI International**

**Time Is Money: Pace of Interviews and Accuracy of Recall**
Matthias E. Kretschmer - Zeitungs Marketing Gesellschaft

**Using Interviewer Observations as Predictors of Contactability in Face-to-Face Surveys - A Cross-Country Comparison**
Sonja I. Ziniel - University of Michigan

**The Role of the Interviewer in Cognitive Interviewing Evaluations of Questionnaires**
Paul C. Beatty - National Center for Health Statistics

**Interviewers' Feedback on NHANES Outreach Strategies and Materials**
Yinong Chong - Centers for Disease Control and Prevention
Pat Montalvan - Westat
Kathryn Porter - Centers for Disease Control and Prevention

**Nonverbal Cues of Respondents' Need for Clarification in Survey Interviews**
Frederick G. Conrad - University of Michigan
Michael F. Schober - New School for Social Research
Wil Dijkstra - Free University

| | |
|---|---|
| **10:00 a.m. – Noon** | **BOX LUNCH PICK UP**<br>(West Courtyard) |

## ※ AAPOR SHORT COURSES ※
**Sunday - 12:30 p.m. – 4:00 p.m.**

**Training Data Collectors in the Protection of Human Participants** (Courtroom OP)
Diane R. Burkom

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# -⨳- Winners of AAPOR Awards -⨳-

## Innovators Award Winners

2000 Andrew Kohut

Robert M. Groves

Thomas Piazza
J. Merrill Shanks
Charlie Thomas
Richard Rockwell
William Lefes
Tom W. Smith

2001 Norman Nie
Douglas Rivers

2002 David Celentano
Jerome Johnston
Judy Lessler
James O'Reilley
Charles Turner

2003 Robert P. Daves
Paul Lavrakas
Tom Smith

## 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 |
| 2003 | Don A. Dillman |
| | Frank Stanton |

# -⨳- AAPOR T-shirt Slogan Contest Winner -⨳-

Kristin Olson, National Center for Health Statistics, ***"Public Opinion Research: Fighting the war against error"***

# -※- Winners of the AAPOR Student Paper Award -※-

**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*
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*Winner*
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*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*
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*Honorable Mentions*
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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
Markus Prior, Princeton University
*Honorable Mention*
Clarissa Davis, Annenberg School of Communication

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# Conference Abstracts

## WORLD OPINION: PUBLIC OPINION AROUND THE GLOBE

***Passive Adopters vs. Initiative Adopters: Diffusion of the Internet Among Chinese Journalists*, Christina Y. Zhou - City University Hong Kong (P. R. China)**
The past decade has witnessed an astonishing diffusion of the Internet in China. And Chinese journalists have been the pioneering adopters and active users of this new medium. Despite the rapid penetration of Internet into newsrooms across the country, empirical research on this topic has been fairly limited. Based on a nationwide survey of 800 journalists from 52 news organizations in 16 cities in China, this study explores the impacts of various institutional, individual and psychological factors upon Chinese journalists' Internet adoption.

***Ready, Ready, Drop: A Content Analysis of Coalition Leaflets Used in the Iraq War*, Andrew M. Clark & Thomas B. Christie - University of Texas at Arlington (USA)**
As a part of U.S. efforts to influence public opinion in Iraq before and during the recent war, coalition forces dropped over 36 million leaflets. The authors conducted a content analysis of the messages and audiences through a framework developed to analyze U.S. international communication efforts to affect international public opinion and support of U.S. policies. Under the framework, the messages have three main functions: survival, countering disinformation, and facilitative communication. The authors' hypothesis is that the leaflets dropped over Iraq by coalition aircraft are most likely to have messages of the survival function. Such messages have the strongest potential of influencing public opinion, based on the positive effects of limiting casualties and ensuring economic survival. Messages countering disinformation address enemy propaganda, and messages used for facilitative communication create a friendly atmosphere. The content analysis of the 60 different leaflets (with messages on both sides) found 83 percent (N= 74) contained a survival message, with the remainder containing counter disinformation and facilitative communication messages. Results supported the hypothesis that the majority of messages were "survival" messages, differing significantly from the two other framework categories ($X^2$ =99.8, p=.000). Half of the leaflets targeted Iraqi military. Over 25 percent were geared to Iraqi civilians, and the remaining messages targeted both civilian and military audiences. Results will be useful in analyzing the nature and effectiveness of a nation's efforts to influence public opinion during times of crisis and war.

***Regulation of Prescription Medicine Advertising in New Zealand and the USA: A Consumer Perspective*, Philip J. Gendall - Massey University (New Zealand)**
Only two countries, New Zealand and the United States, allow direct-to-consumer advertising of prescription medicines (DTCA). The purpose of our research was to examine New Zealand consumers' views of different DTCA regulatory options and to draw some comparisons between New Zealanders' views on DTCA and those of their counterparts in the USA. A mail survey of 800 New Zealanders resulted in a processing sample of 423 cases and a response rate of 62%. The questionnaire examined advertising regulation, and provided respondents with detailed and balanced information about the New Zealand self-regulatory DTCA system. Respondents were then asked to review four options, ranging from continuation of the status quo, through to a ban on DTCA and its replacement with a free and independent health information service. Despite the criticisms leveled at DTCA, members of the New Zealand public support its retention, and only around 20% favor banning it completely. This suggests that New Zealand consumers do not share many of the concerns about DTCA raised on their behalf. Analysis of a series of forced choice attitude questions provides background to New Zealand consumers' opinions and suggests several regulatory initiatives that are required to ensure DTCA meets consumers' information needs. Comparison of our results with analogous U.S. data sourced from the regular Prevention Magazine surveys indicates that New Zealand regulators could benefit from studying American consumers' opinions of DTCA, and vice versa. Our work also highlights the need for policy makers to refer to well-conducted and comprehensive consumer research. Failure to do so increases the likelihood that public policy will be narrowly focused and reflect the arguments of the most persuasive lobby groups rather than the views of those most affected by the policy.

***The Political Talk Show Agenda and Democratization in Uganda*, Peter G. Mwesige - Indiana University (USA)**
The liberalization and privatization of radio in Sub-Saharan Africa in the last decade saw the emergence of new programming formats, including political talk shows. These audience participation programs provide lateral contact among citizens, and interaction between politicians, civic leaders, and the public. It has also been said that such programs provide official power holders a valuable gauge of public opinion. This study explores the promise and limits of Ugandan political talk shows as avenues of citizen participation. In particular, it examines questions of representation and political equality surrounding talk show participation. Based on content analysis of a random sample of 12 talk shows as well as personal interviews and focus group discussions, the study explores the nature of citizen involvement in political talk shows and it illuminates the institutional context within which this mediated civic participation occurs. The results suggest that these programs rely on a fairly small network of male political elites who dominate the guest lists. The callers also appear to be a small atypical group of individuals who have high interest in politics, attend to multiple media channels, are more knowledgeable about public affairs, have a high sense of political self-efficacy, and participate actively in conventional political activities such as voting, campaigning, attending meetings and contacting leaders. These results cast doubts on whether such mediated civic participation serves the equal representation and protection of interests in public life. Whether the concerns and interests of the majority who do not actively participate in the talk shows are voiced remains questionable. Implications for democratic transitions in Uganda and Sub-Saharan Africa are discussed.

## SOCIAL-PSYCHOLOGICAL PROCESSES IN OPINION FORMATION AND MEASUREMENT

***Multiple Indicators of "Speaking Out": Examining the Spiral of Silence Theory in a Real Discussion Context*, Zuoming Wang - Cornell University (USA)**
This study examined the spiral of silence theory in a real discussion context. Instead of regarding the fear of isolation as an assumption, this experiment actually measured the fear of isolation and perceived minority status as independent variables and investigated their effects on three aspects----minority opinion expression, topic selection and the order of raising a controversial issue in the conversation. By elaborating on the latter two dependent variables, this study suggested new ways of conceptualizing and operationalizing "speaking out." Results did not indicate a strong spiral effect in the traditional means. Neither the main effect of fear of isolation and the perceived minority nor the interaction was significant on the minority opinion expression. However, results showed that compared to non-controversial issues, the controversial issue (the death penalty in this study) was much less tapped by participants and usually brought up later in the discussion. Since we took a broader conceptualization of the notion of "speaking out", these findings could be regarded as behavioral evidences of the spiral effect in the real discussion. Furthermore, it appeared that two traditional predicators—fear of isolation and perceived support of one's own opinion—could not account for either this decreased willingness to talk about the controversial issue or the tendency of bringing up the controversial issue late in the real discussion.

***Reshaping the Digital Inequality in the European Union: How Psychological Variables Affect Internet Adoption Rates*, Homero G. de Zuniga - University of Wisconsin-Madison (USA)**

In the past years scholars have assessed the social differences that the Internet has generated from its use (or its non-use). The issue has been largely referred to as Digital Divide, describing the social division between those who are using the technology and those who are not; or in other words, the "haves" and "have nots" of the Internet. Generally, the phenomenon has been explained from a perspective in which infrastructural and demographics aspects are considered as the main barriers to overcome in order to narrow this digital inequality. Albeit partially true, this trend of research does not consider people's perceptions toward the Internet and how they can also explain connectivity, or lack thereof. Analyzing data from 1) the 55th Eurobarometer collected by the EU Commission (N = 16,134); and 2) data collected from the National Statistical Institutes of each State Member of the European Union, this paper suggests that there is a necessity to approach the problem from another perspective. This does not mean that the other trend was wrong, but rather, one explanation of the problem is not enough. Thus, this research enlightens how psychological barriers are involved in impeding EU citizens' complete adoption of the Internet. For instance, perceptions of what opportunities were missed by not accessing the WWW, perceptions of the kind of content that should be on the Net and perceptions of how the Internet would change their daily lives were all factors that indicated that not only demographical or structural obstacles were involved. In a sense, people do not think that they are missing many Job-Training, Consumption or improvement of Social Integration opportunities by not being connected to the Internet. In addition, the content that should be available over the Net is not appealing enough to induce them to seek out Internet access.

***Testing the Applicability Model of Framing Effects: Are Audience Schemas Necessary?*, Yufen Chen - Cornell University (USA)**

Researchers have argued that conceptualization of cognitive mechanisms that underlie framing is vague and have proposed an applicability model to account for cognitive processes that contribute to framing effects (Price & Tewksbury, 1997). The applicability model assumes the central roles of schema and views framing effects as applicability effects. In particular, it assumes that media framing will only have an effect if it resonates with underlying pre-existing schemata held by audience members. The current study tests the model and its assumptions. Through a national, computer assisted telephone survey of 781 respondents, the study utilizes a split-ballot technique to measure the effects of two frames (Regulation versus Non-regulation) on issue related to biotechnology genetically modified food products. A secondary manipulation, varying the order of schemata measures (frame first versus schema measures first), tests the role of schemata in framing effects. Using additional variables including attention across media, awareness of and support of biotechnology, outcome variables of causal attributions, attributions of responsibility, and policy opinions are tested. Results reveal that schemas do play a direct role on people's attributions and opinions; however, the evidence provides limited support for the applicability model.



## METHODOLOGICAL PROBLEMS AND DEVELOPMENTS IN PUBLIC OPINION RESEARCH

***Mobile Phones As a Threat to The Survey Industry: A Typical Example from Europe – The Case of Slovenia*, Vasja Vehovar, vasja@ris.org, Katja Lozar Manfreda, Vesna Dolnicar, Gašper Koren - Universtiy of Ljubljana, Slovenia**

The mobile phone penetration in EU countries has basically approached or surpassed 80% in the population (10+). At the same time the share of mobile only households typically increased to around 10%, with some Scandinavian countries surpassing 35%. The fixed telephone surveys - which currently dominate in the majority of developed countries – thus face an increasing non-coverage problem, at least when targeting the general population. With this respect, Slovenia is a typical EU country, being slightly above the EU average in mobile phone penetration. Its position particularly characterizes the EU situation, as no quality mobile phone sampling frames exist. Due to the rich source of data the Slovenian situation could be a case study for methodological problems related to mobile phone surveys. The paper analyzes the mobile phone related questions in Labor Force Survey and in General Social Survey, both face-to-face surveys. It then compares these results with fixed telephone surveys and also with a special interviewer mobile phone survey. The combination of these sources enables to empirically evaluate the key methodological problems: bias, sampling frames, costs, nonresponse and mode effect. The main conclusion is that mobile phones surveys bring sever problems. Opposite to some Scandinavian countries with excellent public directories of fixed and mobile phone users - where the only change introduced with mobile phone surveys is the increase of costs – in Slovenia the survey errors also increase with mobile phone surveys.

***The Uses of Paradata for Evaluating Alternative Versions of Web Survey Questions*, Michael J.Stern, Don Dillman, Jolene D. Smyth, & Leah Christian - Washington State University (USA)**

Procedures developed recently by Heerwegh (2003) make it possible to collect client-side paradata for all respondents to web surveys. It is possible through paradata to find out: 1) the time required for responding to each item, 2) whether any answers are changed by respondents, and 3) the order in which answers are provided to multiple answer questions (e.g. check-all items). In this paper we evaluate the use of paradata for understanding how alternative question designs affect respondents, and the strengths and weaknesses of each question format. Inasmuch as paradata may be collected from all respondents to a survey it has the potential of being another tool that will help researchers determine which question structures are most and least desirable for asking certain survey questions, thus complementing information about response distributions and that which might be gained from cognitive interviews. Four alternative question structures were developed for test items in an effort to understand how different visual layouts or designs affect respondent answers. Analysis of the paradata is aimed at helping to explain why and how different answer distributions are produced, and whether some formats appear easier to answer than do others. The overarching goal of this research is to be able to specify the strengths and limitations of this use of paradata for evaluating questions used in public opinion surveys.

***Socio-Economic Status Bias in Survey Nonresponse: An Analysis of a Panel Study of Belgian Households*, Femke De Keulenaer - University of Antwerp (Belgium)**

The literature has dealt at length with the likelihood of socio-economic status bias from nonresponse on sample surveys; however the findings support different hypotheses. A number of studies report curvilinear effects; other studies find that refusal rates decrease with different indicators of socio-economic status; and some studies concluded that lower socio-economic status groups are more likely to respond to surveys than higher socio-economic status groups. In this paper we study attrition from the Panel Study of Belgian Households (PSBH) and test whether attrition probabilities are related to socio-economic status. We will consider the panel over its 11-year history form 1992 to 2002 given the dynamics of entry and exit from the panel. The first wave of the data collection was conducted in 1992 by face-to-face interviewing in a stratified multistage probability sample. Since then, data collection was continued on a yearly basis. Data are collected on the household level as well as on the individual level, using a standardized questionnaire asking questions about a wide range of topics, such as health, working conditions, housing and social relations. In order to explain why certain households or individuals are at higher risk to attrite from the panel, we will estimate year-by-year attrition probabilities using discrete-time logit models. The discrete-time logit approach is particularly effective at handling time-dependnt covariates and covariate-time interactions. This makes it possible to incorporate changing respondent characteristics and to test if attrition behavior changes with the duration of the panel.

***A Global Study of Knowledge Workers: Using the Internet, Dealing with Cultural Variation, and Commercial Constraints*, Richard Day & John Ross - Richard Day Research (USA)**
Richard Day Research recently conducted a multinational study to determine what impedes high performance among knowledge workers. The global study was an extension of two-stage Internet/telephone survey of knowledge workers in the United States. Over the course of the three month long project, we encountered many challenges. Among them were: behaviorally defining loosely used terms (knowledge worker, high performance), finding hard-to-reach people across industries and across the globe, translation of U. S. business English, modifying the study to an all-Internet based questionnaire, and managing the expectations of our commercial client and their funders. It points to the benefits and problems that occur in any global study especially when one uses an emerging method for data collection. Despite the challenges, we found many similarities among knowledge workers globally, and some striking differences.

## PUBLIC OPINION, MEDIA, AND SOCIAL CAPITAL

***The Causal Relationship between External and Internal Political Efficacy: A Look at Panel Data from the 2000 U.S. Presidential Election*, Kate M. Kenski & Natalie Jomini - University of Pennsylvania (USA)**
Political efficacy has long been a construct of interest in political research. In The Voter Decides, Campbell, Gurin, and Miller (1954) described the concept of political efficacy as "…the feeling that political and social change is possible, and that the individual citizen can play a part in bringing about this change" (p. 187). Several scholars have noted that political efficacy appears to be made of two different constructs, a personal sense of efficacy, commonly known as internal efficacy, and a more system oriented sense of efficacy, known as external efficacy (Balch, 1974; Converse, 1972; Niemi, Craig, & Mattei, 1991). Niemi et al. (1991) explain that internal political efficacy refers "to beliefs about one's own competence to understand, and to participate effectively in, politics" (p. 1407), while external political efficacy refers "to beliefs about the responsiveness of government authorities and institutions to citizen demands" (p. 1408). While political efficacy is frequently discussed as an overall concept, the internal and external efficacy items typically fall into two unique dimensions, and these dimensions interact differently with other political variables (Balch, 1974). Both constructs of efficacy are frequently used in social science research because they have been considered important means and ends in the political process. Using panel data from the National Annenberg Election Survey (Romer et al., 2004), this project seeks to resolve questions about the causal direction of these two constructs on each other. This study answers the question: Does internal political efficacy affect external political efficacy, or does external efficacy influence internal efficacy? Disentangling the causal process will help researchers to better understand the contributions of both internal and external efficacy to political processes.

***Opening the Black Box: Assessing the Linkage Between Democracy, Efficacy and Regime Preference in Latin America*, Rodolfo Sarsfield - Market Analysis (Brazil) & Instituto Mora (Mexico) - Market Analysis (Brazil)**
Fabian Echegaray - Market Analysis (Brazil)Exploring the micromotivations (Williams 1979, 1988; Aguiar 1991) or internal reasons (Williams 1979; Lupia, McCubbins y Popkin 2000) that mold public preferences for either democracy or authoritarianism, this paper aims at discussing the types of rationality people's choice at survey studies in Latin America. From this perspective, we examine the balance between survey respondents' evaluation of democratic government and their views of the efficacy of democracy to solve the country's problems and their joint impact on the molding of citizens' preferences for government type.

***Social Capital in a Society in Turmoil: A Case Study in Colombia*, Hernando Rojas - Univ. of Wisconsin-Madison (USA)**
The conditions for social capital and its relationships to civic and political engagement have been empirically assessed mostly within democratic contexts characterized by order and stability. This study examines social capital in a society in turmoil, one that resolves fundamental political conflict through a combination of democratic practices and violence. Relying on 3,038 responses to a probability sample survey collected in Bogota during 2001, the relationships between demographics, media use, norms of reciprocity, trust, associational ties and political participation were examined. Not surprisingly results show that demographics are related to political participation, as well as informational uses of media, efficacy and knowledge. When norms of reciprocity, social trust, and associational ties are included in the model predicting participation, a distinct pattern emerges: there is no relationship between norms of reciprocity — operationalized in a dual mode to include a normative judgment on the importance of obeying the law, as well as the perception of fellow citizens obeying the law — trust in others, and political participation. On the other hand associational ties emerge as the single most important predictor of political participation in the model. These findings suggest that under conditions of duress, normative evaluations might not be as important for political participation as the mobilizing potential that associational ties provide. One could expect that levels of expected reciprocity and trust, even if they are lower than in more democratic societies, would predict democratic political participation. The absence of this relationship could be an artifact of our data, and clearly requires further empirical validation. However, if not, this indicates that democratic norms and civic virtues considered so important for democratic functioning in stable and orderly societies do not function similarly in societies in turmoil. Instead, real world ties, not perceptions of social norms, shape political participation.

***The Impact of Online vs. Print Newspapers on the Diversity and Structure of the Public Agenda*, Ester de Waal & Klaus Schoenbach - University of Amsterdam (The Netherlands)**
Does reading online newspapers narrow down public discourse? Research has shown that their printed counterparts, the traditional newspapers, widen the horizon of their readers. As a display ("push") medium, print newspapers carry more topics at first glance, and the presentation of articles is supposed to lure readers into reading stories they may not have been interested in beforehand. Online papers, as typical research ("pull") media, require more activity of their users; a sharp selection of topics according to one's individual interests is more plausible. A first investigation of these assumptions was based on a survey of almost 1,000 respondents representative for the Dutch adult population, conducted in December 2002. Our analysis showed that both channels in fact contribute to a wider range of the audience agenda. But online newspapers show this effect only in the best-educated group of society, whereas print newspapers are able to widen the horizon of those whose interest in information is limited to only a few areas. Our new analysis deals with the nature of agenda diversity in a more in-depth way: We now take a closer look at the thematic areas and the kind of topics. Online newspaper readers may not necessarily know of fewer topics, but of less diverse ones, or simply of different ones. We will present first results.

## PANEL: CHALLENGES OF INTERNATIONAL POLLING

Mary McIntosh - Princeton Survey Research Associates International (USA)
David B. Lambert - TNS Intersearch (USA)
Allan L. McCutcheon - University of Nebraska-Lincoln (USA)
Robert Manchin - The Gallup Organization (USA)



## PUBLIC OPINION OVER TIME AND ACROSS CULTURES

***On the Frontiers of Survey Research: Methodological Issues Involved in Opinion Polling in Afghanistan*, David A. Jodice - D3 Systems Inc. (USA)**
In this paper we review the experience of a new research firm operating in a very difficult and often hostile environment. The Afghan Center for Social and Opinion Research (ACSOR), was founded in 2003 as an international joint venture by D3 Systems, Gallup Pakistan and BBSS (Bulgaria) has already conducted media research, public opinion and consumer studies using quantitative and qualitative techniques. Afghanistan poses a number of challenges to researchers using key Western techniques such as random household and individual sampling and structured quantitative questions. Obstacles to research include the unfamiliarity of the population with research in general, cultural barriers to talking with members of the opposite sex, illiteracy, a largely rural population, long distances and a weak infrastructure, and an ongoing military conflict. In this paper we will address the following issues, indicating how we are handling them in Afghanistan and what the outlook is for future research of this type: (a) Multi-stage random sampling through household and respondent selection, (b) Fieldwork, including quality control measures and (c) Refusals to participate and non-response within the interview. We will also present some findings from our national surveys.

***Value change in Mexico: Twenty years of World Values Survey*, Miguel Basáñez - Global Quality Research Corp. (USA)**
**Alejandro Moreno - Instituto Tecnologico Autonomo de Mexico (Mexico)**
Mexico is one of the countries that have participated with national samples in each of the four waves of the World Values Surveys (WVS) conducted between 1981 and 2000, providing, along with Argentina, the only two Latin American settings where the study has two decades of data. Together, the four Mexican samples have measured the persistence and change of values during the last two decades of the 20th Century in a society undergoing rapid and profound change in its political system, its economic structure, and its social features. The Mexican society has experienced significant changes in its value system during the last two decades, evidenced by a moderate yet important decrease in political distrust, a shift to the left in socio-economic issues, a shift from radical to conservative views, and the rise of significant generational gaps observed in some value-dimensions of political relevance: a liberal-fundamentalist axis of conflict and the balance of Materialist and Postmaterialist values. Younger Mexicans, those born during the period of political reforms and socialized under greater political and economic competition—the NAFTA generation—seem more polarized along several issues than their elders, which points out the possibility that Mexican politics consolidates its competitiveness in the near future.

***National Identity and European Integration in the New EU*, Allan L. McCutcheon - University of Nebraska-Lincoln (USA)**
In 2004, ten new member nations will be added to the fifteen current member nations of the European Union. National referenda in these new member nations indicate widespread popular support for inclusion into European Union membership status. Recent survey evidence, however, indicates that a substantial numbers of the citizens of the new member nations still express concerns about their potential loss of national identity, as well as about issues such as economic confidence, social inclusion and exclusion, engagement and social capital. In this paper, I explore the hypothesis that support for membership in the European Union is strongest among those who anticipate increased personal benefits from EU membership, and lowest among those who anticipate the fewest personal benefits. Thus, we explore the hypothesis that the emotional economy directly supports, or undermines, the popular support of the candidate countries' EU membership status, and possibly the range of support extended to the countries' current governments. In addition to perceived benefits, I also explore the hypothesis that respondents with the greatest concerns about the loss of national identity (e.g., loss of national language, currency, institutions) are also less likely to support EU membership. Comparisons are made between the national identity concerns expressed in the 10 candidate countries with these concerns in the current 15 member nations. Data from the 2002 National Identity Euro-Barometer surveys for both the current member nations and the candidate countries are examined. In these surveys, representative samples of from 500 to 1000 respondents were interviewed on a set of issues related to national identity and European integration in each of the 25 nations.

***Public Attitudes Toward Life, Death, and Nature in 10 Nations*, Rafael Pardo - Fundacion BBVA (Spain), John D. Miller - Northwestern University (USA)**
In 2002 and 2003, national surveys were conducted in Britain, France, Germany, Spain, Italy, Denmark, the Netherlands, Austria, Poland, and the United States concerning public attitudes toward and understanding of biotechnology, biomedical science, and environmental issues. Slightly more than 16,000 individuals were surveyed in the 10 countries. All of the work was sponsored by the Foundation BBVA (Madrid, Spain). To provide a context for the examination of specific policy issues, each respondent was asked a series of questions about their understanding and beliefs about the beginning of life (at conception or at various stages of development) and the end of life (issues pertaining to euthanasia and an individual's right to determine when and how to end his or her life). Each respondent was also asked a series of questions about the relationship of humans and nature, including whether humans (individually and organized through governments) can and should seek to change or control various aspects of nature (the modification of plants, animals, foods, genes, diseases, or the environment). Although many surveys have asked about specific biomedical or environmental policy issues, no previous research has attempted to set current policy attitudes in a comprehensive framework of individual beliefs about life, death, and nature. This paper will summarize variations in beliefs toward life, death, and nature across the 10 nations and within nations by age, gender, education, occupation, religious beliefs and practices, and personal medical experience. A set of summary variables have been constructed that are suitable for inclusion in other studies that seek to measure and understand specific policy attitudes. The proposed paper and presentation will discuss the substantive and measurement properties of each of the recommended variables. Paper Proposal for the 57th WAPOR Annual Conference, Phoenix, Arizona, May 11-13, 2004.

## THEORY AND HISTORY OF PUBLIC OPINION

***Towards A General Theory of National Optimism*, Nat Stone - GPC International (Canada)**
Mood of the country and national optimism questions are a common feature of many public opinion surveys and are often used as predictor variables of other phenomena. National mood and optimism indicators may themselves, however, be complex phenomena that are based on a multiplicity of factors. The proposed paper will be oriented toward positing a model of national optimism.

***A Revision of the Role Played By the Media in the Personification of Politics*, Esteban Lopez-Escobar - University of Navarra (Spain) –**
No Abstract Listed

***Charlemagne's Questionnaire: A Little-Known Document From the Very Beginnings of Survey Research*, Thomas Petersen - Institut fuer Demoskopie Allensbach (Germany)**
The paper focuses on a document compiled by Charlemagne in the year 811 that can be viewed as a precursor to the structured survey and thus as part of the very beginnings of empirical social research. Charlemagne intended to use the list, which resembles a discussion guide employed in an intensive interview, to exert moral pressure on the secular and clerical leaders of his realm, who were gathered for a parliamentary assembly. At the same time, however, it is also evident that at least some of the questions were designed to gather information on the mood of the population throughout the empire. These questions were probably passed on to the sovereigns and clerics in the provinces. Another document from the year 811 would seem to indicate that answers to similar lists of questions did in fact arrive at the emperor's court. Both documents attest to a means of gathering information that could be viewed as the first attempt to conduct at an opinion survey.

***Action As Legitimation: The Importance of Efficacy in Public Evaluation of Military Policy*, Josh Klein - Iona College (USA)**
This paper explores U.S. political culture's emphasis on action and efficacy and its role in legitimating unjust and undemocratic U.S. foreign policy. Foreign policy debates are dominated by a discourse of effectiveness and pragmatism. This "instrumental rationality" relates to other potentially belligerent ideas such as machismo, decisiveness, and "might makes right." Each of these ideas emphasize efficacy, power, or strength, key aspects of American ideology. In elite and popular debate on foreign policy, there is a tendency to evaluate the means used by policy makers and not to question policy goals. This de-politicized "can-do" mentality and admiration for strength marginalizes serious discussion of policy goals and alternatives. This helps elites narrow debate about foreign and military policy, making it easier to portray destructive and unjust policies as reasonable or justified. Theorizing about foreign policy attitudes has generally neglected this interesting aspect of foreign policy ideology. Ironically, this cultural emphasis on means over ends is an example of the non-rational aspect of public opinion. The narrowing of political debate to "how" to the neglect of "why" is partly due to an authoritarian mentality which concedes important decision-making to elites. This paper considers survey evidence that efficacy overshadows consideration of policy goals in Americans' evaluation of foreign policy and foreign policy actors. For example, the "rally around the flag" effect in wartime may have more to do with admiring efficacy and decisiveness than with approving of foreign policy goals. This paper uses a perspective drawn from critical social theorists like Justin Lewis and John Thompson, who have explored how ideas or opinions are influenced by ideology.



## MEDIA COVERAGE OF POLLS *(Jointly Organized With The Mass Communication & Society Division Of The Association For Education In Journalism & Mass Communication)*

***Teaching Public Opinion to College Students Through Campus Newspaper Polls*, Paul N. Lee - Maryville University (USA)**
A staple of modern political and public relations campaigns, public opinion polls have become pervasive in assessing the public's attitudes towards many phenomena. Public opinion polls also receive enormous media coverage, including coverage by campus media on an increasing basis. Continued interest in public opinion polls will be assured with the expectedly close race for U.S. president in 2004. Because the two major party candidates have been identified so early in the primary/caucus process, head-to-head polls of the President George W. Bush-U.S. Sen. John K. Kerry (D-Mass.) race will continue up to the eve of the election on November 2. Also, polls will assess the potential impact of independent candidate Ralph Nader, who ran as the Green Party candidate four years ago and was blamed by many Democrats for the election of Bush over former Vice President Al Gore. This session introduces the methodology for campus media operations to conduct their own scientific public opinion polls and publish, air, and/or posts the results in or on their institution's print, broadcast, and/or online media. The eight-step process includes: 1) poll objectives, 2) polling method, 3) sample selection, 4) questionnaire construction, 5) interviewing, 6) interviewing coding, 7) analysis of the results, and 8) writing media articles. The results of six scientific student public opinion polls on political and social issues conducted at two institutions of higher education will be summarized. Some results will show changing attitudes over time.

***Sellout: Polling's Descent from Good News to Poor Entertainment*, John Polich - Golden Gate University (USA)**
Thirty years ago pioneers like Phil Meyer traveled America spreading the word to newspapers and other media about the power of polling to illuminate public issues and popular sentiment. Phil and I and many others trained journalists to recognize good polls from bad, and, when desirable, to do their own surveys. The goal was always to use survey research to better define the issues and to better identify the demographic and other groups with conflicting points of view. The goal was rarely to predict the outcome of an election.

***Media as a Third Force in the Public Opinion-Policy Nexus: Are Publics more likely to function as a constraint on policy with more critical media coverage?*, Erin Carriere - U.S. Department of State (USA)**
Literature regarding the relationship between public opinion and governmental policy is extensive, and has produced various schools of thought including the school wherein opinion oftentimes functions as a constraint on policy while also noting contingent factors such as media coverage. Media coverage can play a role in the opinion-policy relationship for many reasons including the idea that public support can not be assumed, and thus must be encouraged through effective presidential leadership. The latter is unlikely to occur without assistance from the media – the primary medium through which officials can communicate to the public both their policy objectives, and their rationale for those policies. Is public opinion toward Iraq within the U.S. and Germany a function of belief systems, direction provided by media or some combination thereof? Has U.S. media coverage

undermined public support for the current U.S. Administration's policy toward Iraq? Alternatively, has German media coverage encouraged support for the German Administration's policy toward the U.S. and Iraq?

## PUBLIC OPINION ON CURRENT EVENTS

***Loosening the Ties That Bind: The Past, Present and Future of Transatlantic Relations*, Janice Bell - U.S. Department of State (USA) & Sam McGuire - IPSOS UK (United Kingdom)**
The intensity of public debate over Iraq has created what many perceive to be an unprecedented rift between the western allies. Does the current crisis truly mark a split between Europe and the United States? Or is it yet another in a long series of disputes that mark but do not rend transatlantic relations? Public opinion toward transatlantic relations is constantly affected by world events including, in recent years, the two Iraq wars and the NATO interventions in Bosnia and in Kosovo. European confidence in the United States as a global actor rose sharply after the September 11 attacks, but has fallen over the last year in reaction to the U.S.-led military action in Iraq and, to a lesser extent, perennial irritants such as trade disputes. Europeans and Americans are bound to each other by history, but pushed away from each other by policy and politics. Recent political and diplomatic crises appear to have intensified these tensions to greater level than seen in recent decades. Moreover, these tensions appear to have led publics to begin to reassess long-held stereotypes and roles of the transatlantic relation, making it essential for researchers and policymakers to reexamine their assumptions as well.

***Public Opinion Research and the California Governor's Recall in 2003*, Mark Baldassare - Public Policy Institute of California (USA)**
The first recall of a California governor, and only the second in U.S. history, took place on October 7th, 2003. This paper examines the public opinion research leading up to the election that resulted in the removal of Democratic Governor Gray Davis and his replacement by Republican Arnold Schwarzenegger. The source of public opinion data on social, political, and economic attitudes and voters' ballot choices is the Public Policy Institute of California Statewide Survey, a random-digit-dial telephone survey. Each of three waves of the PPIC Statewide Survey—in August, September, and October 2003—included 2,000 adult residents of whom about 1,000 per survey were defined as likely voters in elections. This paper seeks to answer the following questions: (1) To what extent was the California recall election a "perfect storm" of political discontent?; (2) How did Californians in 2003 feel about applying a recall provision that was designed in 1911 and never used in a statewide election?; (3) Did the unprecedented media attention to the recall election lead to greater enthusiasm for participating in California elections, and more public engagement in politics?; (4) What are the factors that were related to support for the recall?; (5) What reforms of the recall process were seen as necessary by the close of the campaign? Finally, we look at the evidence for the California recall signaling the beginning of a new era in the "direct democracy" movement, following the voters' revolt that began in California 25 years ago with the Proposition 13 tax initiative.

***Defense Spending and the Electoral Connection: Campaign Contributions, Constituents, and Senate Voting Behavior*, Michelle D. Christensen - Northwestern University (USA)**
This paper studies the relationship between state-level pubic opinion, money from defense PACs, and Senators voting on defense spending. Motivated by their pursuit of reelection, Senators who represent states highly dependent on Department of Defense spending will be more likely to support spending increases than Senators who are not. I also find that campaign contributions from the defense industry are positively related to Senator support, and that this relationship is strongest during Senators reelection cycles.

***Are Sri Lankans With the Peace Process?*, Pradeep N. Peiris - The Centre For Policy Alternatives (Sri Lanka)**
Sri Lanka had been regarded in the west as a model amongst newly independent countries that had a smooth transition to a parliamentary democracy system. Though Sri Lanka was in much better shape at the transition from British colonialism to parliamentary democracy, its neighboring countries were afflicted by ugly ethnic and religious fanaticism, differences, issues that had not been addressed at the time of independence but continued to rear its ugly head from time to time. The issues that should have been resolved at this juncture politically turned to be the underlining cause for ethnic war between Tamil militants and the Sri Lankan Government since 1978. However, despite the complicated nature of the conflict it is very clear that no Government took any initiatives to consult the citizen on their opinions in order to bring a fair deal for all communities in the country. All the attempts in order to address the issues related to ethnic minorities, both before the war and during the various peace talk sessions, were mainly on political agendas and people were generally shut out of the process. In this context, the Social Indicator (SI), the polling unit the Centre for Policy Alternatives (CPA) initiated a repetitive Island-wide household survey called Peace Confidence Index (PCI) in order to capture the changing people's perception the on the peace process. Since July 2001, SI has been conducting the PCI with Canadian International Development Agency's (CIDA) financial support and it has been given wide publicity print and electronic media in all three languages. This paper is based on the findings of the PCI data and attempt to study the trend of the public confidence since July 2001.

**Thursday, May 13, 10:15 a.m. – 11:45 a.m. – WAPOR ABSTRACTS**

## PANEL: FREEDOM TO PUBLISH POLLS

***The Freedom To Publish Opinion Poll Results*, Frits Spangenberg - Motivaction (Netherlands)**
***Normative and Empirical Reasons For the Freedom of Polls*, Wolfgang Donsbach - Dresden University of Technology (Germany)**
***Freedom To Poll Around the World*, Tom W. Smith, NORC (USA)**
No Abstracts Listed

## PANEL: QUALITY ASSURANCE AND QUALITY MONITORING FOR CROSS-CULTURAL AND CROSS-NATIONAL SURVEYS

***Taking Note: Documentation in Cross-Cultural Surveys*, Beth-Ellen Pennell, ISR U of Michigan, bpennell@isr.umich.edu, Peter Mohler, ZUMA, mohler@zuma-mannheim.de**

Documentation does not seem to be anyone's favorite flavor in research projects. Considering that science needs to rely on inter-subjectivity and replicability, this is somewhat counterintuitive. At the same time, if we compare the tools available for documentation --say toolboxes such as the DDI nomenclature (Data Documentation Initiative)--- with the user-friendly and sophisticated tools available for statistical analyses, it is easy to see why research teams shy away from addressing documentation needs. To date, good documentation seems to be largely left to data archives (e.g., ICPSR, ZA Cologne, NSD, Norway). They and their sponsors invest heavily in professional data documentation (often in the form of codebooks). A number of major studies such as the GSS also provide end users with comprehensive documentation. At the same time, internationally and cross-nationally, we lack a standard tool for process documentation, that is, one that allows research teams to attend to the note-taking needs of documentation from the beginning of a study down to data publication and findings. The need for process documentation is even more pressing for cross-cultural studies. Here almost all documents and data are multiples of a single culture study. These multiple sets of documentation units cannot be handled by simple hierarchical categorical systems. They require intelligent database management systems (relational databases). Moreover, surveys always are embedded into several layers of contextual information, including data from other surveys, institutional and legal contexts, and socio-cultural contexts. In cross-cultural and cross-national surveys, this information has to become part of the study documentation. Knowledge Management provides a key to managing the multiple sets of information necessary for cross-national studies. Now widely used in industry and IT, knowledge management focuses on the usefulness of and need for the information collected (knowledge needed to produce goods). From this perspective, taking note of documentation calls for clearly defined goals - defining the purpose and utility of the information to produce (or reproduce) outcomes or results - and for the adoption of a data base management system as the basic data and information structuring tool.

***The Spanish Version of the National Survey of Family Growth: Translation and Administration*, Alisu Schoua-Glusberg, Research Support Services, Alisu@email.com**

The National Survey of Family Growth (NSFG) is a periodic survey designed to provide reliable national data on fertility, marriage, divorce, contraception, infertility, and the health of women in the United States. In 2002 the National Center for Health Statistics (NCHS) conducted Cycle 6 of the NSFG surveying a nationally representative sample of women and men 15-44 years of age. The female interview averaged about 80 minutes in length, while the male interview averaged about 60 minutes. The final sample consisted of 7,600 women and 4,900 men. Given the demographic changes in the U.S. over the last few decades, particularly the growth of the Hispanic population, it is critical to obtain accurate information about the attitudes and behaviors of Hispanics using the NSFG. We know from the 2000 Census that 52% of Hispanics who speak Spanish do not speak English very well. Therefore it was important to have a Spanish version of the NSFG. Of the 2700 Hispanics interviewed in Cycle 6, 1 out of 4 answered the survey in Spanish. In order to obtain the highest quality data, the NSFG must be accurately translated and skillfully administered. This paper provides an overview of the methods used to translate, review, pretest and administer the NSFG, as well as to debrief the interviewers. In addition, we present some key findings from these processes regarding both translation and use of this survey and make recommendations for other researchers.

***Monitoring Survey Translations and Source Questionnaires*, Janet A. Harkness, ZUMA, harkness@zuma-mannheim.de**

Q How good is the translation? A: And how good is the source? C: (Comment) And what chance did the translators have to do a good job? Two European cross-national surveys have taken different routes to improve translation quality and to collect information about the translation process and outputs. The European Social Survey (ESS) used a team approach to translation and assessment and asked translators and reviewers to record anything they felt was different from the source questionnaire in their versions (unavoidable differences do occur). The teams could also email a translation questions hotline. Probe interviews were conducted later with external translators about the English source questionnaire to collect information on perceived difficulties for translators. SHARE, the pilot study for a Survey on Health, Ageing and Retirement in Europe, had individual translations made. These were mostly entered directly in a tool for Blaise programming. External translators then reviewed sample questions from translated versions to help country teams improve their versions. The paper outlines the two different approaches to translation and to collecting information about the process and outputs and draws tentative conclusions on the basis of the data collected about translation and source questionnaire design.

## CROSS-NATIONAL SURVEYS

***A Cross-National Comparison of Social Trust in European New Member and Applicant Countries*, Cindy Chatt, University of Nebraska--Lincoln, Gallup Research Center, cchatt27@msn.com, and Ainura Hoessel, University of Nebraska--Lincoln, Gallup Research Center, ainurais@hotmail.com**

Social capital is a source of economic development that encourages economic growth of a society through coordination and cooperation among people. Each of the European Union Candidate countries possesses unique social capital. In September 2002, The Gallup Organization—Hungary conducted surveys in the 13 Candidate Countries that were comparable to the Standard Eurobarometer. The analyses presented here examine the questions from this survey that dealt with social capital issues. Social capital was measured as trust in social and political institutions such as government, parliament, and charitable voluntary and non-governmental organizations. Social capital is vital for sustainable development of democracy. Statistical analysis was based upon differences in social capital among levels of education and age, which was broken down into cohorts of respondents born before the year 1945, between 1945 and 1960, between 1960 and 1975, and after 1975. This classification of respondets' age was based on the changing political and economic situation in Europe at the time. For every individual, the generation in which he/she "comes of age" has a strong impact on that individual's outlook of life. Those persons who came of age during the height of power in the Soviet Union should have a different level of trust in social and political institutions than those individuals who came of age during the fall of the Berlin Wall and the Soviet Union. In addition, individuals who lived in the countries previously under communist control may have a different level of trust towards social and political institutions. This was the basis for the classification of the age cohort. Statistical analysis was then completed to study influence of these variables on social capital.

***Global Gender Gaps: Male and Female Perceptions of the World*, Nicole Marie Speulda, The Pew Research Center for The People & The Press, speuldan@people-press.org, Elizabeth Mueller Gross, The Pew Research Center for The People & The Press, grossem@people-press.org, and Mary McIntosh, Princeton Survey Research Associates International, mary.mcintosh@psra.com**

As world public opinion becomes increasingly influential in the course of national and international politics, gender differences highlight the complexity of world-views. While many international surveys report public concerns and national values, the markedly different life experiences of men and women around the world calls for a cross-cultural examination of gender differences to show where the sexes agree and the ways in which they differ. Based on the findings of the Pew Global Attitudes Project, this paper will examine differences between how men and women rate their lives, view their futures and the state of the world. It will also consider economic and social values differences between the genders—on issues as varied as international trade to the acceptability of homosexuality. It will include an in-depth look at Muslim men and women with Islamic populations from Nigeria to Indonesia and in the Middle East. The Pew Global Attitudes surveys detected that women give their lives a better rating in 29 of 44 countries. In some countries the differences between genders is very small, while in others it is quite significant. Women's greater satisfaction with life is pervasive in many of the less-developed regions of the world: in 7 of 8 countries surveyed in Asia, 6 of 8 nations in Latin America and all 5 nations surveyed in east and southern Africa. The paper will explore the origins and consequences of these and other gender differences. The Pew Global Attitudes Project is a series of worldwide public opinion surveys originally of more than 38,000 people in 44 countries, and expanded with additional surveys to a total of more than 74,000 people among 50 populations (49 countries plus the Palestinian Authority). The project encompasses a broad array of subjects ranging from people's assessments of their own lives to their views about the current state of the world and important values and issues of today. The Pew Global Attitudes Project is an initiative of the Pew Research Center for The People & The Press. Princeton Survey Research Associates International was a partner in this initiative and directed the fieldwork.

***Perceived and preferred social inequality in 25 countries*, Tom W. Smith, NORC, smitht@norc.uchicago.edu**

The Social Inequality Study of the International Social Survey Program (ISSP) used an innovative technique for people to evaluate the current level of inequality in their society and what type of society they preferred to live in. People were given short descriptions and shown figures illustrating five different social arrangements. For example, in one case respondents were shown a step pyramid and the society was described as "like a pyramid with a small elite at the top, more people in the middle, and most at the bottom." The other four types described societies with more or less social inequality. People were first asked which best described their country today and then what type their country ought to be like. There was great variation both across and within countries as to what type of society currently existed. In almost all ex-Socialist countries the majority or a plurality selected the type with the greatest social inequality. A plurality in most other countries believed they were the pyramid type mentioned above. A few countries, including those in Scandinavia, thought they were the most egalitarian type of society, with most people in the middle. In most countries there was little consensus of what type of society existed. In a majority of countries three different types were mentioned by 25% or more of the people and no type was selected by a majority. The most important factor in determining people's perceptions of current, social inequality was respondent's social class. The higher a person's social class, the more egalitarian they believed society to be. There was considerably more consensus on what type of society their country should be. In all but one country the top choice was the most egalitarian type in which the largest number of people were in the middle, followed by a inverted pyramid in which most people were near the top. The former was usually favored by a large plurality or small majority and the second choice by about half as many people.

## INTERNATIONAL SURVEYS

***A Survey of South Africa Ten Years into the New Democracy*, Elizabeth Hamel, Kaiser Family Foundation, lhamel@kff.org, Mollyann Brodie, Kaiser Family Foundation, mbrodie@kff.org, and Richard Morin, The Washington Post, morinr@washpost.com**

2004 marks the tenth anniversary of the fall of apartheid and the first democratic elections in South Africa. This year, as South Africans head to the polls for the third general election in the "new South Africa," a new survey from The Washington Post, the Kaiser Family Foundation, and Harvard University examines their attitudes towards and experiences with democracy, their level of trust in leaders and institutions, and their hopes and fears for the future of South Africa. We conducted 2,971 in-person interviews among a nationally representative random sample of South Africans ages 18 and older between September 29 and November 7, 2003. Interviews were conduced in nine of the country's eleven official languages. Using these data, regression analysis will illuminate the relationship between attitudes towards democracy, confidence, and optimism about the future; and demographic characteristics such as race, age, gender, and tribal affiliation. We also investigate whether factors such as poverty, unemployment, experience with crime, and exposure to HIV/AIDS have an effect on levels of confidence and optimism and opinions about democracy. In addition, using data from a similar survey conducted in 1999, we examine how South Africans' attitudes towards democracy and their outlook for the future have changed over the past five years.

***The Germans' Image of America after the Iraq War: A passing Crisis or Permanent Rift?*, Thomas Petersen, Institut für Demoskopie Allensbach, tpetersen@ifd-allensbach.de, and Wilhelm Haumann, Institut für Demoskopie Allensbach, whaumann@ifd-allensbach.de**

The political altercation over the war in Iraq, which has divided the United States and several European countries since the summer of 2002, has also seriously shaken the confidence of the populations on both sides of the Atlantic. The Germans' attitude towards the United States is currently marked by great distrust: the percentage of Germans who consider America to be Germany's best friend has plummeted from about 50 to 11 percent and George W. Bush is by far the most unpopular American president with the Germans since the days of Eisenhower. The proposed paper intends to examine the question of whether the Germans' loss of confidence in the United States is solely a reaction to the concrete policies pursued by the U.S. government in the past few years—or whether the Iraq conflict is merely what triggered previously undetected disturbances in transatlantic relations. First of all, survey findings show an increasing distance between Germans and Americans since the early 1980s when it comes to several fundamental value issues, including the question of whether there are globally applicable, unalterable standards of good and evil. We must assume that transatlantic understanding will be encumbered in the long run by the growing differences between the Germans and Americans on such fundamental matters. Nevertheless, regression analyses of the Allensbach Institute's exhaustive survey data on the subject of the Iraq war show that this trend is not the reason for the Germans' current annoyance with America. There are no indications that the Germans' negative attitude towards the United States is due to anything other than the current politics of the day. This means that there is still a chance, at least from the perspective of the German population, of repairing the rift between Germany and America in future.

***Development of Culturally-Sensitive Survey Methods: Measurement of Well-Being and Life Satisfaction in the Kingdom of Tonga,* Sean E. Moore, University of Nebraska-Lincoln, Gallup Research Center, smoore4@unl.edu, Heather Young Leslie, Department of Anthropology, University of Hawai'i at Manoa, hyleslie@hawaii.edu, and Carrie A. Lavis, Niagara College, clavis@niagarac.on.ca**

This paper describes an initial attempt to assess the subjective well-being of a sample of Tongans using a culturally sensitive, self-report survey methodology. A pool of items from the Subjective Well Being Inventory (SUBI; Nagpal & Sell, 1985; Sell & Nagpal 1992) was translated from English into Tongan via a multistage committee process. The goal of this process was to develop a set of questions that captured both the original intended meaning of the items and local Tongan phraseology. Once translation was complete, surveys were administered via culturally appropriate means. Respondents were invited to participate at a local public gathering and were introduced to the purpose of the study. All adults residing in the immediate area were invited to participate. Of the 300 surveys distributed, 227 (75.7%) were returned. For the survey, respondents were asked to rate their level of overall life satisfaction along with their perceptions of well-being in a number of other more specific life domains. Results indicated that mean ratings of global life satisfaction were generally positive and that compared with other national random samples, Tongans were quite satisfied with lives. A factor analysis of the remaining domain-specific well-being items indicated that items loaded on to one of two factors dealing with overall positive or negative evaluations of important life areas. Of greater significance, these scale items stressed the importance of social and kin relations in contributing to overall well-being. In terms of demographic variables, mature respondents reported greater levels of overall life satisfaction and well-being as compared to youthful respondents. Implications and directions for future research are discussed.

***The Population of Kazakhstan During the Formation of its Ethnic Territory,* Olga Kruglova, Almaty (Kazakhstan)**

Since the 1991 collapse of communism, Kazakhstan has one feature that sets it apart - demographics, where Kazakhstan was the most ethnically diverse of the former Soviet Republics in which the Kazakh nationality was a minority in its own country. This factor has had crucial implications for state-building efforts. And when Kazakhstan became a fully-fledged and independent participant in international legal relations, the variety of problems aroused toward the preservation of Kazakh ethnic identity at their historical motherland. This paper will answer on the question why ethnic Kazakhs, comprised a plurality, but not an outright majority at their homeland. What the country do to gather the Kazakh ethnos to transform Kazakhs to the majority group on their primordial territory. We will define the main problems of repatriates (those ethnic Kazakhs who moved to Kazakhstan from abroad) and will make some suggestions toward the solutions of these problems.

## PANEL: POLLING IN IRAQ: SMUGGLED SAMPLES, DRAWN KNIVES - AND 95 PERCENT COOPERATION

**Gary E. Langer - ABC News, Gary.E.Langer@abc.com,Cristoph Sahm - Oxford Research International, Silvia Iacuzzi - Oxford Research International, Richard Burkholder - The Gallup Organization**

In August 2003 the Gallup Organization produced the first random-sample public opinion poll in Iraq, a Baghdad-only survey of 1,178 people. Three months later Oxford Research International of Oxford, England, conducted Iraq's first representative national opinion survey. And early this year Oxford Research International, in conjunction with ABC News, produced the first media-sponsored national poll in Iraq, co-sponsored by the BBC, the German network ARD and NHK in Japan, with more than 2,700 interviews across the country. These audacious efforts overcame a host of challenges - from staffing to sampling to field work – to produce the first independent, scientific, valid and reliable measurements of Iraqi public opinion. The principals involved in these surveys will discuss their efforts and present results of their groundbreaking work.

## Friday, May 14, 8:15 a.m. - 9:45 a.m. – AAPOR ABSTRACTS

## INVITED PANEL: 2004 PRIMARY POLLS

**Susan H. Pinkus - L.A. Times, Warren Mitofsky - Mitofsky International**

## PANEL: NATIONAL NETWORK OF STATE POLLS: POLICY-MAKERS VIEWS AND USE OF STATE POLLS

**Carolyn L. Funk, clfunk@vcu.edu, Virginia Commonwealth University, Ronald E. Langley, University of Kentucky, langley@uky.edu, J. Ann Selzer, Selzer & Company**

A key mission for many state polls is to provide reliable data on state-wide opinion to policy-makers. There are typically fewer public polls conducted in each state than there are national polls. This makes state-wide opinion data relatively scarce, especially on certain topics. How do state policy-makers view the polls? How much are publicly available state polls used in policy making? What factors lead to greater and lesser influence on the policy-making process? This roundtable includes survey directors and others connected with state-wide polls around the country. Roundtable discussants provide a diverse set of experiences related to polls and the policy-making process. Two key themes for discussion will include 1) what factors improve the credibility and influence of state polls on policy-making and what tarnishes that credibility and 2) when and how does political pressure on state poll results occur and what can be done to manage those pressures while maintaining the objectivity of the poll. This roundtable addresses an important issue facing state polls and potentially national polls as well. Policy-makers make up a key consumer group for polls. More attention is needed on how policy-makers view the polls. Policy-makers views of polls can determine how well state polls reach their intended mission and can impact the very livelihood of state polling operations. This roundtable is co-sponsored by the National Network of State Polls.

## AFTER 9/11

***Rally around the Flag: 9/11 and the Gulf War,* Thomas Lamatsch, UNLV, lamatsch@unlv.nevada.edu**

After 9/11 President Bush's approval rating surged considerably – generally called a "Rally around the Flag Effect". This surge was nationwide including the state of Nevada where the president won by an extremely small margin in the previous election. Geographically the tragedy of 9/11 was limited to the East Coast and Southern Nevadans were not as affected by these events as people living in New York or Washington, D.C. An international crisis such as the war with Iraq should affect the whole nation. Southern Nevadans live, for example, in close proximity to Nellis Air Force base and other major military installations. Our paper will take a broad look at the "Rally around the Flag Effect" in Southern Nevada using two different datasets. Identical questions were asked right after 9/11 and in April of 2003 asking respondents how proud they are of the president, Congress, as well as other federal and Nevada state institutions. These two time periods cover a national and an international crisis and the following questions arise: • Is the "Rally around the Flag Effect" stronger or weaker in a national crisis compared to an international crisis? • Do different demographic groups react the same way or differently to a national or an international crisis? • Is the Rally around the Flag effect limited to the president or will it extend to other institutions? Although not many Southern Nevadans were personally affected by 9/11 America was attacked on its own soil and the attacks were never politicized the way operation Iraqi freedom was politicized. We therefore expect larger differences in opinion when it comes to pride in federal institutions during operation Iraqi freedom. We expect those differences to be especially large among different demographic groups such as Democrats and Republicans.

***Media Consumption and the Fear of Crime and Terrorism: The Cultivation of Personal and Societal Risk,* Donald L. Diefenbach, UNC - Asheville, ddiefenbach@unca.edu, and Mark D. West, UNC - Asheville, west@unca.edu**

This research explores respondents' media consumption patterns and the influence of media exposure on attitudes toward terrorism, military intervention in Iraq, and assessments of crime risk at home. Measures of violent crime risk and victimization by terrorist acts are presented for both personal and societal levels. Cultivation Theory predicts a causal relationship between media consumption and fear and beliefs about crime and violence in the world. Cultivation research further demonstrates respondents process assessments of individual risk differently than they do societal risk (the risk to "people in general"). Recent research in Cultivation shows that assessments of facts about crime and violence are more affected by media consumption than general attitudes and overall fear, and this dimension of Cultivation analysis is tested with a measure that allows respondents to provide crime rate estimates in an open-ended response format. This research controls for demographic variables and presents findings of the predictive power of these factors as well.

***Public Opinion Change In the Aftermath of 9/11.,* Natalie Shook, Ohio State University, Shook@psy.ohio-state.edu, Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, and Jon A. Krosnick, The Ohio State University, krosnick@osu.edu**

Shook, Thomas, and Krosnick (2002, AAPOR) examined the changes in public opinion that took place in national surveys of American adults in the immediate aftermath of the terrorist attacks of 9/11 by comparing two waves of data that were collected in July and October 2000 with two waves collected in September and October 2001. Since our 2002 report, we collected 2 additional waves of data (October and November, 2003) to examine long-term change. We found significant shifts in many attitudes, with some returning to pre-9/11 levels, others remaining unchanged, and yet others moving away from pre-9/11 levels. We examine these results for their implication in understanding public opinion change in response to significant events.

***Participation in Panel Follow-up Waves: Who Participated and Who Didn't in Years Two and Three of a World Trade Center Panel Survey in Metro NYC,* Michael J. Bucuvalas, Schulman, Ronca & Bucuvalas, Inc., m.bucuvalas@srbi.com, Mark D. Morgan, Schulman, Ronca & Bucuvalas, Inc., m.morgan@srbi.com, and Sandro Galea, New York Academy of Medicine, sgalea@nyam.org**

This paper will report on what differentiates re-interviews from non-interviews in the second and third waves of a panel study tracking psychological sequelae of the World Trade Center attacks on residents of the New York Metropolitan area. The first wave of the survey was conducted 6-9 months after the World Trade Center Disaster; the second wave was conducted 6-9 months after that; and the third wave is now being conducted one year later. In each follow-up wave, the entire base of the initial survey is eligible for participation (N=2755). Wave 2 participation was just over 70%, split between those not located and those located but not interviewed. The surveys at each wave include sensitive subject matter involved in the measurement of psychological outcomes and exposures (including stressor experiences and reports of psychological distress). The analysis will focus on differences between participants and non-participants in the second and third waves, differences between locates and non-locates among the non-participants, and differences between "easy" and "difficult" re-interview respondents. Differences of key interest will be World Trade Center exposure and psychological outcomes as identified in earlier waves (primarily baseline, but also wave 2), in addition to basic demographics. The objective is to identify what factors determine respondents' likelihood to continue participating in a longitudinal panel study over multiple waves and how these impact design and analysis in surveys of this type.

## PANEL: BEYOND WHITE: RACIAL ATTITUDES IN MULTIRACIAL AND MULTIETHNIC CONTEXTS

***Higher Learning: Examining Black Metastereotypes at an Ivy League Universit,* Kimberly C. Torres, University of Pennsylvania, Camille Z. Charles, University of Pennsylvania, ccharles@pop.upenn.edu**

Beginning with Allport's classic study of racial prejudice (1954), stereotypes have played an important role in understanding race relations. Although there has been much research examining the patterns of stereotypes and their impact on black-white relations, little attention has been given to metastereotypes: blacks' ideas about white stereotypes of blacks. Metastereotypes hold great significance in the discussion of black-white relations because a black individual's behavior is not shaped by white stereotypes themselves, but rather by the individual's perceptions of white stereotypes about blacks. As DuBois (1903) described it, blacks lead a life of "double-consciousness…this sense of always looking at one's self through the eyes of others." The goals of this paper are to (1) describe and examine the prevalence of black metastereotypes; (2) investigate how blacks themselves internalize these white racial stereotypes; and (3) explore how these metastereotypes impact behaviors and identity. Our data come from 43 in-depth qualitative interviews and eight focus groups with 55 black and white college students at Middle City University, an elite university in the northeast. In our analysis of the interview and focus group data, we identify four key metastereotypes: "blacks as entertainers," "black (especially male) predisposition to criminality," "the angry black woman," and "urban and poor." Through analysis of the comparable white interviews and focus groups, we assess the accuracy of these metastereotypes. Two metastereotypes particularly relevant to the college student experience also emerged. The first was the belief that African Americans are not qualified to be at this elite institution, and the second was that blacks want to self-segregate on campus. We conclude with a discussion of how black students internalize these metastereotypes and demonstrate how they can shape their everyday behaviors, identity, and general college experience. Co-Author: Kimberly Torres (tk10544)

***Group Dominance and Anti-Racism: Examining Attitudes Towards Race-Targeted Intervention in Brazil,* Stanley Bailey, New Mexico State University, bailey@nmsu.edu**

Group dominance perspectives hold that popular beliefs and ideologies, such as explanations for racial inequality, are key to the (re)production of racial hierarchy. They act as legitimizing myths that lead to a rejection of anti-racism in general and specifically of race-targeted policy intervention. The Latin American myth of racial democracy is frequently framed in this light. Viewed as the "racial commonsense" in Brazil and as inducing a denial of the discriminatory basis of racial inequality, this myth is invoked to explain an apparent lack of confrontation of racial oppression in that context. To test this perspective on racial democracy, I employ regression analysis with original data from a 2000 probability sample (n=1200) of both white and non-white racial attitudes from the State of Rio de Janeiro. I find that an attitudinal dimension representing Brazilian stratification beliefs does affect attitudes towards anti-racist social policy, but not in the hypothesized direction. This belief dimension is positively related to support for race-targeted policy initiatives. In addition and in contrast to the U.S. context, a majority of Brazilians support these strategies. Color is a significant determinant, but white/non-white attitudes are considerably less polarized than in the U.S.. The most important predictor is education, a clear class proxy in Brazil, which is negatively associated with support for these policies. Implications for race theorizing as well as for the future of race-targeted policy intervention in Brazil are addressed.

***Pan-ethnic Identity, Linked Fate, and the Political Significance of "Asian American"*, Taeku Lee, University of California-Berkeley, taekulee@uclink.berkeley.edu**

The category of "Asian American" presents an empirical puzzle of sorts: it contains such a diversity and heterogeneity of individuals under a single term as to defy such categorization. A common inference drawn from this is that such "pan-ethnic" labels satisfy the needs of social convention and bureaucratic literacy, but have no political significance. In this paper, three distinct conceptions of pan-ethnic group identification are defined: as a common culture, as a collective label, and as a shared cognitive heuristic. The prevalence and political significance of these conceptions is then tested for using the 2000-2001 Multi-city National Asian American Politics Study. The results show that only a small minority of Asian Americans identity in pan-ethnic terms, no matter how it is conceived. Yet for those few who identify cognitively with a collective linked fate heuristic, pan-ethnic identification can have a decisive influence on one's political opinions and racial attitudes.

***Inter-ethnic Contact and Latinos' Racial Attitudes: Extending Pettigrew's Generalization Thesis*, Tyrone Forman, University of Illinois at Chicago, tyforman@uic.edu and Mellissa Martin, University of Illinois at Chicago**

## PANEL: THE CALIFORNIA ELECTION

**Jonathan Cohen, Public Policy Institute of California, Mark Baldassare, Public Policy Institute of California andFrank Newport, The Gallup Organization**

## CELL PHONES AND COVERAGE ERROR

***Mobile Phones As a Threat to The Survey Industry: An Example from Europe – The Case of Slovenia*, Vasja Vehovar, Universtiy of Ljubljana, vasja@ris.org, Katja Lozar Manfreda, Faculty of Social Sciences, University of Ljubljana, katja.lozar@uni-lj.si, and Vesna Dolnicar, University of Ljubljana, vesna.dolnicar@uni-lj.si**

The mobile phone penetration in EU countries has basically approached or surpassed 80% in the population (10+). At the same time the share of mobile only households typically increased to around 10%, with some Scandinavian countries surpassing 35%. The fixed telephone surveys - which currently dominate in the majority of developed countries – thus face an increasing non-coverage problem, at least when targeting the general population. With this respect, Slovenia is a typical EU country, being slightly above the EU average in mobile phone penetration. Its position particularly characterizes the EU situation, as no quality mobile phone sampling frames exist. Due to the rich source of data the Slovenian situation could be a case study for methodological problems related to mobile phone surveys. The paper analyzes the mobile phone related questions in Labor Force Survey and in General Social Survey, both face-to-face surveys. It then compares these results with fixed telephone surveys and also with a special interviewer mobile phone survey. The combination of these sources enables to empirically evaluate the key methodological problems: bias, sampling frames, costs, nonresponse and mode effect. The main conclusion is that mobile phones surveys bring sever problems. Opposite to some Scandinavian countries - with excellent public directories of fixed and mobile phone users where the only change introduced with mobile phone surveys was the increase of costs – in Slovenia the survey errors also increase with mobile phone surveys.

***Cell Phones and RDD Coverage of the Low Income Population*, John W. Hall, Mathematica Policy Research, Inc., jhall@mathematica-mpr.com, Mourad Touzani, Mathematica Policy Research, mtouzani@mathematica-mpr.com, and Yuhong Zheng, Mathematica Policy Resaerch, yzheng@mathematica-mpr.com**

There is much interest in the potential impact of mobile (cell) telephones on surveys. While it is possible that cell phone numbers can be used to more efficiently contact sample members, there are concerns that the phenomenon of cell-only households will affect the coverage of RDD sampling frames and that the ineherent mobility of cell phones will affect surveys' ability to target respondents geographically. This study examines the prevalence and use of cell phones among households who lack or have reported substantial interruptions in traditional land-line service and compares cell phone use in those households to that of other households. Data for this paper were collected as part an inperson screening of households for the Community Tracking Survey (CTS) to identify those with recent significant interruptions in telephone service. These households were sampled using area probabilty methods from a random subset of 12 (urban) site of the 60 sites (PSUs) in the CTS sample. The measure of size for sampling was the number of households estimated to have had interruptions in service, so households screened have lower incomes than the general population. Approximately 4,000 households will be screened for current round (and their data will be used for this paper). As part of screening, questions were added that asked about household ownership of cell phones and whether members received calls on them more than once or twice a month. Preliminary analysis has been done with of a partial data set of 744 screener interviews. Of this group 41 percent of households report cell phone service and 93 percent of these receive calls on the cell phones. The figures do not vary by whether the household currently has a working land-line telephone or reported a significant interruption in service. Approximately 9 percent could be classified as potential "cell only" households.

***DO NOT CALL: Alternatives for Contacting Wireless Subscribers for Mobile Phone Surveys*, Trent D. Buskirk, Eastern Virginia Medical School, buskirtd@evms.edu, Mario Callegaro, UNL Gallup Research Center, mca@unlserve.unl.edu, and Charlotte G. Steeh, Georgia State University, cgsteeh@gsu.edu**

The number of wireless subscribers continues to increase in the United States with nearly 148,000,000 by July, 2003. Traditional telephone frames and RDD surveys continue to be affected by increasing penetration of wireless phones. Telephone number portability also poses new challenges for telephone and wireless phone surveys. To date there have been only a limited number of surveys conducted using wireless phone frames, in part due to strict FCC guidelines. But as subscribers begin to port their wireline/wireless numbers and as the number of wireless subscribers increases, more emphasis will be placed on incorporating wireless numbers into sampling frames or on surveys conducted using frames of wireless phone numbers. As a consequence, methods of contacting subscribers via their mobile phone will become increasingly important. The recent technological advances in digital mobile phone devices being introduced are creating the potential for multiple modes of contact including: text messaging, photographic and other attachment transmissions and web mail. In fact, 92% of wireless subscribers use a digital device and could potentially be contacted using one of these alternatives. For example, a researcher could send a text message prior to phone contact alerting the subscriber of an upcoming interview. These text alerts may also be used to help the interviewers schedule "safe/appropriate" times for callbacks. Wireless phone enabled panels could also be constructed and contacted using short text polls, similar to web-enabled panels or people-meter samples. In this paper various methods of contact available to researchers conducting surveys of wireless subscribers will be introduced along with a discussion of the inherent variation in these services across the major wireless providers. Some emphasis will also be given to the effect of number portability on these options. A brief discussion of the uses and extensions of these technologies in European surveys will also be included.

## EFFECTS OF THE MASS MEDIA

***To Look For America: National Identity in the News*, Rossie M. Hutchinson, University of Michigan, rossie@umich.edu**
What meaning of "American" is being created and transmitted by news media? In discussing his study of the underlying values in national news media, Herbert Gans says that journalism is like a social science in that the news consists of "not only the findings of empirical inquiry but also of the concepts and methods which go into that inquiry, the assumptions that underlie the concepts and methods, and a further set of untested assumptions….about the nature of external reality." In Gans's view, story and word choices create underlying values in the news; by choosing the actors and activities that are covered or ignored and how these actors and activities are described; media create a picture of nation and society. Nations are mental constructs, or what Benedict Anderson calls "imagined communities." Like all communities that are larger than face-to-face groups, they are created in the minds of those that consider themselves to form a nation; they are imagined because members do not know most of their fellow-members, but believe in their communion. David Morley discusses media as manufacturers of a sense of nation; they "enable the public to participate in the collective life of the nation." Further, Morley argues that nation is not reflected in or expressed through its culture: it is "cultural apparatuses (among other things) that produce the nation." This paper presents the results of a content analysis of newspaper articles in which people are labeled Americans. The paper describes how positively these Americans are portrayed and how they are shown to be proud to be Americans, politically active, and civically virtuous. The extent to which Americans and their ideas match the American Creed, multiculturalist and nativist views is also explored. Finally, changes in depictions after September 11, 2001 are presented.

***The Impact of Science News Embedded in Local Television Newscasts*, John D. Miller, Northwestern University, j-miller8@northwestern.edu, Eliene Augenbraun, ScienCentral, Inc., ea@sciencentral.com, and Linda G. Kimmel, Northwestern University, l-kimmel@northwestern.edu**
To improve the flow of science news to citizens in the United States, the National Science Foundation funded ScienCentral, a New York science-oriented television production service, to create a weekly feed of high-quality science news stories to local affiliates of ABC and NBC. This paper will report on the first-year evaluation of the impact of the ScienCentral intervention on the awareness and understanding of science news stories by the viewers of local television newscasts. The evaluation utilized a two-stage panel design and Knowledge Network's national panel sample to measure the awareness, recall, and understanding of the content of the science news stories broadcast in selected Designated Market Areas (DMA). A baseline study of a sample of respondents collected a set of measures of education, occupation, scientific literacy, and their normal use of a wide array of informal science learning resources other than television news. After a six-week period of exposure to science news stories in their local television newscasts, each respondent was re-surveyed and asked about the frequency of local television news viewing in the preceding six-week period and whether he or she could recall seeing stories on selected topics in local television newscasts. Approximately 2,000 respondents were interviewed in each wave of the evaluation study. The results show that about six percent of local television news viewers could recall content information from the science news stories broadcast in their market. There was substantial variation in recall from story to story, suggesting that viewers filter science news (as they do other news) and retain only selected information. Given the size of the television audience, this relatively small proportion translates into nearly 10 million individuals. The proposed paper will discuss the implications of these findings in terms of the influence of local television programming in the dissemination of specialized information.

***The Mechanism of Transference: Projection and Conformity in the Agenda-Setting Process*, Craig Gordon, GA. State Univ. / GA. Institute of Technology, arccsg@langate.gsu.edu** The appealing simplicity of the agenda-setting model belies an important and complex transmission of issue importance from the media to the public. This transference of issue importance raises a fundamental question; what is the mechanism by which the public forms opinions about the importance of a social problem? That is, how is issue importance transferred from the media to the public? In this paper, we test two competing hypotheses, projection and conformity. The interplay between the projection hypothesis and conformity hypothesis has been long debated in the fields of social psychology and political science. The public may learn about social level concerns from the media, which provide cues to the public about what others believe is important (Comstock, 1982; Hawkins & Pingree, 1982; Mutz, 1992, 1994; Tyler, 1980; Tyler & Cook, 1984). These cues may lead people to perceived conform their personal beliefs to these social cues (media coverage personal preferences). A more direct means of media influence is social cues for people to take direct cues from the media regarding what is important (McCombs & Shaw, 1972) and people project these beliefs onto others (media coverage ( personal preferences ( perceived social cues Mutz & Martin, 2001). There are two other possibilities. Personal and social level concerns may be separate concepts where people do not make inferences about their personal concern based on perceptions of perceived social concerns. Tyler and Cook (1984) found in their study of various social risks that personal and societal level judgments were "always clearly distinct and usually independent (p. 705)." In this case, one would expect to find no relationship between personal preferences and perceived social cues. Finally, a sophisticated interplay may exist between social and personal level concerns; the two work in tandem (Bartels, 1985). Bartels found that primary voters projected their personal preferences (expectations) onto others while simultaneously conforming their preferences to the expectations about which candidate would be nominated. In this case, one would expect that personal and social level concerns would influence one another. The implications of this debate are profound for the development of both issue importance and public opinion in general. The purpose of this paper is to test the effects of media and issue advocate communications on indicators of personal and perceived societal level concern. The intent is to examine the mechanisms leading to changes in personal concern with two competing hypotheses: The results of the analyses are more consistent with the hypothesis that individuals are likely to project their own personal beliefs about the issue of air quality onto the larger community. This was true for both models tested. However, in the first model, under a different context, the analysis suggested a second route to change. Changes in media coverage led to changes in perceived community importance which then in turn led to changes in issue importance. This finding is consistent with the conformity hypothesis. People are more likely to project their beliefs, but context may be the determining factor.

***What the POQ contributed to media effects research: A study of the POQ, 1980-1999*, Baohua Zhou, School of Journalism, Fudan University, 021013021@fudan.edu.cn**

As the official publication of AAPOR (American Association for Public Opinion Research), Public Opinion Quarterly (POQ) is an important channel for scholars to report their current research on public opinion and mass communication. So it is generally regarded as a barometer of theoretical and methodical development in this field. While regrettably, there was few systematic content analysis of the POQ during its 65 years. So we have no clear idea about what on earth the POQ has contributed to the mass communication research. In this paper, the authors use quantitative and qualitative methods to examine the development of media effects research in the POQ articles in the recent twenty years. Theoretical frameworks dealing with media effects, the findings of new factors mediating media effects, the use of research methods and the medium involved are the four major variables concerning this topic. The authors try to answer the following questions: 1) Which theories on media effects have been proposed, proved or developed in the POQ? 2) Which new factors have been found to mediate media effects in the POQ? 3) Which methods have been more or less used in media effects research in the POQ? 4) Which kind of medium has been more or less dealt with in media effects research in the POQ? All research articles published in the POQ from 1980 to 1999 will be analyzed. Besides content analysis, the authors use background literatures to evaluate the contributions that the POQ made to media effects research in the past twenty years. By this study, the authors expect to give readers a clear map of the development of the POQ as a leading academic journal and "media effects research" as a focused area in the field of mass communication. The future study will also be discussed in the paper.

## HEALTH SURVEY MEASUREMENTS

***Assessing Health Disparities: Self-Reported Health Status in Six Ethnic Populations*, Charity A. Kreider, University of Minnesota, krei0066@umn.edu, Todd H. Rockwood, Cities' Institute for Public Health Research, rockw001@umn.edu, Timothy J. Beebe, University of Minnesota, beebe002@umn.edu, and Kathleen Thiede Call, University of Minnesota, callx001@umn.edu**

The necessity to understand health disparities among ethnically diverse populations has increased significantly over the past few years. This movement is found in all levels of government, Federal, State and Local, as well as in health plans and ethnic communities. This paper reports on a study conducted for the Department of Health Services in the state of Minnesota by researchers at the University of Minnesota with the collaboration of Community Leaders from each of the targeted ethnic populations. The study was conducted in the medical assistance population in Minnesota. The intent of this research was to look at disparities in health status, access to health services and utilization of health services in six different ethnic populations: white, African American, American Indian, Somali Origin and Hmong. The study was conducted in the summer/fall of 2003 (RR1 54%, n=4919). This paper will report on a number of different items associated with self-reported health status: overall health status, health compared to others, physical activity limitation, days poor physical health, and days poor mental health. Analysis indicates that there are significant differences among the ethnic populations in each of these areas. The paper will have a detailed analysis of these differences by key variables (such as: age [adult/child], sex, perceived discrimination, etc.). The study will also look at how factors associated with survey administration (mode, mail v. telephone), language (English v. native language) influences the results. Analysis conducted to date suggests that there are significant differences in the areas of health status due to mode and language used to conduct the survey. Overall, these findings support the need to conduct more research on health disparities.

***Estimating Cocaine Use Using the Item Count Methodology: Preliminary Results from the National Survey on Drug Use and Health*, Paul P. Biemer, RTI International/UNC-Chapel Hill, ppb@rti.org, and Douglas Wright, SAMHSA, DWright@samhsa.gov**

The item count method allows survey respondents to remain anonymous when reporting a sensitive behavior such as cocaine use. This is accomplished by including the sensitive behavior of interest in a list of other relatively non-stigmatizing behaviors. The respondent reports only number of items in the list in which he/she has engaged, not which behaviors. If the average number of non-stigmatizing behaviors is known for the population, one can estimate the rate of the sensitive behavior for the population by the difference between the average number of behaviors reported for the population including and excluding the stigmatized behavior. A very large test of this methodology (n=70,000 persons) was conducted for the NSDUH in 2001 in order to estimate past year cocaine use. The project involved cognitive laboratory research to determine the number of item count questions that should be included and the topics to be covered by those questions (other than cocaine use). In addition, replications of item count questions were embedded in the questionnaire in order to estimate the response variance associated with the item count methodology. This paper reports on the results of the cognitive testing and the estimates of cocaine use that were obtained from the item count methodology. We also report on the results of the response error analysis which helps to explain the poor results obtained by the method.

***Behavior Coding across Multiple Languages: The 2003 California Health Interview Survey as a Case Study*, Sherm Edwards, Westat, ShermEdwards@westat.com, Elaine Zahnd, Public Health Institute, ezahnd@phi.org, David Grant, UCLA Center for Health Policy Research, dgrant@ucla.edu, Gordon Willis, National Cancer Institute, willisg@mail.nih.gov, Nicole Lordi, Public Health Institute, nicl@ix.netcom.com, and Stephanie Fry, Westat, StephanieFry@westat.com**

Coding of interviewer and respondent behavior within the fielded interview has become an important tool for evaluating survey questions. Cannell et al (1968) described a behavior coding system that has evolved into perhaps the one most commonly used for this purpose (Fowler and Cannell, 1996). Previous research (e.g., Oksenberg et al, 1991; Zukerberg et al, 1995; Edwards et al, 2002) has focused on issues such as the system's reliability, whether it works equally well with live monitoring and recorded interviews, the sample size needed for pretesting, and the number of codes needed to identify questions that present problems for interviewers and respondents. This paper will describe an extension of behavior coding to assess questionnaire functioning across language, as part of an evaluation of the degree to which translated versions exhibit cross-cultural equivalence. For this study, behavior coding was performed for several portions of the questionnaire administered to adults (via telephone) in the 2003 California Health Interview Survey. The sample of interviews to be coded was selected so as to include interviews conducted in English, Spanish, and Korean. Further, language of interview and respondent cultural group were independently varied, so that some Korean respondents were interviewed in English and some in Korean; Latino respondents were interviewed in both Spanish and English; all other respondents were interviewed in English. Bilingual staff applied a system of codes specifically adapted for use in cross-cultural applications, and coded interviewer and respondent behaviors from the recorded interview segments. The paper will describe the coding process, assess inter-coder reliability across languages, and compare the frequency of problem codes across cultural group and across languages of interview. In summary, the paper will discuss the usefulness of behavior coding as a potential means for assessing the cross-cultural functioning of survey questions.

***Assessing Public Knowledge and Perceptions About Infectious Disease: Food Irradiation and E. coli O157:H7*, Jane M. Berg, Center for Infectious Disease Research and Policy, berg0031@umn.edu, Michael T. Osterholm, Center for Infectious Disease Research and Policy, mto@umn.edu, and Todd H. Rockwood, Cities' Institute for Public Health Research, rockw001@umn.edu**

Events over the past few years has lead to a heightened awareness in the general public regarding infectious diseases. The recent hepatitis A outbreak in Monaca, PA. and high-profile instances such as the Anthrax incidence at postal facilities in 2001, has increased public exposure to information regarding infectious disease. Surveys are often done in the aftermath of such events assessing a range of aspects from the 'worry factor' (are you at risk?) to perceptions about interventions that could be used to promote greater public safety. One infectious disease that is often found in the press is E. coli O157:H7 (Ecoli). At the current time we are fielding a survey in the state of Minnesota which has a series of questions directed at assessing the general population's awareness of one public health program that can be used as an intervention relative to Ecoli - food irradiation. The survey instrument contains questions assessing: knowledge (what food irradiation is), perceptions of food irradiation (favorable/unfavorable: one simple, one which includes the public health argument for food irradiation) and policy support (support for food irradiation in public schools versus other issues: e.g. class size, pay, etc.). The survey is being conducted using a list-assisted RDD sampling frame. Those numbers for which an address could be found are randomly assigned to the mail (n=300) or telephone mode (n=300) (those numbers without addresses are conducted in the telephone mode n=400.) The survey will be out of the field in February 2004 and based on previous surveys we expect cooperation rates to be 70-80% (COOP1). The paper will focus on two issues: 1) presentation of basic findings regarding the public's awareness of food irradiation and Ecoli. 2) Evaluation of the impact which mode of administration has (mail, phone (list), phone (not-listed) on response.



## PANEL: CELLULAR PHONES AND TELEPHONE SAMPLING

***A New Era for Telephone Surveys*, Charlotte G. Steeh, Georgia State University, cgsteeh@gsu.edu**

The increasing popularity of cellular telephones as the primary communication medium between individuals is ushering in a new era for telephone surveys. However, most of what we know about cellular telephone ownership and use in the United States has come from unsystematic or incomplete sources. No one previously has attempted to assess the feasibility of conducting a survey that employs a cellular number frame. With the spread of payment plans that eliminate some of the charges for incoming cellular calls, such a survey no longer seemed impossible to administer. Concurrently, the decision by the Federal Communications Commission to allow owners to switch from provider to provider or from landline to cellular telephones without changing their number created a compelling need for such an effort since even the standard RDD sample would contain cellular telephone numbers after November 2003. In this paper I report the results of a national survey conducted in 2003 using a cellular number frame. This survey indicates what dilemmas sampling statisticians, survey methodologists, and interviewers alike will face in the twenty-first century. Although the administration of this kind of survey differs in many ways from the administration of a conventional RDD survey, I will focus here on the issue that seems to be of crucial importance—bias both from noncoverage and nonresponse. It is clear that at the present time a survey based only on cellular numbers is not representative of the general adult population in the United States. It is also probably not representative of cellular owners and users. The proposed analysis will compare demographic characteristics and selected behaviors and attitudes reported by respondents to this survey with similar measures from a companion RDD survey conducted at approximately the same time using identical methods. In order to detect both noncoverage and nonresponse bias, the results from both of these surveys will be compared to estimates derived from the 2000 United States Census, the March 2003 Current Population Survey, and the 2002 General Social Survey.

***Will A 'Perfect Storm' of Cellular-linked Forces Sink RDD Sampling?*, Paul J. Lavrakas, Nielsen Media Research, paul.lavrakas@nielsenmedia.com**

The future validity of RDD survey sampling of the general public is highly uncertain due in part to the challenges being created by cell phone proliferation and technology. This presentation will put the cell phone problem into perspective, juxtaposition with other major challenges, including respondents' decreasing willingness to cooperate, and the DNC-list threat. A vision will be articulated of the circumstances under which RDD telephone survey sampling can be expected to remain viable in the coming years. It is not expected that it will remain viable as a stand-alone sampling methodology, except in limited instances.

***Cellphone Owners and Usage Patterns*, Peter S. Tuckel, Hunter College; CUNY, Ptuckel@hunter.cuny.edu**

No Abstract Listed

***Overlap of Fixed Telephone, Cellular Telephone, and Internet Households*, James M. Lepkowski, University of Michigan, jimlep@umich.edu**

James M. Lepkowski, Raffaella Castagnini, Richard Curtin, Esther Ullman and Jenefer Willem, University of Michigan Harry McGee and Ann Rafferty, Michigan Department of Community Health Larry Hembroff, Michigan State University Colm O'Muircheartaigh, NORC Declining response rates in telephone household surveys and increasing use of internet surveys have generated interest in mixed mode survey designs. Preliminary findings are presented from a national and a Michigan telephone survey of adults administered identical questions about fixed line telephone service access, cellular telephone access and use, and internet access and use. Fixed line telephone service has a low rate of service interruption in the last 12 months: only five percent of households report an interruption. One-half of the adults nationally, and a slightly higher proportion in Michigan, report cellular telephone ownership. A multiplicity estimation procedure, based on data collected through a multiplicity question sequence, estimates that 1.7% of U.S. adults currently have only mobile telephone service, an estimate lower than other reported rates. Findings are also presented on cellular telephone use, including the proportion of all personal telephone calls made using cellular telephones, how often the telephone is on, and the likelihood the household would discontinue fixed line service in the future. Two-thirds of the adults in both samples report access to the internet from home, and over 85 percent of those report internet use at least once per week. The overlap among fixed line service, cellular service, and internet access shows that approximately 40% of households have access to fixed line, cellular, and internet service, while only about one-quarter have fixed line service. The paper concludes with discussion of the implications of findings for mixed mode multiple frame survey design.

## NONRESPONSE EFFECT

*After Response Rates, What?: A Comprehensive Data Quality Report for State Adult Tobacco Surveys,* **Peter Mariolis, Centers for Disease Control and Prevention, PMariolis@cdc.gov**
Recent studies have shown that response rates between 30% and 70% are not good indicators of bias in telephone surveys. Bias due to non-coverage, measurement error, item nonresponse, and data processing are not addressed at all by response rates. These findings and considerations raise the question of what alternative measures might be good indicators of non-sampling bias in telephone surveys. This presentation will discuss the measures used in a comprehensive data quality report developed for state adult tobacco surveys and show sample results from a few states. The Office on Smoking and Health (OSH), Centers for Disease Control and Prevention provides technical assistance to states for statewide telephone, adult tobacco surveys. As part of this support, OSH has developed survey protocols which it recommends to states. The general strategy that OSH has adopted for assessing data quality in adult tobacco surveys assumes that, given the current state of knowledge, it is not possible to identify one or a small number of measures that can adequately measure data accuracy. It also assumes that following survey protocols contributes to data accuracy. OSH has developed a report containing close to 100 measures of data accuracy and the quality of the data collection effort. The report contains both process and outcome measures. It is divided into 9 sections: sample release; gender, age, and race/ethnicity bias; magnitude and consistency of effort; proper assignment of disposition codes; unit nonresponse; item nonresponse; household rosters and number of phones (weighting information); recruitment, retention, and assignment of interviewers; and interviewer outliers. In order to obtain the necessary data, OSH has turned the screener into 17 questions and is obtaining both full call history data and data on such interviewer characteristics as gender, age, and experience. Survey sponsors and organizations could use this approach to document both adherence to protocols and data quality.

*Nonresponse Bias in a Travel Survey of Nontelephone Households,* **Jonaki Bose, Bureau of Transportation Statistics, jonaki.bose@bts.gov, J. Neil Russell, Bureau of Transportation Statistics, Neil.Russell@bts.gov, and Lee Giesbrecht, Bureau of Transportation Statistics, Lee.Giesbrecht@bts.gov**
The Bureau of Transportation Statistics (BTS) co-sponsored two national random digit dial (RDD) telephone surveys during the summer of 2002. Stakeholders expressed concern about the potential bias in travel-related behavior estimates because the sample designs of these surveys excluded the four percent of nontelephone (non land line) households. Nontelephone households may have different travel-related behaviors compared to telephone households. While there have been other studies of nontelephone households, they have not focused on travel-related behaviors. BTS responded to this concern by conducting a travel-behavior-related nontelephone household survey designed to investigate possible differences. However, the survey only yielded an unweighted CASRO response rate of 21 percent. Because data for both respondents and nonrespondents were available from the sample frame, we conducted anonresponse bias analysis for this unique survey. One of the purposes of this work is to identify whether nonrespondents in travel surveys are different compared to nonrespondents in other surveys. The analysis includes both bivariate and multivariate analyses to ascertain predictors of nonresponse to the survey. Preliminary bivariate analysis showed that survey nonrespondents tend to be younger, unemployed, rent, live in a household with no vehicles or children, live in an MSA, and reside at their household less than a year.

*Effects of Nonresponse on Telephone Survey Estimates,* **Timothy P. Johnson, University of Illinois at Chicago, timj@uic.edu, and Young Ik Cho, University of Illinois, youngc@srl.uic.edu**
Understanding the relationship between nonresponse processes and key research variables is central to evaluating if and how nonresponse introduces bias into survey estimates. In most telephone surveys, however, little information is available with which to estimate these effects. We report a procedure for examining the potential effects of nonresponse via analyses that (1) first investigate the linkages between key survey measures and community-level (zip code) variables that represent constructs known to be associated with nonresponse, such as socioeconomic status and urbanicity; followed by (2) analyses of the associations between these community-level variables and survey nonresponse. In these latter analyses, the contactability and cooperation elements of nonresponse are each examined separately. These analyses have the potential to enable researchers to routinely evaluate nonresponse effects in their survey data. These procedures are demonstrated using a recent statewide telephone survey that employed a sample frame of over 20,000 numbers. The survey was concerned with substance use and related health conditions that was conducted in Illinois. Based on this example, recommendations for future research will be discussed.

## PANEL: STUDYING RACIAL ATTITUDES: WHAT SURVEY RESEARCHERS CAN LEARN FROM NON-SURVEY METHODOLOGIES

*Qualitative Racial Attitudes Research in a Cross-Cultural Context,* **Nadia Kim, University of California, San Diego, nadiakim@ucsd.edu**
My cross-cultural/cross-national research incorporates in-depth, open-ended interviewing, focus groups, and ethnographic observation. These methods reveal (1) the distinctive ways race attitudes survey items are historically and culturally/nationally contingent; (2) the reasons behind these attitudes; and (3) their often inextricable link to the ways groups construct their own identities. The qualitative study of racial attitudes across cultural and national contexts reveals the U.S.- and white/black-centric biases built into the sociology of racial attitudes. I will discuss how American structures, cultures, and ideologies have organized the study and the explanatory accounts of the racial attitudes of neither white nor black group members and others who hail from outside the U.S. The major contribution of this work to survey-based racial attitudes research is the elucidation of relationships between racial attitudes and socio-cultural histories and contexts, cultural interpretation and meaning, motivation, and identity in a multi-racial context.

***Qualitative Research on Racial Attitudes and Inequality*, Amanda Lewis, University of Illinois at Chicago, aelewis@uic.edu**
Using both ethnographic and interview-based studies, I investigate how race and racial inequality are reproduced in the everyday. I am interested both in issues of resources and meaning. I am currently studying how ideas about race (e.g., racial identities, racial stereotypes) are negotiated in everyday life and how ideas about race shape decisions about resource allocation. My work seeks to bridge micro-everyday interactions and relations with larger macro-patterns of racial inequality. This work has the potential to inform survey work in several ways. First, it can push survey work to study racial issues in more nuanced ways. Second, by examining the inconsistencies between what people say about racial matters and what they actually do in their daily lives, it can point to new directions that surveys should head in trying to get a deeper understanding of racial realties.

***Combining Ethnography and Survey Analysis in the Study of Racial Attitudes*, Monica McDermott, Stanford University, mcderm@stanford.edu**
There are three main ways in which one might use ethnographic data to explain findings from an analysis of secondary survey data. The first involves interpreting the meaning of survey results with reference to the data from the fieldwork. The second involves using fieldwork data to analyze the possible meanings attached to survey questions by respondents. The third involves treating the survey interview itself as a type of context, and comparing the attitudes expressed in the contexts of the fieldwork and the context of the survey interview. One of the major contributions of interpretivist approaches in the social sciences is their identification of the mechanisms involved in the generation of observed phenomena; this stands in contrast to positivist reasoning which establishes the existence of such phenomena. Basically, positivist approaches tell us the "what" and interpretivist approaches give us the "why." While these approaches do not strictly correspond to the differences between quantitative and qualitative methods, there is typically an alignment between a positivist logic and quantitative methods and an interpretivist logic and qualitative methods. I will provide examples of the mutual complementarities of these logics by documenting certain white attitudes towards blacks with survey data, then elucidating the mechanisms by which certain subsets of whites might come to hold such beliefs with reference to participant observation research.

***Priming Racial Attitudes: Content Analyses of Political Campaigns*, Vincent Hutchings, University of Michigan, vincenth@umich.edu and Nicholas Valentino, University of Michigan**
Our research on racial attitudes examines how politicians craft campaign appeals in order to trigger or prime citizens racial attitudes with respect to candidate preferences. In the past, we have examined this issue through the use of sample surveys, laboratory experiments, and content analyses. In this manuscript, we focus on content analysis data wherein we have analyzed nearly 1,000 political advertisements from Presidential, Senatorial, and Gubernatorial campaigns throughout the nation in 2000 & 2002. Additionally, we have content analyzed multiple major newspapers from the same time period. In both cases we seek to uncover the specific ways in which candidates implicitly and explicitly link issues with racial groups. We believe this study is relevant for attitudes on race because we envision public opinion as the product of an interactive process wherein elites cue voter reactions, which in term shape elite communication strategies. In short, one cannot fully understand citizen views on race without also understanding how those views are influenced by elite cues.

***Using Focus Groups to Understand Racial Attitudes*, Lawrence Bobo, Harvard University, bobo@wjh.harvard.edu**
Focus groups are a valuable tool for survey researchers at all stages of the research process. Focus groups can help researchers identify key topics or themes, generate hypotheses, develop survey questions, and can also help contextualize the results of survey-based analyses. I will discuss my experiences using focus groups to identify salient racial issues and develop survey questions on racial prejudice, stereotyping and racial policies for a variety of research projects. Attention will be given to the development of issues and questions that are particularly relevant to the experiences of people of color.

## WEB SURVEYS: COOPERATION AND EFFECTS

***Gaining Respondent Cooperation in College Web-based Alcohol Surveys: Findings from Experiments at Two Universities*, Scott D. Crawford, MSIResearch, scott.crawford@msiresearch.com, Sean McCabe, University of Michigan, plius@umich.edu, Bob Saltz, Prevention Research Center, saltz@prev.org, Carol Boyd, University of Michigan, caroboyd@umich.edu, Bridget Freisthler, Prevention Research Center, bfreisthler@prev.org, and Mallie J. Paschall, Prevention Research Center, paschall@prev.org**
Use of the Web for survey data collection from college students has proliferated. Students have near universal access to the Internet and schools usually maintain master lists of email addresses, which provide an excellent sampling frame from which to study student opinions and behaviors. However, many obstacles exist in making contact with and gaining student cooperation in Web-based surveys, including: alternative email addresses; proliferation of unwanted email (SPAM); over-surveying; and competition from normal student activities such as academics, work, and socializing. We will present findings from two college student alcohol surveys conducted during the spring of 2003. One was conducted at the University of Michigan (UM), Ann Arbor, and the second at the University of California (UC), Berkeley. The UM study was conducted as a census of the full-time undergraduate population and the UC study was conducted with a random sampling of 2,000 undergraduates. Both studies included several experiments on survey process in addition to measuring substance use behaviors. Using these two studies, we evaluated varying factors that can be controlled by the investigator and may affect response rate, completion rate, and data quality. These included; 1) Time of day of email invitation. 2) Variation in title and name used in the FROM line on email (invitations/reminders). 3) Use of a pre-notification letter sent via U.S. mail. 4) Incentive amounts ($5 vs. $10). 5) Incentive timing (pre-paid vs. post-paid). We will present the results of these experiments, and discuss their implications for implementing Web-based surveys among college students. We will also present our thoughts on the generalizability of these results to other survey populations.

*Editing Strategies for Electronic Establishment Survey Data Collection: Research and Experience,* **Amy E. Anderson, U.S. Census Bureau, amy.e.anderson@census.gov, Elizabeth D. Murphy, U.S. Census Bureau, Elizabeth.D.Murphy@census.gov, Elizabeth May Nichols, U.S. Census Bureau, Elizabeth.May.Nichols@census.gov, Richard S. Sigman, U.S. Census Bureau, Richard.S.Sigman@census.gov, and Diane K. Willimack, U.S. Census Bureau, Diane.K.Willimack@census.gov**

Human error, such as programming mistakes, miscalculations by respondents, keypunch errors, and interviewer misclassifications are a fact-of-life for surveys. The goal of data editing is to identify and correct as much error as possible. In traditional mail surveys of establishments, data editing is performed during post-data-collection processing. The growth in electronic data collection via computerized self-administered questionnaires or Web surveys opens the door to incorporating data edits into the data collection instruments themselves, so that suspicious data entered by respondents may be corrected – or explained – at their source. The result should be improved data quality that more accurately reflects respondents' circumstances. However, incorporating data edits into the data collection instrument brings with it new responsibilities and new issues for survey designers. What types of edits are appropriate for the instrument itself and which should remain relegated to post-collection processing? How many edits are too many, beyond what the respondent will bear? How should edit messages be formulated so that respondents may use them effectively? The U.S. Census Bureau has more than ten years' experience with electronic data collection for establishment surveys, along with having conducted usability research with business respondents. This paper will share insights gained from this experience and research and will describe how editing strategies have evolved so that data quality is improved without sacrificing survey response.

*Connecting Social Capital Offline and Online: The Effects of Internet Uses on Civic Community Engagement,* **Seungahn Nah, School of Journalism and Mass Communication, University of Wisconsin-Madison, snah@wisc.edu**

This paper examines how offline civic community is connected to online civic community, considering the role of community contexts and communication in the context of social capital. Specifically, this study takes into account three groups of antecedents: 1) demographics, 2) community contexts (i.e., home ownership, religious services attendance, neighborhood intimacy, and community satisfaction), 3) communication, such as the length of Internet use both in home and work, to predict both online and offline community engagement, and in turn, its relationship between online and offline community engagement. Hypotheses were tested using data collected from the 2001 (January) Communities and the Internet Survey of the Pew Internet and American Life Project conducted by the Princeton Survey Research Associates. As a whole, the model for online community engagement explained 14.1% of the variance with the times of Internet uses both in home and work, and offline community engagement being three of the strongest predictors along with neighborhood intimacy, religious services attendance, gender, age, education income and race/ethnicity. The model for offline community engagement explained 18.5% of the variance with religious services attendance and neighborhood intimacy being two of the strongest predictors along with online community engagement, gender, education, and race/ethnicity. These analyses show that Internet use is positively related with both offline and online community engagement. Also, analyses show that network characteristic of neighborhood intimacy and religious services attendance can contribute to both offline and online community activities. Finally, the results suggest that offline civic community is closely related to online civic community through community context and Internet use. In particular, if online community activities are associated with physically based offline community activities, they may be closely connected each other. Implications for future research on civic community, social capital and civic society are discussed.

*Web-based surveys in market and social research – Usage and needs of different user groups in the EU,* **Lars Kaczmirek, ZUMA (Centre for Survey Research and Methodology), kaczmirek@zuma-mannheim.de, Michael Bosnjak, University of Mannheim, Dept. of Psychology II, bosnjak@tnt.psychologie.uni-mannheim.de, Wolfgang Bandilla, ZUMA, bandilla@zuma-mannheim.de, and Tina Auer, ZUMA, auer@zuma-mannheim.de**

The project Web Survey Methodology Site (http://www.websm.org/) was funded by the European Union to establish an internet portal in order to address people who conduct web based surveys or do research in the field. The aim of the information portal is to gather and distribute knowledge as well as to provide a basis for communication and solutions. Early in 2003 two surveys were conducted to assess the needs of people in the EU interested or working in the field of web based surveys. More than 600 persons participated in the project's following two surveys: an intercept survey conducted with portal visitors and an email survey conducted with the members of ESOMAR. The results provide information about the distribution of user groups and time dedicated to online surveys. Several items concerning both technical features and content of an information portal were rated according to their perceived usefulness. Open ended questions supplied data on various other information needs. Surprisingly, only a minority of the participants exclusively work in the field of online-surveys. Despite the fact of a relatively long research tradition in questionnaire design and nonresponse, a major priority was assigned to these topics. Users seek for guidance during the whole survey process, reaching from sampling and questionnaire design to technical implementation and analysis. Summarising, it becomes clear which research topics are specially demanded in practice. Additionally, areas in frequent need of consulting can be identified.

## PREELECTION POLL METHODS AND MEASURES

*Vote Over-Reporting: A Test of the Social Desirability Hypothesis,* **Allyson L. Holbrook, University of Illinois at Chicago, allyson@uic.edu, and Jon A. Krosnick, The Ohio State University, krosnick@osu.edu**

Scholars studying political behavior have long been troubled by the fact that survey respondents typically report having voted at a rate higher than the nation in fact turned out on election day. Many observers of this phenomenon have presumed that it reflects intentional misrepresentation by respondents who did not vote but would be embarrassed to admit it. This experiment is the first to test this social desirability response bias hypothesis directly by implementing two techniques that allowed respondents to report confidentially whether or not they voted in the 2002 election: the "list" technique and randomized response. Data from a representative national sample of adults collected suggest that the list technique can effectively be used to measure voter turnout and that social desirability concerns do not lead people to intentionally distort their direct self-reports. However, respondents were apparently unable or unwilling to implement the randomized response properly, suggesting a limit to its utility in general public samples.

***RDD versus A Listed Voter Sample: An Experiment,*** **Cliff Zukin, Rutgers University, zukin@rci.rutgers.edu, Rob John Suls, Rutgers University, suls@eden.rutgers.edu, and Chintan Turakhia, SRBI, C.Turakhia@srbi.com**
This paper will present the results of a statewide survey conducted in New Jersey in January of 2004. Two samples of 400 respondents each were conducted at the same time. One sample employed a common RDD sample; the other was drawn from a list of registered voters. This serves as the independent variable. Substantive dependent variables include field costs and interviewing statistics, political views, policy positions and demographics

***Methodological Challenges in Polling a Vote-By-Mail Election,*** **Joel D. Bloom, University of Oregon, jbloom@uoregon.edu**
While election polling poses special challenges under the best of circumstances (see my revised AAPOR 2003 paper at http://www.uoregon.edu/~jbloom/AAPOR03revision.pdf) Oregon's vote-by-mail system is a case by itself. Ballots are mailed out three weeks prior to election day and voters may return their ballots any time up until 8:00 PM on election day (postmarks do not suffice – ballots must be received by that time). While several other states with no-fault absentee ballots have vote-by-mail rates approaching 50%, Oregon is the only exclusively vote-by-mail state. This means that rather than going to the polls on a single day, Oregon's voting takes place during a 3-week window. Under optimal conditions a public opinion survey provides a "snapshot in time" and consumers of election polls know that "a lot can still happen between now and election day." But what if the amount that can happen between now and election day is limited by the fact that many voters have already cast their ballots? (Some observers of the California recall election have postulated that the impact of the groping accusations against Schwarzenegger was limited because many voters had already turned in their absentee ballots.) Using two surveys of 800 Oregon voters in special elections on statewide tax issues conducted by the Oregon Survey Research Laboratory, throughout the months of January 2003 and January 2004 (including all or virtually all of the balloting time frame for the two elections) I will examine a number of issues related to shifting patterns in voting over time and compare a variety of weighting techniques utilizing data available during the vote-by-mail period in real time related to the numbers and percentages of ballots turned in, as well as other factors.

***A Forecast of the 2004 U.S. Presidential Election,*** **Helmut Norpoth, Stony Brook University, hulmut.norpoth@sunysb.edu**
The paper presents a forecast model of the major-party vote in American presidential elections that is based on these predictors:
· Primary support of the major-party nominees
· Long-term partisanship
· Presidential vote cycle
The parameters of the model are statistically estimated with data from presidential elections since 1912 (n = 23), going back farther, and thus covering more elections, than any other forecast model. With an R2 of .92 and a standard error of 2.5, this vote model, in a post-facto sense, picks the winner in all but one of the elections from 1912 to 2000. The lone miss occurs in 1960, the closest contest in the 20th century. I also present the theory behind the predictors, the measurement of the variables, and the estimation and testing of the statistical model. As of this moment, the complete model is able to make only conditional forecasts of the 2004 presidential election. Given the most likely outcome of the New Hampshire Primary on January 27, 2004, George W. Bush is forecast to win reelection in November, with the margin of victory depending on the primary support of his Democratic opponent.

## MEDIA TRUST AND CREDIBILITY

***Trust or Bust?: Questioning the Relationship between Media Trust and Media Attention,*** **Ann E. Williams, University of Michigan, aewillia@umich.edu**
Within the existing literature on social capital, scholars have made a distinction between social and institutional trust; the former being trust in other people, the latter being trust in public and private establishments including government agencies and corporate entities. It has been previously argued that these are not only theoretically distinct concepts, but that they also hold unique associations with certain social capital outcomes. This paper borrows the distinction between trust in people and trust in institutions that has been made within the realm of social capital production and applies it in a similar way to mass media consumption. Three new measures of media trust are introduced—1) trust of news information, 2) trust of those who deliver the news, and 3) trust of media corporations. The first measure is a commonly employed indicator of media trust that applies to content; the second is a form of interpersonally-based media trust that relates to individual actors working within the media industry; and, the third is a measure institutionally-based media trust that relates more directly to the organizational structure of media establishments. It is hypothesized that these different types of media trust will relate to news attention in distinct ways, specifically when examined across mediums. Survey data collected via telephone interviews in the Fall of 2002 from a geographically representative sample (n=392), selected via probability sampling techniques, was used to explore the relationship between measures of media trust and attention given to news media. After controlling for demographic variables (age, education, income, and sex), the relationship between individuals' trust of information construed via the media had a direct positive association with the attention they gave to newspaper and television news. A significant positive relationship between trust in those who deliver news and media consumption was also present, however only with respect to attention given to newspapers; the relationship was not significant with respect to attention given to television news. When measuring trust in the corporate entity that sponsors the news outlet, a significant positive relationship between media consumption and news attention also existed, however only with respect to attention given to television news; the relationship was not significant with respect to attention given to newspaper news.

***Assessing Newspaper Accuracy: Using the Internet to Improve a Classic Survey Technique,*** **Scott R. Maier, University of Oregon, smaier@oregon.uoregon.edu**
For more than 60 years, mass communication researchers have relied on self-administered mail surveys to assess newspaper accuracy, asking people cited in news stories whether the information was correctly reported. But most accuracy studies involve a single local news market and the cooperation of the newspaper being examined, making comparison of news accuracy across newspapers and over time difficult if not impossible to assess. Seeking to provide an independent benchmark measure of newspaper accuracy in the United States, this study attempts to use Internet technology to overcome these limitations. Two methodological research questions are posed: (1) Using Internet search tools, is it feasible to generate a database of mail and email addresses for a large sample of news sources cited in news stories across the nation? (2) Will mixed-mode data collection, using mail and web-based surveys, enhance source participation? Results show that new technology facilitates a cross-market accuracy survey of news sources. Working addresses were found for primary news sources cited in nearly all of the 7,600 newspaper stories in 20 U.S. markets studied. The response rate was 68 percent, indicating that news sources are willing to participate in a long-distance, independent survey. The response rate for the 10 newspapers in the mixed-mode experimental group was 6 percentage points greater than for the all-postal control group. The mixed-mode group also had fewer refusals,

undeliverable addresses, and partially completed questionnaires. Respondents using the web questionnaire were significantly younger than those responding by mail, but otherwise differed only slightly in demographic make-up or in their assessment of newspaper accuracy. Mixed-mode data collection had an auxiliary benefit: Pre-notification letters by email provided a low-cost, rapid-response system of list validation, enabling researchers to correct addresses and other information before expensive mail surveys were sent.

***Developing a Model of Newspaper Credibility, Circulation, Community Affiliation and Demographics*, Mark D. West, UNC - Asheville, west@unca.edu, and Donald L. Diefenbach, UNC - Asheville, ddiefenbach@unca.edu**

Newspapers, in an era of increasing competition from other media such as television and the Internet, have found it difficult to maintain circulation. In addition, ongoing assaults upon newpaper credibility such as accusations of pervasive political bias may have meant that newspaper credibility has suffered as well. These issues, in tandem, have resulted in what Philip Meyer called a 'death spiral' for newspaper circulation. In addition, research suggests that the increasing dominance of chain ownership of newspapers has accellerated reader dissatisfaction toward newspapers. Chain ownership has often been accused of bringing the values of remote owners to local newspaper editorial pages, and cost-cutting has meant an increased reliance upon wire copy to the exclusion of locally-generated copy. The result, many commentators have observed, is that the local paper now looks like local papers everywhere -- and readers believe that remote chain owners, rather than local citizens like them, control what they read. This is yet another factor, goes the argument, driving down circulation. The research presented here attempts to provide an empirical model, created using structural equation methodologies, of the relationship between credibility, circulation, community affiliation, and demographic variables, based on a regional random-digit dialing telephone survey with 411 respondents.

## PANEL ATTRITION

***Short-Term Prospects for Continued Survey Participation for Tenuously-Attached and/or Almost-Missed Household Members*, Anna Y. Chan, U.S. Census Bureau, anna.y.chan@census.gov**

As part of a long-term effort to improve the Survey of Income and Program Participation (SIPP) core interview, Census Bureau staff implemented numerous changes throughout the SIPP questionnaire, and evaluated those changes in a series of field experiments. One main objective identified for the demographics sections of the instrument, was to design a new roster and a new set of non-standard roster probes to collect a more complete initial roster and to capture marginal and tenuously attached household members. An earlier paper (Chan 2003) has discussed positive results on the newly designed roster procedures and probes. Little is known about the long-term prospects of tenuously-attached household members in SIPP. These members were either enumerated by the initial roster and later reported not usually living in the household or were almost-missed household members identified by roster probes during the first wave of the Survey of Income and Program Participation field tests. Currently, SIPP revisits sample households 9 times over 3 years. What happens to the Wave 1 tenuously-attached people in later waves of the survey? Do they remain "in" (according to SIPP definitions) the households where we first identified them, or do they move out with some frequency, or even come and go? Do these people provide useful data? Answers to these questions have major implications for the future design of the SIPP interview. What's the best way to continue to probe for this category of likely-to-be-missed persons in the eight followup survey waves? How do we balance the survey's coverage quality against respondent burden? This exploratory research will utilize data from the second and third Methods Panel field tests (2 waves were administered) and will explore at least the short-term prospects for continued survey participation for tenuously-attached household members.

***Panel Attrition and its Effects on Results from a Longitudinal Study: An Examination of Changes in Participants and Attitudes in a Web-based Panel Survey of HIV and AIDS Stigma Attitudes*, Rodney K. Baxter, RTI International, rbaxter@rti.org, and Elizabeth Dean, RTI International, edean@rti.org**

Longitudinal studies offer the opportunity to examine trends over time both in terms of participation and attitudes. However, the loss of participants from one wave to another can result in bias of survey results. The Study of HIV and AIDS Stigma, conducted for the Centers for Disease Control (CDC), is a longitudinal study of a national, RDD selected Knowledge Networks panel investigating knowledge of HIV and AIDS, as well as attitudes and beliefs surrounding this issue. The survey was initially conducted in summer 2000 with a follow-up in spring 2003. Comparisons are made of panel participants and non-participants between the 2 waves, as well as changes in attitudes. Survey non-participants at time 2 include non-respondents who are still on the panel, and non-respondents from attrition (who have chosen to withdraw from the panel). In addition, we investigate changes in attitudes over time and discuss the implications of differing panel participation on those changing attitudes and how this may result in biased data. Early analysis indicates that participants with more negative attitudes in wave 1 were less likely to participate in wave 2 resulting in potential bias to the results.

***Contact Histories as a Tool for Understanding Attrition in Panel Surveys*, Nancy Bates, U.S. Census Bureau, nancy.a.bates@census.gov**

The collection of contact history information in personal visit surveys is beneficial as a real-time feedback mechanism for regional offices and interviewers. Contact histories typically record the number of calls, time of call, date of call, and outcome for every contact or contact attempt prior to closeout. Previous studies of panel surveys suggest that feeding such information about respondents forward to interviewers at the next wave is a critical procedure to minimize attrition over the life of the panel (Laurie, Smith and Scott, 1999). Such information increases the chance for contact, allows for tailoring strategies, and helps target those most likely to attrit the survey. The Survey of Income and Program Participation (SIPP) is a household longitudinal survey conducted by the U.S. Census Bureau. Like other longitudinal surveys, the SIPP is experiencing increases in attrition. In 2002, the SIPP 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 fielded during Waves 1 and 2 reflecting around 5,000 sample households and yielding over 20,000 contact records. This paper will present analysis of the contact histories with a particular focus on households that attrited between waves. Basic research questions will include: what contact strategies resulted in successful interviews in both Waves 1 and 2? Do households that attrit share common characteristics and if so, can we use these to plan better contact strategies? For households that attrited, did they require an above average number of contacts in Wave 1 – in Wave 2? What were the Wave 1 interim outcomes of households that attrited – were they noncontacts, soft refusals or something else? Results will help guide the development of an automated contact history instrument being designed for future SIPP panels.

***Characteristics of Wave Nonrespondents in the Israeli Labor Force Survey*, Douglas A. Wissoker, Urban Institute, dwissoke@ui.urban.org, and Ronit Nirel, Central Bureau of Statistics, Israel, ronit@dev.cbs.gov.il**

In this paper, we report the findings of an analysis of wave nonresponse using recent panel data from the Israeli Labour Force Survey. Our primary purpose is to examine the extent to which the demographic characteristics and employment of wave nonrespondents (WNRs) differ from those of respondents and the implications for bias. We impute data on survey measures for WNR households and compare the imputed values with the observed values for respondents. Imputed measures are also compared across reasons for nonresponse. To assess bias, we compare the estimated statistics for respondents to those for the full sample based on imputed values for WNRs and alternative assumptions regarding those who never respond. An examination of process and cross-wave indicators of nonresponse bias supplements this analysis. We examine patterns of survey statistics by the number of visits required to obtain an interview and by numbers of interviews, waves without contact, and waves with refusals. If nonresponse were a major problem, we would expect these patterns to line up with the estimated differences between respondents and WNRs. The findings are then used to provide bounds on the full-sample estimates. Overall, we find evidence of differences between respondents and nonrespondents for selected demographic measures and location of the household and mixed evidence regarding employment measures. We find strong evidence of higher rates of single person households and unmarried heads of household among nonrespondents and fairly strong evidence of lower rates of households with only older adults or with children among nonrespondents. In addition, nonrespondents are more likely to live in large localities. We find differences in employment measures in only the last two waves, but these are not supported by some of the supplemental analyses. Finally, the bounds on the full-sample estimates suggest relatively small biases due to nonresponse.

## BOOSTING SURVEY COOPERATION

***First contacts by phone or in person? Some evidence from the German General Social Survey (ALLBUS) 2000*, Michael Blohm, Centre for Survey Research (ZUMA), blohm@zuma-mannheim.de, and Koch Achim, Centre for Survey Research (ZUMA), koch@zuma-mannheim.de**

It is widely acknowlegded that the interviewers play an important role in determining the response rate achieved in a survey (cf. Groves/Couper 1998; Hox/de Leeuw 2002). Demographic characteristics of interviewers, their personality, experience, expectations, attitudes, and particularly their behaviors are possible factors influencing the success they have in gaining cooperation from potential respondents. As Groves/Couper point out, the interaction between interviewer and potential respondents at the time of the survey request is critical. The paper analyzes the role of demographic characteristics of interviewers, their experience as an interviewer, their self-confidence and information on their contact behavior. Our main interest is whether target individuals contacted first by a personal visit are more likely to participate in face-to-face surveys than target persons who where first contacted by telephone. Our data come from the German General Social Survey (ALLBUS) 2000. After data collection the interviewers were asked to complete a questionnaire. Also information on the different contacts (e.g. timing, mode of contact, contact outcome) and some information about the target individuals (e.g. sex, age, housing) is available. Our main dependent variables are the likelihood of being contacted and the likelihood to cooperate in ALLBUS (both based on information from the contact protocols). We do not employ an interpenetrated design to measure interviewer effects, instead, we introduce – in a multi-level model – some control variables to account for assignment area differences between interviewers.

***Refusal Conversion: Monitoring the Trends*, Karen Foote Retzer, University of Illinois, karenr@srl.uic.edu, David Schipani, University of Illinois, Davids@srl.uic.edu, and Young Ik Cho, University of Illinois, youngc@srl.uic.edu**

As response rates decline and refusal rates increase, efforts have been made to convince potential respondents who refuse to take part in interviews to change their minds. Recent research and AAPOR presentations have focused on many aspects of refusal conversion--the use of incentives in converting refusals (Singer, Groves, and Corning, 1999; Kropf, Scheib, and Blair, 2000; Fishtein, Barton, and Ciemnecki, 2002 AAPOR presentation); the scheduling of phone calls for refusal conversion (Edwards, DiSogra, and Yen, 2003 AAPOR presentation); and training interviewers in refusal conversion (Kolmstetter and Denbow, paper presented at 1992 AAPOR). At the same time, research has been done to evaluate response bias that may occur when data from individuals who initially refused are included in survey results. Some of these studies have found, in reviewing the key estimates of findings, that initial acceptors and initial refusers do not differ significantly (Triplett, Safir, Wang, Steinbach and Pratt, 2002), while other studies indicate that substantive differences may exist (McDermott, 2001 AAPOR presentation). Though much research is being done on many aspects of the refusal conversion process, little has been documented that reports the measured effect of the refusal conversion efforts. Our paper will propose some formulas to measure refusal conversion. We will use these formulas to review past studies to show any changes over time in refusal conversion rates. We will also compare answers from individuals who never refused to the answers of those who did, to see if the analysis of key variables is affected by the inclusion of refusals (i.e., if the results would have been significantly different in the absence of refusal conversion).

***Getting Them to Stay on the Phone: Large-scale Experiment of Combining Incentive with a Pre-contact Letter*, Charles D. Shuttles, Nielsen Media Research, Chuck.Shuttles@NielsenMedia.com, Jennie W. Lai, Nielsen Media Research, jennie.lai@nielsenmedia.com, and Paul J. Lavrakas, Nielsen Media Research, paul.lavrakas@nielsenmedia.com**

A relatively recent approach to raising RDD response rates involves sending an advance recruitment letter with a small amount of cash to sampled households for whom a matching process identifies a mailable address. The use of prepaid incentives is a much-studied subject in the research industry. Singer (2003) concludes that there is "widely documented success of incentives in counteracting [refusal rates]." The use of monetary incentives is designed to counter increasing refusal rates. This paper will report on the results of a very large nationwide experiment conducted in January-February 2004 that involved the experimental testing of two factors and their interaction. The two factors are the use of cash with the advance letter ($1, $2, $3) and a flyer promoting research and the survey's sponsorship. The effect of these factors on the RDD response rate is the primary dependent variable. Cooperation in a subsequent mail survey, which RDD stage precedes, is a secondary dependent variable. In theory, sending cash prior to contacting a household by phone should positively predispose the household to the recruitment phone call. The sending of promotional materials about the importance of the research and increasing understanding of the survey's sponsorship is designed to increase a household's receptiveness to the request that they cooperate in the survey. The interaction effect of sending cash incentive with the promotional materials is expected to be greater than the sum of the independent effects.

## FRIDAY POSTER SESSION

***A Comparison of Lab-Based and On-Site Usability Testing,*** **Elizabeth Dean, RTI International, edean@rti.org**
Lab-based usability testing and on-site usability testing conducted in users' natural environments both offer significant advantages to the usability practitioner. Lab-based testing allows the tester more control over the test environment – for example, web questionnaires can be operated on the same computer with the same browser so that only the questionnaire design and routing can be tested. On the other hand, on-site testing enables the tester to observe the user amidst the surroundings where he or she would actually be completing the web form. It may be a more realistic test of the user's interaction with the instrument. The disadvantages of on-site testing include distractions and interruptions, as well as the possibility of less reliable data if portable video equipment is not available. This poster presents the results of a comparative study of lab-based and on-site usability testing of two web forms – human resources management software and a tool developed to analyze health survey data.

***A Mediational Model Showing the Relationship between some Organizational Characteristics as Perceived by Employees' following Reorganization.,*** **Terrence Thomas, North Carolina A&T State University, twthomas@ncat.edu, Frank Clearfield, Natural Resources Conservation Service, clearf@ncat.edu, Benny Gray, North Carolina A&T State University, grayb@ncat.edu, and Victor Ofori-Boadu, North Carolina A&T State University, vo993131@ncat.edu**
In order to improve customer services, the Natural Resources Conservation Service (NRCS) implemented a reorganization plan to achieve a better fit between the agency, its employees and customers. Research has shown that employee opinion is a major factor that contributes to organization performance. Following reorganization the NRCS sought the opinion of its workers on the role of Leadership, Organizational climate, communication and innovation and their effect on customer orientation of the organization. Response from a national survey of a random sample of 1000 NRCS workers was used to test a hypothesized two stage mediational model. In the first stage of the model, it is hypothesized that Communication mediates the impact of Leadership on Organizational climate variables: Quality of work life, Involvement in Agency change, Teamwork and Training. In the second stage of the model, it is hypothesized that the impact of organizational climate variables on customer orientation is mediated by innovation. Preliminary test for fit of the model showed that, all mediational links in the model were significant at $p<0.05$ using the Goodman and Sobel test (Benny and Kenny, 1986). These results confirm that leadership operates through communication to create a favorable organizational climate. Once this positive organizational climate is created, it fosters a positive employee attitude toward innovation, which then leads employees to have a favorable view of customer orientation and develop behaviors that will improve customer relations. Struuctural equation modeling using Amos statistical software will be used to test the overall fit of the model.

***Application of Geographic Information Systems to Enhance the Accuracy of Listed Samples,*** **Aaron K. Maitland, Iowa State University, maitlan7@iastate.edu**
Many samples used by survey researchers are drawn from lists provided marketing companies or found in local telephone directories. However, many times the boundaries from these lists do not match the boundaries of the study area. This paper uses case studies from two research projects to show how GIS can help assess how well the sampling frame matches the study area. It particularly focuses on the use of geocoding procedures used to map potential survey respondents and the mapping of census block household counts to identify the target population.

***A Pre- and Post-Test Experiment Investigating the Effectiveness of Voice Training for Telephone Interviewers,*** **Barbara C. O'Hare, Arbitron, barbara.o'hare@arbitron.com, and Kathryn Downey-Sargent, Arbitron, kathryn.downey-sargent@arbitron.com**
There has been much debate about what can be done to improve response rates with regard to interviewing processes and scripts. Researchers in the survey industry have found that there is no magic bullet for telephone introductory scripts. Furthermore, many researchers have found that the strongest predictors of higher response rates are interviewers' self-rated confidence and ratings of how conversational the interviewers appear. Other research has shown the effectiveness of giving interviewers additional training. Accordingly, Arbitron conducted an interviewer training study, termed the Refresher Interviewer Training (RIGHT) study. The goal of the study was to facilitate interviewer performance quickly and efficiently through the use of refresher training modules focused on voice qualities. We trained on pace, inflection, cadence, tone, grammar, powerful speech (confidence), and persuasive speaking. For this training module, we used a voice and speech specialist to develop and conduct the training. Follow-up discussions were lead by Arbitron training specialists. Sixty-two newly hired interviewers were recruited, with 27 completing the four to five week study during the Spring and Summer 2003 Arbitron Syndicated Radio Diary Service surveys. The interviewers were randomly assigned to treatment (training) or control groups. We gathered several pre- and post-test measures for both the treatment and control groups: voice qualities, Placement success rate (interviewing performance), attitudinal changes, interviewing knowledge, and attendance and retention. Overall, the RIGHT study showed mixed results regarding voice quality improvement for those attending the voice training. It also showed mixed results for interviewers' confidence, performance, knowledge, and retention. In light of the survey literature, these results were unexpected. Possible causes of the mixed results are explored. Finally, we discuss the next stages of improving interviewer training protocols as a way of affecting survey response rates.

***A Prospective Measure of Survey Result Credibility,*** **Nat Ehrlich, Michigan State University IPPSR, nathaniel.ehrlich@ssc.msu.edu**
The field of survey research will be considered as incomplete until we adopt a standard metric for assessing the overall quality or credibility of a given survey result. The gold standard in experimental science is, of course, the concept of statistical significance: setting up an experiment to test the "null hypothesis", literally, the hypothesis of no difference between what was observed in the experiment and what observations would have occurred if nothing but random chance had been operating. Note that the operating logic is to DISPROVE the null hypothesis and then, by inference, accept the alternative hypothesis, that the observed effect was due to the experimental treatment.Starting with the AAPOR Guide to Best Practices, which proposes twelve suggestions for conducting research, this paper constructs uses three basic calculations to answer the question, 'how likely is it that the result obtained would be NEGATED if the survey were conducted again and the pool of non-respondents was reduced by 50%. Of the three basic calculations – size of sampling error when predicting to a population from a sample, distribution over categories of the result, and response rate – only response rate appears in the AAPOR Guide, and then the admonition is to "Maximize cooperation or response rates within the limits of ethical treatment". The paper will show that, for any given result, we can use response rate, distribution of results, and sampling error to estimate the likelihood, in terms of an odds ratio [i.e., the chance of negating this result if we had gotten responses from half the non-respondents is three to one against] no matter what the response bias of the non-respondents might have been. In summary, this method allows for the scenario in which ALL the non-respondents would have been biased to respond differently from the majority of actual respondents.

*Assessing Data Quality for Hard to Reach and Reluctant Respondents in an RDD Telephone Panel Survey*, **Robie Sangster, Bureau of Labor Statistics, sangster_r@bls.gov, and Brian J. Meekins, Bureau of Labor Statistics, meekins_b@bls.gov**

Past efforts to assess the impact of effort in telephone surveys have focused primarily on the outcome of survey response as a result of the number of call attempts or refusal conversion efforts. This paper furthers this research by examining the impact of calling effort on both nonresponse and data quality using multiple logistic and Poisson regression models. Specifically, we examine whether reluctant respondents (defined by past refusal or repeated callbacks), and hard to reach respondents (defined by a large number of non-contacts) provide data of significantly lower quality. We use data from eight quarters of the Telephone Point-of-Purchase Survey, a large, nationally representative RDD rotating panel survey conducted four times per year (n=143,626). Extensive effort is expended on the TPOPS. The hard-to-reach group is 15% of the total sample and has a mean number of attempts of nearly 17. The Bureau of Labor Statistics (BLS) conducts the TPOPS to collect the sample frame used in pricing goods and services for the Consumer Price Index. Respondents identify the name and address of the "outlets" (e.g., grocery stores, theatres, physicians, and mail-order catalogs) where they purchase various types of goods and services. This type of completely volunteered information is greatly affected by respondent motivation. Quality is assessed by the number of outlets reported and the quality of the address information for those outlets. In addition, data inconsistency and completeness is examined. Controlling for many other factors, we find reluctant respondents report significantly less complete outlet addresses than the overall sample and significantly fewer unique outlets. Hard-to-reach respondents report less complete outlet information and report somewhat fewer unique outlets, as well. These groups are also less likely to complete subsequent waves of the survey. Conversely, demographics are improved by pursuing the reluctant and hard to reach respondent.

*Assessing the effect of the Office of Management and Budget (OMB) definition change for Metropolitan Statistical Areas using Behavioral Risk Factor Surveillance System (BRFSS) data.*, **Luann Rhodes, CDC, NCEH, EHHE, APRHB, lgr5@cdc.gov, and Jeanne Moorman, National Center for Environmental Health, Centers for Disease Control and Prevention, zva9@cdc.gov**

On December 27, 2000, OMB released the new standards for defining Metropolitan Statistical Areas in a Federal Register Notice (65 FR 82228-82238). The reclassification of statistical areas covers approximately 93% of the U.S. population and Puerto Rico compared with 80% of the U.S. population in the 1990 standards. The number of counties included in metropolitan statistical areas increased from 27% to 56%. We explore the effect of the definition change in asthma prevalence using BRFSS data. In 2000 and 2001, BRFSS "cities" were defined using the 1990 standards for Metropolitan Statistical Areas. More than one hundred cities defined by the metropolitan statistical area code (MSA), the primary metropolitan statistical area code (PMSA) or New England county metropolitan area (NECMA) were included in the 2000 and 2001 data. In 2002, BRFSS used the new OMB definition for metropolitan statistical areas to define the geographic areas for 213 cities. We selected 12 "cities" common to the 2000, 2001 and 2002 BRFSS and assessed change in lifetime and current asthma prevalence. In 8 of the 12 cities, lifetime asthma prevalence increased from 2000 to 2001 and in 10 cities from 2001 to 2002. Current asthma prevalence increased in 5 cities from 2000 to 2001 and in 8 cities from 2001 to 2002. In 6 of the 7 cities with additional counties in their metropolitan statistical areas, the self-reported lifetime and current asthma prevalence increased in 2002. In 3 of the 4 cities with the same number of counties, lifetime and current asthma prevalence increased from 2001 to 2002. In the city with a decrease in the number of counties, lifetime and current asthma prevalence decreased from 2001 to 2002. We conclude the new OMB standards may contribute to a change in lifetime and current asthma prevalence in the 12 selected cities.

*Benefits and Burdens of Web-based Data Collection among College Students*, **Ananda Mitra, Wake Forest University, ananda@wfu.edu, Robert DuRant, Department of Pediatrics, Robert H. DuRant [rdurant@wfubmc.edu], Mark Wolfson, Section on Social Sciences and Health Policy, Mark Wolfson [mwolfson@wfubmc.edu], Barbara Martin, Dept. of Pub Helath Science, Barbara Martin [bamartin@wfubmc.edu], Heather Champion, Public Health Science, Heather Champion [hchampio@wfubmc.edu], Mary C. O'Brien, Dept of Emergency Medicine, mobrien@wfubmc.edu, Morrow Omli, Public Health Sciences, Morrow Omli [mromli@wfubmc.edu], and Andrea Williams, Wake Forest University School of Medicine, Andrea E. Williams [aewillia@wfubmc.edu]**

This paper reports on key lessons learned from a web-based data collection methodology used to study alcohol use behavior among college students. The methodology included several steps starting with postcard pre-notifications sent to the campus address of the students in the sample, as well as a poster media campaign initiated on campuses to encourage students to check for information about the survey. The pre-notification postcards and the posters included information about the incentive offered for completing the questionnaire. The e-mail was sent after the pre-notifications had been sent out and the posters were posted. The email included instructions for completing the survey. This paper discusses the key issues and challenges associated with this methodology. The first challenge with using web-based data collection is programming a survey designed as a paper and pencil questionnaire. Many "intuitive" things that are true for the formatting and structuring a paper questionnaire needed to be re-thought for the web-based environment. The second challenge was related to obtaining a high and consistent response rate. The average response rate of nine colleges across all school year classifications was 28.1% with a range of 45.5% to 10.2%. The variance in the response rate could be considered as functions of recency, persistence, access, and school size (or initial sample size from which to draw). Respondents with easy access were likely to respond within 24 hours of the receipt of the initial e-mail. Those without easy access took much longer to respond. In such cases, persistence was essential to increase response rates. Three or four reminders were sent to increase response rates in low-response rate sub-samples. Other challenges included processing the incentives for the respondents in a timely manner. The goal of this paper is to expand on the methodology and demonstrate the benefits and burdens of web-based data collection.

*Coding Analysis of Cognitive Interviews: Benefits and Drawbacks*, **Kristen Miller, National Center for Health Statistics, ktm8@cdc.gov, Gordon Willis, National Cancer Institute, willisg@mail.nih.gov, Lisa Moses, National Center for Health Statistics, bjz6@cdc.gov, and Beth A. Canfield, National Center for Health Statistics, canfield.16@osu.edu**

While cognitive interviewing is a widely used method for evaluating survey questions, there is little consensus among practitioners regarding the standards or criteria that make for quality cognitive evaluations. This deficiency has raised skepticism regarding the replicability, falsifiability, and, ultimately, the validity of cognitive interview findings. The vast majority of cognitive evaluation literature pertains only to interviewing techniques (e.g. pre-scripted vs. emergent probing, concurrent vs. retrospective probing). Very little attention has been given to the actual analysis of cognitive interviews. That is, how are findings from individual cognitive interviews to be analyzed and summarized? This paper will describe a National Center for Health Statistics project in which over 60 cognitive interviews, a much larger number of interviews than a typical cognitive evaluation project involves, were conducted in both English and Spanish and then coded to allow for quantitative analysis of interview data. Codes were based on the question-response model, depicting 1) the respondent's interpretations of key terms, 2) the respondent's process for judging, and 3) the presence of response error and response error type. The paper will describe the possible analyses that can be conducted with this coding system. In presenting the findings from this project, the paper will demonstrate the impact of language, income level, and interviewer on the question response process as investigated. Finally, the paper will describe the strengths, weaknesses, and methodological utility of this analytic technique.

***Coming Soon to a Mailbox Near You! The effect of pre-census publicity for the USDA's 2002 Census of Agriculture*, Kathleen E. Ott, USDA/NASS, kott@nass.usda.gov and Jaki S. McCarthy, USDA/National Agricultural Statistics Service, jaki_mccarthy@nass.usda.gov**
Promotion and publicity of large scale surveys has been routinely undertaken by organizations in the hopes of improving survey response. This may take many forms and information about upcoming data collection may be delivered to potential respondents in many different ways. The operational assumption behind promotion and publicity efforts is that higher awareness and more positive opinions of the survey will lead to higher data quality and lower costs. Costs can be reduced both through higher initial response and also with speedier responses, both leading to a reduction in costly followup data collection costs. Prior to data collection (and most publicity efforts) for the 2002 Census of Agriculture, the USDA's National Agricultural Statistics Service (NASS) conducted a survey of a subset of the Census population. This survey collected information about the respondents' awareness of the NASS, the upcoming Census of Agriculture and self reports of exposure to publicity and promotion of the Census. Information was also collected again, after publicity and promotion for the Census had been conducted and respondents should all have received at least one mailed Census form to complete. Measures of the overall effectiveness of NASS publicity efforts were made by comparing results of the 2 surveys. Response rates and speed of returns for those with the most knowledge of the Census were compared with those with the least. Analysis was also conducted to determine if the types of materials seen (e.g. NASS printed materials, media features, advertisements, live presentations or speeches, etc.), or the source of the material (e.g. from USDA personnel, from media sources, from friends and neighbors, from trade associations, etc.) affected response differently. Results of this research will help determine whether publicity and promotion efforts are worthwhile and how best to target them.

***Correlates of Locate Rates in the World Trade Center Health Registry*, Alice A. Turner, RTI International, ala@rti.org, Elizabeth Dean, RTI International, edean@rti.org, and Benard N. Theora, RTI International, theora@rti.org**
The World Trade Center Health Registry is designed to assess the health effects of the World Trade Center (WTC) disaster of September 11, 2001. The Registry will follow participants to evaluate short and long term physical and mental health effects including those resulting from exposures to the dust, fumes, and airborne particulates on 9/11 and in the ensuing weeks as the fires burned. Persons who may enroll in the Registry include those who were in lower Manhattan on September 11, 2001; residents south of Canal Street; school children and staff enrolled in schools south of Canal Street; and persons involved in rescue, recovery, clean-up, and other work at the WTC site or Staten Island Recovery Operations between September 11, 2001 and June 30, 2002. A key component of the Registry is the ability to locate potentially eligible individuals identified on lists provided by employers and other entities. Intensive tracing is being conducted by RTI on thousands of cases for which the information provided by locators may be out of date. This paper will compare differential locate rates between cases located within one hour by the tracing specialists and a sample of cases unlocated after one hour and selected for further tracing efforts. Cases for the second treatment will be selected randomly within sample type. A further comparison will be made between key demographics for cases not requiring tracing, those located within the one hour limit, and those located in more than an hour to ascertain any differences between these groups. Ultimately, this research will assess the effectiveness of each tracing treatment by comparing costs and the demographic variability at each level of tracing effort.

***Does the Web Doom Traditional Call Centers?*, Randall J. Olsen, Ohio State University, olsen.6@osu.edu**
We report on an experiment using Web survey software and Voice over Internet Protocol (VoIP) for interviewers working from home in comparison to a traditional CATI shop. We report on productivity metrics and discuss cost implications.

***Exploiting Computer Automation to Improve the Interview Process and Increase Survey Cooperation*, Jeffrey C. Moore, U.S. Census Bureau, jeffrey.c.moore@census.gov**
Couper (2002) outlines the "challenges and opportunities" of recent and in some cases still-emerging technological developments on the conduct of survey research, mostly from the perspective of the survey researcher. This paper focuses on one specific aspect of the technological revolution ? the use of computer-assisted survey instruments in place of traditional paper-and-pencil questionnaires. And it focuses on one particular opportunity which this development presents ? the ability to reduce burden, improve efficiency, improve "flow" and naturalness, and in general make the interview experience a more pleasant one for all participants, while still adhering to one of the cardinal rules of scientific survey methodology: scripted/controlled question wording and sequencing. Moral arguments can be brought to bear in defense of efforts to improve questionnaires is this way; the potential for important practical benefits (e.g., happier and more engaged interviewers and respondents) lends more mundane but perhaps more potent support. The paper finds the research literature on effective questionnaire design (with regard to fostering increased survey cooperation) to be surprisingly scant. However, a recent effort by the U.S. Census Bureau to redesign the core instrument for the Survey of Income and Program Participation (SIPP) offers some clear evidence for the benefits of improved instrument design. Motivated in large measure by evidence of increasing unit nonresponse and attrition, the primary goal of the SIPP redesign effort was to improve the interview process, and in particular to seek ways to avoid violations of conversational norms (Grice, 1975). Many (if not most) of the SIPP interview process improvements would not have been feasible without the computerization of the survey instrument. The paper briefly summarizes many of the technology-based changes implemented in the SIPP instrument, and briefly describes a set of field experiments used to develop and refine the new procedures and to evaluate their success in achieving SIPP's redesign goals.

***Framing Power as Virtue*, Andrew Rojecki, University of Illinois, Chicago, arojecki@uic.edu**
This paper argues that an interaction of distinctly American values creates a culturally resonant base for ideas and rhetorical justification that grow to favor American predominance over that of an emerging global world order. The values that define what scholars have called "American exceptionalism" have become all the more important during a time when a reliable template for understanding and justifying the role of American power-opposition to the Soviet model-is now defunct. Now grounds for policy justification depend on the successful projection of the United States as a quintessential exemplar of modern development. Avoidance of the perception of the United States as a world hegemon requires United States self-interest to be seen as coextensive with the interests of a global greater good. Values that provide identity based on transcendent ideas rather than on unique history or specific locale should embody the norms of a new, more interdependent global order. In this regard the historical experience and political institutions of United States offer a credible model. The paper analyzes elite and regional press commentary on the War on Terror, from the

War in Afghanistan to the pre-war debate on the War on Iraq, to illustrate how principles of Progressivism on journalism, largely influenced by these same core values, facilitate the transmission of news frames that influence the shaping and domestic reception of United States foreign policy. Analysis of these frames reveals a heavy reliance on an end-of-history notion of American institutions--democracy, freedom, capitalism, equality--buttressed by a moralizing rhetoric founded in assumptions of human perfectibility. The two impulses encompass Enlightenment rationalism and a reworking of Puritan piety (primary virtue) into moralism (secondary virtue). An evolution of the founding principles of the U.S. Constitution and Puritan theology now function as an ideological rationalization of the will to power.

***Getting Worse with Age? Congressional Job Approval 1974-2003*, Jeffrey M. Jones, The Gallup Poll, jeff_jones@gallup.com**

Analysis of Gallup poll data on Congressional Job Approval going back to 1974 shows clear and consistent age differences. Younger Americans consistently give Congress the highest job approval ratings, and average approval ratings decline among each older age group. The gap in approval ratings between younger and older Americans has always existed, but has grown wider as overall approval ratings of Congress have increased in recent years. Statistical analysis shows that age is one of the strongest predictors of Congressional job approval, and suggests that generational change could be a contributing factor to rising Congressional approval ratings.

***Incentives: do they affect response rates in a mail survey of paramedics?*, Jennifer A. Lyden, Constella Health Sciences, jlyden@constellagroup.com, Jennifer Ratcliffe, Constella Health Sciences, jratcliffe@constellagroup.com, Sara Baden, Constella Health Sciences, sbaden@constellagroup.com, Jack Leiss, Constella Health Sciences, jleiss@constellagroup.com, and Jean Orelien, Constella Health Sciences, jorelien@constellagroup.com**

Low response rates to mail surveys of health care workers are a methodological challenge faced by the survey research community. The inclusion of an incentive has been found to increase response rates to mail surveys among some groups of health care workers, but little is known specifically with respect to paramedics. The objective of this study was to compare response rates to a national mail survey of paramedics who received one of three incentive options. In a pilot study for a national survey to assess blood exposure among paramedics, respondents were offered one of three incentives: 1) A sticker with the study logo, 2) the chance to win a palm pilot with programmed paramedic software, or 3) no incentive. Six hundred and seventy-two paramedics were selected in a national probability sample and randomly assigned to the incentive groups. Paramedics who received the sticker had a 57% response rate versus a response rate of 52% for the lottery incentive and 46% for no incentive. These results suggest that a token incentive as opposed to a chance to win a lottery or no incentive may increase response rates in a mail survey of paramedics. This finding suggests future mail surveys of paramedics may benefit from including a token incentive. Our finding is consistent with previous research that has found a token incentive improves response rates to mail surveys among some health care workers.

***Is Politics a Good Thing? Increasing Political Appreciation among High School Students*, Thomas M. Guterbock, Center for Survey Research, tmg1p@virginia.edu, Ryan A. Hubbard, Center for Survey Research, rh9k@virginia.edu, and Kenneth Stroupe, Center for Politics, University of Virginia, kss2a@virginia.edu**

The literature on political socialization of high school youth has focused on many of the same precursors of political participation that are studied among adults: political knowledge, political interest, trust, efficacy, attentiveness to news, and partisanship. We propose that insufficient attention has been given to how much young people appreciate the political process and the functions that are served by competitive political institutions in a democracy. The data are from a nationwide sample of high school youth, involving two waves of questionnaires from 2,953 students (and their civics teachers) in 229 high schools, administered in civics classes during the 2002-2003 school year. The primary purpose of the study was to evaluate the efficacy of the Youth Leadership Initiative, a set of interactive curriculum supplements developed by the University of Virginia Center for Politics. The questionnaires included a scale of seven agree/disagree items dealing with pride in our form of government, the societal role of politicians, views about political compromise, and the simple declaration: "Politics is a good thing." The items can be used to create a statistically reliable scale of political appreciation. Using a rich set of related items covering political efficacy, trust, ideology, past and prospective participation, duties of the citizen, school participation, political knowledge, and information on methods used to teach civics, we explore the foundations and predictors of political appreciation. Using the change data and group-comparison data available in our four-group, longitudinal design, we examine the types of teaching that increase students' political appreciation. We show that certain of the Youth Leadership Initiative's participatory learning activities were effective in increasing political appreciation of students who participated in them.

***Longitudinal Studies and Respondent Locating and Tracking: The effectiveness of credit bureau information and inter-wave tracking mailings on survey completion rates of program participants*, Todd J. Robbins, Abt Associates, todd_robbins@abtassoc.com, Nicole Gill, Abt Associates, nicole_gill@abtassoc.com, Carin Cartwright-Chunga, Abt Associates, carin_chunga@abtassoc.com, Katherine Abe, Abt Associates, katherine_abe@abtassoc.com, Paul Howard, Abt Associates, paul_howard@abtassoc.com, and Erik Paxman, Abt Associates, erik_paxman@abtassoc.com**

Tracking and locating respondents for longitudinal studies is an integral part of the survey enterprise. Research organizations call upon a variety of tools and methods for keeping in touch with respondents between interviewing waves and for locating respondents who move or who are difficult to find. For example, research organizations may send tracking/reminder letters in preparation for a later wave of interviewing. Researchers also contact friends and relatives of respondents to ask them for updated contact information. Additionally, until the 2001 passage of the Gramm, Leach Bliley Act, many research organizations were able to use credit bureau databases that were excellent sources for locating difficult-to-reach respondents. Since 2001, many restrictions have been placed on the use of financial services data to locate study participants. Two credit bureaus (Experian and Transunion) established separate databases that do not include information from financial services institutions so that these databases can still be accessed by most research firms. This paper draws upon data from two, four-year studies and reports on the effectiveness of these newly established credit bureau databases and inter-wave tracking mailings on telephone survey completion rates. We use data from one full survey year for each of the studies. We have consistently reached a 75% completion rate for all completed waves of interviewing.

***Modeling Survey Respondents' Speech to Improve Speech Survey Interfaces*, Patrick Ehlen, New School for Social Research, ehlenp@newschool.edu, Michael F. Schober, New School for Social Research, schober@newschool.edu, and Frederick G. Conrad, University of Michigan, fconrad@isr.umich.edu**

Computer-based telephone interviewing systems of the future, with speech interfaces that recognize respondents' unconstrained speech, could exploit aspects of the respondents' speech to provide clarification only when it is needed. Respondents have been shown to subtly indicate their need for clarification with pauses and various speech disfluencies (Bloom & Schober, 2000); more generally, speakers of different ages have been shown to have different rates of speech and disfluency (Bortfeld et al., 2001). The current study tests whether models of different types of speakers ("stereotypes") could effectively identify and correct conceptual misalignment. The study uses a Wizard-of-Oz paradigm to simulate an advanced speech interviewing system; telephone respondents answer survey questions about facts and behaviors on the basis of fictional scenarios, so that response accuracy can be measured. The study contrasts interfaces that do not model respondents, and interfaces that rely on respondents to solicit clarification, with two kinds that model respondents to provide unsolicited clarification. One interface uses a generic, non-stereotyped respondent model to identify and correct cases of possible conceptual misalignment, and another uses a stereotyped respondent model to identify and correct respondents according to age. 120 respondents (60 aged 18-35, and 60 aged 65-80) answer survey questions presented in a synthesized voice by telephone. In the two modeling conditions, responses are monitored for indications of uncertainty, such as disfluent speech and inactivity, which serve as the basis of the respondent models. Scripted definitions are offered when disfluent responses appear to warrant further clarification. In the stereotyped condition, disfluent responses of the older group are treated differently from those produced by the younger group, allowing, for example, a longer average latency before deciding to help the respondent. Findings show when respondent modeling helps improve response accuracy in speech interfaces, and how modeling respondents according to group membership can aid detection of conceptual misalignment relative to modeling generic respondents.

***Priming Thoroughness in Survey Responding*, Kenneth A. Rasinski, NORC, at the University of Chicago, rasinski-ken@norc.net, and Dennis E. Dew, Jr., NORC at the University of Chicago, dew-dennis@norc.net**

This study is the second in a series of pilot studies to asses the impact of non-conscious goal priming on survey responding. Past experimental research has shown that survey respondents do not give as many responses in a "mark all that apply" format as they do in a format requesting them to read each response and explicitly indicate "yes" or "no" (Rasinski, Mingay, & Bradburn, 1994). The "mark all that apply" format appears to encourage reporting of the type that Krosnick (1991) has called "satisficing". When survey respondents "satisfice" they use suboptimal criteria for the thoroughness and thoughtfulness of their reporting. We used a technique developed in our previous research on disclosure of sensitive information in surveys (Rasinski, Visser, Zagatsky and Witherspoon, 2003) to prime achievement. Achievement primes were words tested and used by Bargh et al., 2001. In a randomized experiment we sound a significant interaction between prime and questionnaire format ($F(1,138)=4.80$, $p=.030$, see figure 3). In a "mark all that apply" format respondents who were primed with achievement-related words reported engaging in more everyday behaviors over the last two weeks (mean=11.91) compared to those in a neutral word prime condition (mean=10.48; post-hoc $t(68)=2.03$, $p=.047$). Priming had no effect for respondents who received the explicit "yes" or "no" instructions (achievement prime, mean=11.00; neutral prime, mean=11.53, post-hoc $t(70)=.10$, ns). While we lack validation data, it is striking that the advantage of the format that is supposed to encourage more careful responding disappears when achievement is primed.

***Public Opinion and Sustainability: Exploring and Understanding Issues of a Sustainable Food Economy in the U.S.*, Katharyn Lyon, SRL, Northern Arizona University, krl5@dana.ucc.nau.edu**

Issues of environmental sustainability have moved to the forefront of national topics. Faced with the reality of a finite planet with limited resources, more and more entities are interested in exploring and understanding America's opinions on these issues. Sustainability is most commonly defined as the ability to meet the needs of the present without compromising the ability of future generations to meet their own needs. The growing concern for a sustainable food and agriculture system provides new opportunities for public opinion research on knowledge of sustainability issues and the demand for sustainable goods. These researchers managed a study that used multi-mode data collection methodologies to explore and better understand the public's opinion and behaviors regarding sustainable foods. This paper reports on key findings from this study. Topics reviewed in this paper include current research performed nationwide on production, distribution and consumption of sustainable foods, survey and focus group methodologies used to better understand these issues and the opportunities and constraints facing social research on sustainability. In a broader sense, this paper discusses the important contributions that public opinion researchers make to decision-making processes and to sustainable policies and projects in the United States.

***Public Opinion Toward the Library in the Community*, Martha E. Kropf, University of Missouri-Kansas City, kropfm@umkc.edu**

There are many ways for students to learn about survey research, but one of the most effective is in an active learning atmosphere where students are able to design, implement and analyze their own survey research. Undergraduate students at the University of Missouri-Kansas City will have the opportunity to do so as a part of a class taught in the political science department, "Survey Research and Analysis." For this year's project, the students will explore an important community issue: how do public library users perceive the role public libraries play in their neighborhoods? In particular, the survey focuses on "branch" libraries in four diverse neighborhoods in urban Kansas City, MO. The survey will tell us how each community's identity affects their attitudes toward this important tax-provided service. This is especially important because city services (such as public library provision) are often provided in a homogenous (but possibly inequitable) manner. This survey will help provide library officials with some recommendations to gear the services toward the neighborhoods in which they are embedded and perhaps provide a model of the evaluation of other tax-provided services. In the conference paper, the students will share their experiences creating and analyzing this community survey (select undergraduate students will present this poster: two years ago I mentored five students at the AAPOR conference to present the results of a class survey on Kansas City area policy issues and I think it was a success). The AAPOR paper will also include subjects such as: students relationship with the community client, the effectiveness of a multi-mode survey (this survey will be administered both through the mail and via the internet) and use of focus groups in developing a survey instrument. Students will also share their substantive results about recommended changes to library services.

***Self-Reported Health Status and Mode of Survey Administration: Why are Telephone Mode Respondents Healthier than Mail Mode,*** **Todd H. Rockwood, Cities' Institute for Public Health Research, rockw001@umn.edu, and Karen Virnig, Cities' Institute for Public Health Research, virni002@umn.edu**

A frequently used question to assess health status is: "In general how would you rate your health?" This paper will focus two mode of administration issues around the use of this question: First, are basic mode effects between telephone and mail administration. Historically, social desirability has been used as the primary argument for why telephone mode respondent's are healthier than mail, this argument will be considered relative to recent advances in understanding regarding conversational norms associated with telephone interviewing. Two data sources will be used for this analysis, in each study respondents were randomly assigned to either the telephone or mail mode of administration. One comes from a study in a population with feacal incontinence (FI, n ~ 150/mode, RR1 82%mail, 86%phone), which demonstrates significant mode differences. The other will come from a general population survey of the state of Minnesota (list assisted RDD sampling frame) that is currently in the field (data collection ends in February). The second issue that the paper will look at is based in the use of different modes of administration for different data collection points in a study. Often in clinical outcomes, medical or public health research in which there is an intervention baseline data will be collected using one mode (usually telephone or in-person) with follow-up data collection using another mode (usually mail). This is done due to costs and enrollment conditions placed on the research by IRBs. Using the data from the FI study respondents initially interviewed by telephone were surveyed by mail after a treatment intervention. On average respondents reported a decrease in health status between the two measurement points, while two other measures, that have been shown to be related to self-reported health status: self-reported severity ratings improved, clinical measures of severity demonstrated improvement.

***Sponsorship and Selling: Telephone Interview Greetings and Respondent Cooperation at First Contact,*** **Dennis E. Dew, Jr., NORC at the University of Chicago, dew-dennis@norc.net, Jessica E. Graber, NORC at the University of Chicago, Graber-Jessica@norc.net, Lisbeth Goble, NORC, goble-lisbeth@norc.net, Kaiya Liu, Ohio State University, liu.262@osu.edu, Anne Parsons, University of Chicago, aparsons@uchicago.edu, and Natalie Yager, University of Chicago, yager@uchicago.edu**

In an effort to increase cooperation rates in large-scale telephone surveys, NORC, a national organization for research at the University of Chicago, as part of its summer internship program, developed and tested 5 introductory scripts for use during an ongoing evaluation of the Racial and Ethnic Approaches to Community Health (REACH) 2010 program. REACH 2010 is sponsored by the Centers for Disease Control and Prevention (CDC) and is designed to support community-based health interventions aimed at reducing racial and ethnic health disparities. The current experiment attempted to measure the impact of a non-solicitation statement, study sponsorship, and the use of an unscripted introduction on 3,470 cases that had not been previously contacted. Data were collected during the summer of 2003. A 2 x 2 design randomized by day, with telephone greeting scripts contrasting sponsorship from the University of Chicago vs. the Centers for Disease Control and Prevention and the solicitation statement "I'm not selling anything" vs. omission of that statement, was used for this experiment. A fifth "unscripted" condition was also included that allowed interviewers some freedom in how they greeted respondents. This experiment found that, during the first contact with respondents where University of Chicago sponsorship was mentioned, the inclusion of the "not selling" statement increased the appointment rate by 6%. However, when identifying a government sponsor, the "not selling" statement was found to be unnecessary. No significant differences were found between the five conditions on completion rates or refusal rates during the first respondent contact. The telephone interviewers who participated in the study believed that the unscripted greeting provided the most respondent cooperation, but no evidence of this was found.

***Randomization of an urban elementary school population for testing a classroom-based intervention program,*** **Sheppard Kellam, American Institutes for Research, skellam@air.org, Jeanne Poduska, American Institutes for Research, jpoduska@air.org, Hendricks Brown, University of Southern Florida, hbrown@hsc.usf.edu, Amy Windham, American Institutes for Research, awindham@air.org, and Miriam L. Gerver, American Institutes for Research, mgerver@air.org**

There is a current discussion nationally about whether or not randomization can and should be done in school settings. The state of educational research cannot be advanced without randomized field trials. This poster presentation will focus on the randomization process that was implemented for a community-based randomized field trial in first grade classrooms. There are two necessary conditions that need to be in place for randomization to occur: (1) a strong partnership between the research organization and the school district and (2) procedures that ensure randomization while minimizing the burden placed on schools and district personnel. The American Institutes for Research's Center for Integrating Education and Prevention Research in Schools in partnership with the Baltimore City Public Schools System (BCPSS) is testing the Whole Day First Grade Program, an intervention that focuses on behavior, reading, and family involvement in first grade. Randomization procedures for this field trial were implemented in two stages to ensure complete randomization. The first stage, which took place prior to the beginning of the school year, consisted of randomizing student who were already registered for first grade, balancing for gender. A second stage procedure was developed to ensure that students who entered first grade once the school year had begun were randomized. A sealed envelope process was developed to be used by school administrators and other school staff. The research staff stayed in close contact with the schools to guarantee fidelity of the procedure. The Schools Committee, comprised of administrators of participating schools, other BCPSS central office staff, and research staff, met bimonthly, and provided oversight and support for the process.

***'The Art of Associating': First Line Results from the Collegiate Social Network Interaction Project (C-SNIP)*, Casey A. Klofstad, Harvard University; UW Survey Center, klofstad@fas.harvard.edu**

The social sciences have largely come into agreement that interpersonal interactions through social networks (or "peer groups") are causally linked to individual participation in civil society. However, existing data sources do not allow researchers to accurately identify and study the complex causal relationships behind such social influence. This paper offers an assessment of newly collected data that do allow for such study. The way to accurately assess the impact of peers would be to estimate a model of change over time in individual behavior due to network influence. Controlling for the individual's baseline propensity to be civically active (e.g. past patterns of civic participation), we would estimate the impact of the social network on current patterns of participation. Ideally, this procedure would randomly assign individuals to new social networks. The key advantage of this type of test is that it takes advantage the power of controlled experiments. In this model an individual enters a new social setting with a given set of traits, a treatment in the form of the new social network is applied, and the impacts of that treatment are measured by examining how traits have or have not changed. Random assignment assures that any change that has occurred is due solely to the social context, and not any other unobserved factor. With the need for such new data in mind, this paper will offer a fresh look at social network influence through analysis of data currently being collected through the Collegiate Social Network Interaction Project (C-SNIP). The C-SNIP approximates the idealized test described above by examining how the behaviors of first year undergraduates change between the final year of high school and the end of the first year of college. Wave One of the study (Fall 2003) asks respondents to describe their levels and repertoires of civic activity during their last year of high school. Wave Two (Early Spring 2004) asks these same respondents about their civic activity during the first year of college, as well as about their new social networks at college. This unique study is being administered over the Internet, recruits respondents via email, and makes use of a prize drawing as an incentive. Collection and assessment of these new data is a task of extreme intellectual merit because the data will allow us to develop a more comprehensive and precise understanding of social influence processes. These data also allow for an examination of Internet-based data collection, the role of incentives in reducing non-response, and other important issues in survey research methodology. The findings from this study will also have a broader impact because they will be of use to practitioners in civil society. Considering the weak state of participatory democracy in contemporary America, such knowledge of "the art of associating" (Alexis de Tocqueville, c. 1840) is clearly needed.

***The Effect of a Prepaid Monetary Incentive Among Low Income and Minority Populations*, Timothy J. Beebe, University of Minnesota, beebe002@umn.edu, Michael E. Davern, University of Minnesota, daver004@umn.edu, Todd H. Rockwood, Cities' Institute for Public Health Research, rockw001@umn.edu, Donna D. McAlpine, University of Minnesota, mcalp004@umn.edu, and kathleen Thiede Call, University of Minnesota, callx001@umn.edu**

In an attempt to increase response rates, many household surveys are turning to mixed-mode designs whereby instruments are designed to be administered via mail and/or telephone. Survey response rates may be further enhanced through the use of incentives. Little is known about how well these efforts work in surveys of low income and minority populations such as those enrolled in Medicaid. The purpose of this paper is to evaluate the effect of pairing a mixed-mode methodology with a prepaid $2 cash incentive in a survey of Medicaid enrollees stratified by race and ethnicity. A total of 9,350 enrollees were randomly assigned to receive a mail survey with no incentive or a $2.00 bill. The sample was split into two random samples. The first sample was a simple random sample (SRS) of Medicaid enrollees. In the second sample, enrollees in certain strata (American Indian, Black, Hispanic, Hmong, and Somali) were over-sampled. The response rate within the SRS after the mail portion was 39 percent in the non-incentive group and 47 percent in the incentive group. These response rates increased considerably with the use of telephone follow-ups. The non-incentive SRS response rate increased to 59 percent and the incentive response rate increased to 64 percent. Similar increases in the overall response rates were observed in the racial and ethnic strata as well. In the SRS, the response rate for those who received the $2 incentive was 9 percentage points higher after the first mailing, 8 percentage points higher after the second mailing, and 5 percentage points higher at the end of data collection compared to those who did not receive the incentive. While the differences between incentive conditions are more pronounced after the first mailing (with p-values $<.01$), all differences were remained significant (with p values $< .05$) after the completion of the mail mode of the survey. The inclusion of the $2 incentive had a similar effect across the different racial and ethnic strata, with the exception of the Hispanic enrollees.

***Using Multivariate Models to Examine Survey Results: Identifying Influences on Spousal Support for Reenlistment*, Rorie N. Harris, U.S. Navy Personnel Research Studies and Technology, rorie.harris@persnet.navy.mil, and Carol Newell, U.S. Navy Personnel Research Studies and Technology, carol.newell@navy.mil**

Survey data are often analyzed using univariate methods, such as analysis of variance and correlations. Univariate models consider only one independent variable for each dependent variable. While such methods may be suitable for answering certain aspects of the research questions driving the survey, it is rare that variables interact independently and do not influence one another. It is more likely the case that several variables or factors interact to influence an outcome. Thus, multivariate methods, which consider the interactions of variables simultaneously and are better for examining complex relationships, would be preferable for analysis. The current study proposes a model of spousal support of reenlistment and examines results from a population of Navy spouses who were surveyed in regards to their satisfaction with their quality of life. Of growing interest to military researchers is the experience of the military spouse; positive and direct relationships have been shown between spousal support and members' reenlistment intentions. Structural equation modeling (SEM) was used to identify factors that contribute to support of reenlistment. Further analyses were performed to determine whether the same factors influence spousal support for male spouses when compared to female spouses. Results indicate potential areas of focus for the Navy in terms of addressing family issues to improve retention.

***Which Survey Language Do You Prefer? A Study of Survey Language effect on Response Behavior*, Sunghee Lee, Joint Program in Survey Methodology, University of Maryland, slee@survey.umd.edu, and Ting Yan, JPSM, Univ. of Maryland/Abt Associates, tyan@survey.umd.edu**

The influx of immigrants has presented challenges to survey researchers in the U.S., who have considered non-English speaking units as ineligible. As society becomes more diverse, demands for multilingual surveys that include these immigrants may increase. Research on survey language effects, however, is at its infancy and traditional research directions have blended the effect of survey language into the umbrella of 'cultural effects,' and as a consequence, any differences in response behaviors are regarded as a result of social and cultural differences. This has impeded research on the effect of survey language, which may produce systematically different response behaviors. For instance, immigrant respondents who are likely to speak more than one language may be susceptible to different degrees of social desirability and pressure, acquiescence and item nonresponse, and their responses may differ due to the language in which the questionnaires are given. This study attempts to extract the effect of language in a bilingual survey. The data are provided by the Centennial Committee for Korean Immigration, who conducted a mail survey among Korean immigrant households living in the greater Washington, D.C. area. The questionnaires were written in both Korean and English, and respondents self-selected the language. We hypothesize that respondents who answered the survey in Korean would show different response behaviors than those who answered in English when controlling for demographics that may affect the self-selection. More specifically, we hypothesize that those who answered in Korean would give answers more in line with Korean ideology and the eastern cultural values whereas respondents who answered in English would give answers more inclining to American ideology and the western cultural values. We will also investigate item nonresponse patterns across the two groups.

***Can You Send Me Something? Using SAQs to improve CATI response rates*, John N. Egel, Battelle, egelj@battelle.org**
This poster presents the strategy and results of our effort to improve the response rate on a one-hour, telephone interview (CATI) by creating a tailored self-administered questionnaire (SAQ) for each respondent who did not complete a telephone interview. The survey is an in-depth questionnaire of nearly 10,000 flight attendants, all of whom worked for a single airline. Respondents are asked for detailed health and work history information, going back 30 years or more. The instrument is extremely complex and contains sensitive subject matter including sexual and reproductive issues. Respondents have refused to begin the CATI interview because of its length, or refused part way through due to the personal nature of the questions and the difficulty recalling detailed work history information. However, some respondents indicated that they would try to complete the survey if they had a hard copy. That is, if they could actually read the questions, it would help with recalling the information and also provide a better comfort level with the sensitive questions. Despite the complexity of the CATI instrument we developed an SAQ version that has proved useful in overcoming respondent hesitation to participate. Creating the SAQ version was very challenging. A large portion of the survey instrument involves a complex series of loops asking work history questions in ten year increments, based on work history data received from the airline. No respondent is asked exactly the same series of work history questions because they are based on when she worked for the airline, where she was based, and which international routes she flew. In order to provide each respondent her unique work history questions in an SAQ format, we developed a sophisticated merge program linking the airline work history data to the survey questions. This was accomplished maintaining industry best practices for administering an SAQ.



## MULTILINGUAL SURVEY APPROACHES

***Enhancing Data Collection from "Other Language" Households*, Mary Cay Murray, Abt Associates, Mary_Cay_Murray@abtassoc.com, Michael P. Battaglia, Abt Associates Inc., mike_battaglia@abtassoc.com, and Jessica Cardoni, Abt Associates, Jessica_Cardoni@abtassoc.com**
The national Immunization Survey (NIS) measures vaccination coverage among children aged 19-35 months in the U.S., the 50 states, and 28 urban areas. The NIS is conducted by Abt Associates for the National Immunization Program and the National Centers for Health Statistics of the Centers for Disease Control and Prevention. It uses a random-digit-dial telephone survey to identify age-eligible cheildren. The NIS samples over 3 million telephone numbers annually, makes over 12 million calls, identifies 900,000 households, and interviews over 34,000 parents/guardians with age-eligible children. Screening and interviewing are conducted in Spanish as well as English. Since 1995, the NIS has used the AT&T Language line to include households in the study that do not speak either English or Spanish, i.e. "other language" households. This AT&T service provides simultaneous translations for telephone calls in many languages. By taking advantage of this service, the NIS is able to include many households that would otherwise be excluded from the survey. In this paper, we examine the languages that are most commonly used in the NIS and the chanages in the use of those languages over the years. We look at the impact of using the AT&T Language Line on the screening, interviewing, and provider consent rates for the NIS. We also examine the impact of the use of this service on the etimation of vaccination rates for the United States as a whole, for the 4 Census regions and for specific IAP areas with relatively large numbers of households using this service.

***Cognitive Testing of English and Spanish Versions of Health Survey Items*, Roger E. Levine, American Institutes for Research, rlevine@air.org, Raquel Gonzalez, American Institutes for Research, RaqGonzalez@air.org, Beverly Weidmer, RAND, Beverly_Weidmer@rand.org, and Patricia M. Gallagher, Center for Survey Research, patricia.gallagher@umb.edu**
A survey of patients' hospital experiences is being developed as a CAHPS® survey, to enable informed consumer hospital choice decisions and to inform hospital quality improvement efforts. Since survey items will be administered in English and Spanish, it is important to develop items that will function equivalently in these different languages. As part of the item development process, English versions of survey items went through several rounds of cognitive testing, with a total of 36 respondents. An English version of the instrument was prepared and field tested. Then, this version was translated into Spanish and cognitively tested with 11 respondents. The protocol for cognitive interviewing in Spanish was based on the English protocol. Several additional probes were developed to allow investigation of issues related to specific translation concerns. Most of the cognitive techniques (concurrent think-alouds, scripted comprehension probes) worked well. However, it was observed that projective probes did not perform well with the Spanish-speaking respondents. Results from the Spanish cognitive interviewing were compared with results from the English cognitive interviewing. It was noted that:(1) Many problems and issues were independent of language(2) Spanish cognitive interviewing helped to identify certain issues that were not identified in the English cognitive interviewing (3) Issues unique to the Spanish language instrument were identified These problems and issues will be discussed in greater detail, particularly those unique to either English or Spanish cognitive testing.

***Cognitive Interviews in Languages Other Than English: Methodological and Research Issues*, Yuling Pan, U.S. Census Bureau, yuling.pan@census.gov**
Survey methodologists have used cognitive interviewing as a pretesting technique to open up a window on respondents' thinking process to find out how respondents interpret survey questions. But cultural differences in cognitive interviews have not been discussed much by survey methodologists. Cognitive interviews had always been done in English by Census Bureau researchers until very recently when Census Bureau staff just started cognitive interviews in Spanish and Chinese to test the wording on the Spanish and Chinese translations of the census form. With the increasing demand of survey translations in multiple languages, pretesting translated survey instruments and supporting documents in languages other than English is becoming critical to ensure high data quality. However, conducting cognitive interviews in languages other than English poses new challenges and methodological issues to survey researchers. In this project, 20 cognitive interviews were conducted in Chinese with Chinese-speaking respondents on the Census 2000 long form. We examined the respondents' responses and their reaction to different types of probes and identified some methodological and cultural problems in cognitive interviews in Chinese. Through this research, we intend to develop a framework for analyzing cognitive interviews in languages other than English by addressing the following points: 1) What is the effective procedure in developing cognitive interview protocols: whether to develop the protocols in English, and then translate them into a target language, or to develop the protocols directly in a target language? 2) What cognitive interviewing probes are applicable in a target language? And what probes cause potential problems?
3) What linguistic and cultural issues should be taken into consideration when conducting cognitive interviews in languages other than English? Findings from this exploratory research will have methodological implications in non-English cognitive interviews and will lead to a more extensive research effort studying cognitive interviews in multiple languages by the Census Bureau.

***Managing Survey Translation: Methodology for Researchers who are not Multi-Lingual*, Man-chi Mandy Sha, NORC, sha-mandy@norc.net**
A myth often legitimized by researchers leading a bilingual or multilingual survey is that one must speak multiple languages to be involved with translation tasks. You don't need to know multiple languages to successfully manage the translation of a bilingual or multi-lingual survey. From budgeting, to selecting the right translator, to specifying quality monitoring guidelines specific to survey research, to assesing quality, the translation of English surveys can be managed efficiently with the development of a process. While past literatures discussed the approaches translators take to produce good translations, NORC's Culture Methodology Program develops a methodology for researchers who are not multi-lingual to be used for small or large surveys requiring non-English translations.

## STATISTICAL ANALYIS TECHNIQUES

***Examining Context Effects Using Structural Equation Modeling*, Jennifer Shields, Bureau of Labor Statistics, shields.jennifer@bls.gov**
The impact of question order on survey data has long been studied in the literature. When examining the data or the effect of changes of the context in a question, most studies examine mean differences among observed variables. However, it is hypothesized that survey data may be affected in other ways as well, such as changes in the way underlying constructs are measured. To investigate this possibility, this study examined the impact of question order changes on the measurement of latent constructs structural equation modeling (SEM). SEM allows for relationships between observed and unobserved variables to be estimated, as well as multi-group comparisons. This study used data from the 1986 and 1987 General Social Survey (GSS) which contained a question order experiment commonly considered to elicit context effects. The data contained a manipulation of the order of presentation for a series of specific items regarding various aspects of life satisfaction, and a general question asking about overall life satisfaction. SEM was used to examine differences between groups in each question order condition on both the factor loadings and error variances using multi-group comparisons in a series of nested models. The analysis revealed that groups did not differ on any of the factor loadings in the model; the question order manipulation did not change the relationship between the observed and unobserved variables. Results suggest that question order effects may not significantly alter the way survey items measure underlying constructs related to life satisfaction. Implications of these findings are discussed, as are the limitations of this study and suggestions for future research.

***Latent Class Models for Studying Mode Effects in Mixed Mode Surveys*, Allan L. McCutcheon, University of Nebraska-Lincoln, amccutcheon1@unl.edu**
Mixed-mode survey data collection plays an increasing role in modern survey research. Telephone surveys and self-completion--both traditional paper and pencil, as well as the more recent internet-based--questionnaires often complement face-to-face surveys, in an effort to contain costs (e.g., Biemer and Lyberg, 2002). Also, mixed-mode data collection strategies have been used to improve response rates (e.g., Shettle and Mooney, 1999). For example, those who fail to respond to mail-out or internet questionnaires, may be called by telephone to improve completion rates. The mixing of survey data collection modes, however, includes a number of problematic issues. Recent research evidence clearly indicates that there exist substantial differences in response rates between modes of data collection (e.g., Dillman et al., 2001; Dillman 2000). Thus, the differential response rates across modes of data collection may give rise to differential response distributions in the measures of interest. Yet, even controlling for these differential response rates, among respondents who do participate in surveys, it is clear that differential modes of data collection lead to differential response patterns. De Leeuw and van der Zouwen (1988), for example, report that telephone surveys are less subject to social desirability bias than are face-to-face surveys. Similarly, Tourangeau and Smith (1998) report a substantial degree of mode-induced measurement bias in responses to sensitive questions. Saris and Hagenaars (1997) propose using the latent class model (LCM) to examine mode-induced measurement error. This paper extends their use of LCMs to examine a number of plausible models for testing specific hypotheses regarding the nature of mode effects. The paper demonstrates the use of LCMs for examining mode effects for nominal and ordinal level measures. Data from a variety of public-release data sources, as well as recently collected mode effect experimental data, are used to illustrate the utility of this approach.

***Tips and Tricks for Raking Survey Data (A.K.A. Sample Balancing)*, Michael P. Battaglia, Abt Associates Inc., mike_battaglia@abtassoc.com, David Izrael, Abt Associates Inc., david_izrael@abtassoc.com, David C. Hoaglin, Abt Associates Inc., Dave_Hoaglin@abtassoc.com, and Martin R. Frankel, Baruch College and Abt Associates Inc., martin_frankel@baruch.cuny.edu**

Response rates in most telephone and in-person surveys are well below 100%. Some surveys may achieve high response rates but may have undercoverage problems. Raking, also known as sample balancing, is often used in survey research to weight a sample to control totals in order to reduce nonresponse bias and/or undercoverage bias. To many survey researchers, raking is a black box that "fixes samples." Raking is actually an iterative procedure that adjusts the input weights so that the final weighted sample closely agrees with the control totals. The raking margins are generally demographic and socioeconomic variables and are often referred to as population control totals. Raking is most commonly used when control to several margins is needed but the sample size is not large enough to allow the simultaneous use of all the control variables. We begin by summarizing in a non-technical fashion the nuts and bolts of how raking works, including convergence. We show how it is related to fitting a main effects model to the data. We then go on to illustrate some tips and tricks of raking: 1) sources for obtaining the population control totals for use in raking; 2) pros and cons of raking on a large number of margins; 3) including two-variable interaction margins in the raking; 4) if convergence is slow or convergence never occurs, figuring out which margins are causing problems and some ideas for dealing with them; 5) raking to percentage targets instead of population control totals; 6) constructing control totals from the screener portion of a sample (such as a survey that screens for a specific target population) for use in raking the interview portion of the sample; and 7) weight trimming. These tips and tricks of raking will be illustrated with graphical displays and output from our publicly available SAS Macro for raking.

***Inverse regression and linear clustering: New analytic methodologies applied to a newspaper poll*, David P. Fan, University of Minnesota, dfan@cbs.umn.edu, Robert P. Daves, Minneapolis Star Tribune, daves@startribune.com, and R. Dennis Cook, University of Minnesota, dennis@stat.umn.edu**

Public opinion researchers are always looking for patterns in survey data. Early analysts were limited to very basic tools, such as tests of statistical significance and cross-classifications. Later computer hardware and software progressed, and statisticans turned theory into code, providing such tools such as factor analysis, cannonical correlation, and cluster analysis. Social and physical scientists began to use these analytic tools to infer patterns from data. They learned and borrowed techniques from each other in the best tradition of science, and never stopped looking for ways to help discover and explain patterns in behavior, attitudes and beliefs. This paper uses traditional survey data gathered from a probability sample of adult Minnesotans in a newspaper-based public opinion poll to explore two new methodologies not often used in survey research. One method is inverse regression (Cook and Weisberg, 1999, Applied Regression Including Computing and Graphics, John Wiley & Sons). This method extends one-dimensional linear regressions to multiple dimensions to extract information especially useful for exploring subpopulations. The other system is the InfAlign method for the linear clustering of data. This method is derived from informatic procedures of the human genome project. The InfAlign method is unique in providing a two-dimensional visual map with all individuals on the vertical axis and all their properties on the horizontal axis. Thus there is no loss of information so the researcher can see, at a glance, every respondent and all that respondent's characteristics. Visualization is enhanced by clustering properties together on the horizontal axis if many individuals have them in common and by clustering individuals together on the vertical axis if they have similar properties. The two methods combined can suggest new ways to construct variables as well as new hypotheses for relationships among respondents and their characteristics. The new methods will also be benchmarked against clustering and other technologies available in such standard statistical packages as SAS.

## MEASURING RACE

***Household Types and Relationships in Six Race/Ethnic Groups: Conceptual and Methodological Issues for Censuses and Surveys*, Laurie Schwede, U.S. Census Bureau, lschwede@census.gov**

Household structure is changing, due to demographic and cultural factors, such as: increasing immigration, changing migration streams, increases in remarriages, cohabitation, and blended families, as well as increases in grandparent-maintained, and nonrelative households. Are current relationship questions and methods for constructing household types used in censuses and surveys reflecting this increasing change in our population? In 2000, the Census Bureau funded an integrated set of exploratory ethnographic studies in six race/ethnic groups–Koreans, Latinos, African Americans, whites, Navajos, and Inupiaq Eskimos–using the same methods and questions, during the same time period. The objectives were to learn about non-nuclear, complex households and how they vary across subpopulations, and to assess how well the relationship question and household type variables capture the diversity of these households. Complex households are those with persons outside the nuclear family: distant relatives, nonrelatives, etc. Some include more than one family. This paper has three purposes. The first is to show race/ethnic variations in household and family structure identified during qualitative research that may not be apparent from quantitative studies of census data. The second is to identify major themes crosscutting the six race/ethnic studies with implications for the quality of census/survey data on households/families: a) cultural differences in the definition of the key unit of collection and analysis, "household," that may be inconsistent with census definitions; b) methodological issues with the relationship question and household type variable that may mask some household types; and c) cultural, linguistic, and nationality differences with relationships and household types that may affect the comparability of census/survey data across subpopulations, with policy implications. The third purpose is to suggest changes in the method of collecting relationship data as well as an expanded list of relationship terms to better capture growing diversity in the U.S. population.

***Effects of Racial/Ethnic Classification of Respondents in Two Federal Surveys*, Lance A. Selfa, NORC, selfa-lance@norc.net, and Vincent Welch Jr., NORC, welch-vince@norc.net**
Newly implemented Office of Management and Budget regulations regarding the classification of race and ethnicity on federal surveys (i.e. using a "mark all that apply" question methodology) may more accurately capture the complexity of respondents' race and ethnicity than the previous "mark only one" methodology. But the new schema may also produce racial/ethnic classifications that disrupt long-established longitudinal trends. Using longitudinal data on a highly specific population—doctorate recipients and the science and engineering workforce as surveyed in the federally sponsored Survey of Earned Doctorates and Survey of Doctorate Recipients—this paper will analyze trends in racial/ethnic reporting, comparing the "mark only one" and the "check all that apply" methodologies. The paper will assess the stability of estimates of race/ethnicity in these two surveys, comparing racial/ethnic profiles of respondents before and after the OMB-mandated change in racial/ethnic classification. A particular focus of this paper will be the impact of the "multiracial" category on the counts of racial/ethnic minority subpopulations, particularly among African-Americans, Asians, and American Indians. Do the new "check all that apply" methods have the unintended consequence of depressing counts of these groups because of decisions to classify those who select multiple ancestries as "multiracial"? With respect to the American Indians/Alaskan Natives subpopulation, the SED data are noteworthy in the collection of verbatim tribal affiliation information, and we will also examine these data to assess further the possible under-reporting of American Indians/Alaskan Natives.

***Discrepancies in Race/Ethnicity Between Survey Self-Report and Medicaid Enrollees' Administrative Data*, Colleen K. Porter, University of Florida, cporter@hp.ufl.edu, R. Paul Duncan, University of Florida, pduncan@hp.ufl.edu, and Hsou-mei Hu, Rutgers University, hhu@ihhcpar.rutgers.edu**
OBJECTIVE: To assess the frequency of differences in race/ethnicity designations between survey responses and Medicaid administrative data. METHODS: Medicaid enrollees in South Florida were surveyed by telephone using the Consumer Assessment of Health Plans Study (CAHPS) 2.0 Medicaid Adult instrument. The final dataset included 1023 individuals, with 998 giving valid responses to the race/ethnicity survey questions. Race/ethnicity survey responses were compared with Medicaid administrative data for the same individuals. RESULTS: Overall, about a third (34%) of survey respondents gave a different survey response for race/ethnicity than was listed in the Medicaid database. The percentage of survey respondents reporting they were "Black" was virtually identical to the administrative database, with just a few individuals giving responses that varied. However, in all other categories, there were marked differences between the Medicaid recipients' survey report of race/ethnicity and their race/ethnicity in the Medicaid files. The survey responses yielded more Hispanics and fewer Whites than the administrative data. Almost a quarter of survey respondents had been classified as "other" in the administrative data (24.4%), but fewer than 1% reported "other" in the survey. More than twice as many reported Hispanic origin in the survey than in the administrative records (46.1% to 17.8%). DISCUSSION AND CONCLUSIONS: Some differences may result from the mode by which the data were collected; the telephone survey relied entirely on self-report, while the classification in the administrative database may have been made by a third party (e.g., outreach worker) observing the recipient's physical characteristics. These findings are important to survey researchers since administrative records are often used as sampling frames for surveys of program recipients, and the race/ethnicity data listed there provide a basis for sampling design and weighting. Further, administrative data are sometimes considered the "gold standard" against which the quality of survey findings is measured.

***Effects of Survey Sponsorship on Respondents' Reporting of their Racial Attitudes*, Volker Stocké, University of Mannheim, vstocke@rumms.uni-mannheim.de**
This paper analyzes whether or not the type of survey sponsor affects respondents' answers about their racial attitudes, and if so, which processes might be responsible for this effect. This is done with a split ballot experiment where the survey sponsor was either specified to be a university or a commercial company. It was assumed that respondents perceive positive racial attitude answers to be more socially desirable when they are interviewed by an academic sponsor and that they adapt their response behavior accordingly. One explanation for such sponsor-induced effects is that they are based on impression management strategies and are entirely interviewer mediated in the sense that subjects assume interviewers to share the desirability judgments of the respective sponsor organization. This is tested by randomly assigning subjects to either an interviewer- or a self-administrated mode of data collection, whereby the interviewers' ability to perceive and sanction the responses is systematically varied. Respondents from a random probability sample (N=218) answered the items of the blatant- and subtle-prejudice scales after being randomly assigned to one of the four experimental conditions. As expected, university sponsorship provoked more positive racial attitude answers. However, these differences were only found for interviewer- but not for self-administered interviews. Starting from an identical average response behavior under the condition of high response privacy, the university sponsor provoked more positive and the commercial sponsor more negative attitude reports when interviewers recorded the answers. This interaction effect between the type of sponsor and the privacy conditions proved to be statistically significant for the responses on the blatant- but not for the subtle-prejudice scale. In summary, different types of sponsors seem to influence the expectations respondents perceive on the part of the interviewers and thereby subjects' beliefs about which answers are situational instrumental in order to obtain social approval.

## VALIDATING SURVEY RESULTS

***Assessing the Accuracy of Event Rate Estimates from National Surveys*, LinChiat Chang, Stanford University, linchiat.chang@stanford.edu, and Jon A. Krosnick, The Ohio State University, krosnick@osu.edu**
Many prominent surveys funded by the U.S. federal government routinely measure the rates at which behavioral events occur in the nation. Rates are estimated in a wide variety of domains including crime, health, transportation, education, nutrition, consumer expenditures, housing, employment, and more. National rates are generated using respondents' reports of events that occurred during a specified period in the past. For example, the National Crime Victimization Survey (NCVS) produces rates of rape, robbery, assault, burglary, and theft; the Behavioral Risk Factor Surveillance System (BRFSS) provides rates of alcohol consumption, tobacco use, immunization, seat belt use, etc.; the National Health Interview Survey (NHIS) measures injury rates, disability rates, health insurance coverage rates, and more; and the National Survey of Drinking and Driving yields rates of driving after consuming alcohol. The accuracy of these survey estimates can be assessed by comparisons with other data streams that attempt to document the same events. For example, the NCVS crime rates can be compared with the UCR (Uniform Crime Reporting) database maintained by the Federal Bureau of Investigation; survey estimates of alcohol consumption and tobacco use can be compared with national sales figures of alcohol and cigarettes; and survey estimates of drinking and driving rates can be compared with the Fatality Analysis Reporting System (FARS) maintained by the National Highway Traffic Safety Administration. In this paper, we will compile and report the results of comparisons already completed and conduct new

comparisons with available data. We will compare national survey estimates to alternative data in terms of (1) absolute rates of events, and (2) patterns of change in rates over time. Our findings will form a useful compendium for assessing the accuracy of such survey measures, and for educating potential clients outside the profession about the level of accuracy they can expect.

***Customer Opinions of Products and Services: A Decade of Trends Validated by Economic Data*, Barbara Everitt Bryant, University of Michigan Business School, bryantb@umich.edu**

Econometric modeling of a database of 600,000 interviews of opinions about the quality of products and services of nearly 200 major companies and customer segments of 50 major federal agencies shows U.S. household purchasers' satisfaction since 1994. Findings come from the American Customer Satisfaction Index (ACSI) produced by the University of Michigan Business School in a consortium with ASQ (American Society for Quality) and the CFI Group. Findings are validated by comparisons with economic data external to ACSI. Is ACSI effectively measuring customer satisfaction with quality? Does such satisfaction matter to companies and the economy? The correlations of changes in ACSI with changes in consumer spending, the market value added of top ACSI scoring companies and their performance compared to the S&P 500, say that it does. ACSI data with 10-year trends help explain why some companies succeed, others flounder, and how ACSI shows evidence of being an economic indicator.

***Validating survey data: experiences using employer records and governmental benefit data in the UK*, Annette E. Jackle, Institute for Social and Economic Research, aejack@essex.ac.uk, Stephen P. Jenkins, Institute for Social and Economic Research, stephenj@essex.ac.uk, Peter Lynn, Institute for Social and Economic Research, plynn@essex.ac.uk, and Emanuela Sala, Institute for Social and Economic Research, esala@essex.ac.uk**

Validation studies of survey data are typically limited to a very small number of survey items, to cross-sectional estimates, and to particular sub-populations for which access to records happens to be available. We report here on a validation study carried out in the UK in 2003 with large numbers of validated items (20+ for all respondents, 40+ for employed respondents, 60+ for some), longitudinal data, and based upon a large national sample. However, the representativeness of the validation sample obtained depends on the co-operation of both survey respondents and the providers of validation data and on error in the matching process. In the UK, matching survey data with administrative records is not common practice.

In this paper, we investigate several aspects of the feasibility of validation studies. We focus on the validation of income and employment data. Two validation sources were used: Department for Work and Pensions (DWP) benefit data and employers' records. The former provided histories of benefit receipt and tax credits (e.g. for child / disability / housing / unemployment benefits, pensions and income support). The latter provided information on occupation and employment status, gross and net pay, membership of company pension schemes and industry sector. In the survey interview, respondents were asked for written permission both to obtain their DWP records and to contact their employer. They were also asked to provide information that would facilitate the validation: National Insurance number (NINO) and employer contact details. Subsequently, DWP records were extracted using a non-hierarchical matching strategy, based on different combinations of identifying variables obtained in the survey (NINO, sex, date of birth, name and postcode), and a survey of employers was carried out (mail, with telephone follow-up). We report permission rates, proportions providing matching items, match rates for the DWP data and response rates to the employer survey. We identify correlates of these measures of success at each stage of the validation process in terms of substantive characteristics of the survey respondents. Variation by subgroups is identified and implications for the representativeness of the validation sample are discussed. The analyses will be extended to address potential bias in conclusions regarding validity of survey reports.

***Validating Health Insurance Coverage Self-Reports: A Comparison Between Self-Reported Coverage and Administrative Data Records*, Michael E. Davern, University of Minnesota, daver004@umn.edu, kathleen Thiede Call, University of Minnesota, callx001@umn.edu, Timothy J. Beebe, University of Minnesota, beebe002@umn.edu, Patricia Bland, University of Minnesota, pcb@umn.edu, Jeanette Ziegenfuss, University of Minnesota, zieg0100@umn.edu, and Lynn A. Blewett, University of Minnesota, blewe001@umn.edu**

To evaluate the validity of health insurance coverage estimates from surveys, we selected a sample from four health insurance under-writing pools of Blue Cross and Blue Shield of Minnesota and administered a health insurance screener module from the Coordinated State Coverage Survey (CSCS) to 4,500 respondents in the state of Minnesota (AAPOR response rate 4 was 62 percent). The four under-writing pools were Medical Assistance (i.e., Medicaid), seniors (i.e., Medigap policies), commercially insured (both privately purchased and employer sponsored), and Minnesota Care (a Minnesota specific public health insurance program). Our main concern is to examine whether people who have health insurance coverage self-report that they are uninsured and therefore bias our estimate of uninsurance upward. In addition we also attempt to identify the validity of the respondent's answers to the various types of health insurance coverage survey items. We are interested in whether respondents are able to correctly classify themselves as to whether they are on public coverage (Minnesota Care, Medicare, and Medicaid) or private coverage (commercial insurance that is employer sponsored or privately purchased). Furthermore, we examined whether respondents are able to correctly identify what type of public and private insurance they are covered under. Most surveys of health insurance coverage (e.g., The Current Population Survey Annual Demographic Supplement, the National Survey of America's Families, and the National Health Interview Survey) ask very specific questions about public programs and the counts from these survey items are used to analyze health policy. Our analysis will shed light on whether this is a valid practice. The implications of our results for health insurance surveys and health policy will be discussed.

## DO NOT CALL: SURVEY RESEARCH ATTITUDES AND EFFECTS

***The Impact of the Federal Do Not Call Registry on Telephone Survey Research*, Reginald Baker, Market Strategies, Inc., reg_baker@marketstrategies.com**

The long-term decline in cooperation rates is an oft-told and deeply lamented story in telephone survey research. Overzealous calling by telemarketers is one frequently cited cause of this decline, although an honest appraisal might simply look at increases in the overall volume of unsolicited calls whether from telemarketers, fundraisers, or even public and private research organizations. When the Federal Communications Commission (FCC) amended its Telemarketing Sales Rule (TSR) in 2003 to create the Federal Do Not Call Registry there was considerable debate within the survey research profession about the likely impacts on telephone research. The optimistic among us hoped that a significant reduction in calls from Telemarketers and in the overall volume of unsolicited calls would cause people to go back to answering their telephones, to using fewer defensive technologies, and to be more likely to cooperate with survey requests. Surveys by both telephone and Web done prior to the TSR going into effect in October give modest support to the optimistic view. They report high levels of awareness of the DNC Registry and a third or more of respondents saying that they would be more likely to cooperate with telephone survey requests if the volume of calls by telemarketers decreases. More disturbing, however, are findings that show significant levels of pessimism about whether telemarketers will comply with the new rule and, more importantly, generally low levels of receptivity to telephone survey requests regardless of the kind of research being done. These findings suggest that even if current lobbying by industry associations successfully defends against extension of the TSR to survey research that underlying problems of hostility to telephone survey research remain. This paper looks at public attitudes toward telephone survey research within the context of reactions to the Federal Do Not Call Registry. It reviews findings of surveys done prior to the Registry's implementation and two post-implementation surveys (telephone and Web) to be conducted in the spring of 2004.

***Attitudes of Georgians Toward 'Do Not Call'*, James J. Bason, University of Georgia, jbason@uga.edu**

This paper will examine opinions of Georgians regarding National and State Do Not Call laws. Using data collected from the Fall 2003 Georgia Poll, the research will examine the proportion of Georgians who are aware of National and Georgia Do Not Call legislation, and estimate the proportion of Georgians who report being registered on the Do Not Call Registry. The estimated number of Georgians who report being signed up the Do Not Call registry will then be compared to the number of Georgians that have actually signed up on the Do Not Call Registry. A secondary analysis will examine public understanding of Do Not Call Legislation by examining knowledge of what types of organizations may not call a household on the Do Not Call Regsitry, knowledge of who is exempt from Do Not Call laws, and attitudes toward receiving unsolicited telephone calls from different types of organizations (e.g. telemarketers, fund raisers, political candidates, market researchers, survey researchers). Self-report data on the frequency of participation in opinion polls, along with differences among demographic sub-groups regarding knowledge and perceptions of Do Not Call Legislation will also be examined in the analysis.

***Responding to the National Do Not Call Registry: Evaluation of Call Attempt Protocol Changes in the BRFSS*, Michael W. Link, Centers for Disease Control & Prevention, MLink@cdc.gov, and Ali Mokdad, Centers for Disease Control & Prevention, ahm1@cdc.gov**

By the end of the initial registration period (August 31, 2003), the National Do Not Call Registry contained more than 50 million telephone numbers and that number continues to grow. The Registry was designed to address public concerns about unsolicited marketing calls and currently focuses on a specific segment of the call center industry. Although social science surveys are exempt from the "do not call" requirements, the saliency of the list in the public mind will have a ripple effect on these efforts. This may manifest as confusion on the part of sample members regarding the exempt status of survey organizations or as a future movement to have such organizations included under these rules. Additionally, some exempt organizations may choose to voluntarily abide by the Registry's rules in acquiescence to the perceived public desires for fewer calls. For on-going data collection efforts, such as the Behavioral Risk Factor Surveillance System (BRFSS), changes in protocols – such as reducing calls to households on the DNC Registry or removing these sampled numbers all together – need to be evaluated thoroughly before such actions are undertaken. Due diligence is essential for ensuring the quality of these data, which are used extensively by state and federal health programs to monitor public health. If call protocol modifications do not introduce significant changes in response rates or estimates obtained, then voluntary compliance with the rules of the registry could be recommended to the states conducting the BRFSS. This evaluation examines the impact on participation rates and BRFSS estimates when the standard number of call attempts is reduced to households on the DNC Registry and when these numbers are pulled from the sample altogether. Data come from more than 165,000 sampled households in the 54 states and territories conducting the BRFSS in September 2003.

***How the "Do Not Call" List Might Affect Survey Research*, Rebecca C. Quarles, QSA Research & Strategy, bquarles@aol.com, Tracy Needham, AARP, tneedham@aarp.org, and Robert W. Schnurr, QSA Research & Strategy, boschnurr@comcast.net**

This paper reports the results of a pro bono study sponsored by Bernett Research, which provided 400 telephone interviews; Survey Sampling Inc., which provided a Random A random digit dial (RDD) sample; and QSA Research & Strategy, which provided design and analytic services. Survey results provide evidence that the do-not-call (DNC) list is working: nearly seven in ten respondents who had signed up for the registry said they are no longer receiving any telemarketing calls and more than nine in ten said they are receiving no calls or fewer calls. However, there is no evidence that DNC respondents receiving fewer telemarketing calls are any more likely to participate in surveys than they were before DNC went into effect. On average, respondents rated their likelihood of participation in future surveys at a "5" on a 10-point scale. This low rating seems to be due partly to lack of knowledge about the ethical standards of professional survey researchers and the ways that participation in surveys can benefit respondents as both consumers and citizens; but, it is also partly due to bad experiences with improperly-conducted surveys. Majorities of those who had been interviewed during the past 12 months reported that they had experienced an interview that was too long or was longer than they were told it would be. Majorities also said that they were asked questions that were poorly written, repetitive, or didn't make sense to them. Although skip patterns are one of the most basic survey tools, a slight majority said they were asked detailed questions about topics they had already told the interviewer they didn't know about. These findings suggest that the image of survey research suffers not only a failure to communicate the benefits of survey participation to the public but also from some survey researchers' the lack of quality standards and consideration for respondents.

## INVITED PANEL: THE VALUE OF PUBLIC OPINION AND SURVEY REEARCH: DEVELOPING A COMMUNICATION STRATEGY

**Mark Schulman - SRBI, Inc., Mollyann Brodie - Henry J. Kaiser Family Foundation, Nancy Belden - Belden, Russonello & Stewart, Charles Rund - Charlton Research, Inc., Kathleen Frankovic - CBS News, Michael Traugott - University of Michigan**

Public opinion researchers will face many challenges in the future. The industry has been negatively associated with telemarketers. The positive national reaction toward the Do Not Call list suggests that Americans hold extremely negative views about receiving solicitation calls at home. Survey participation rates have also plummeted as the chance of reaching people at home has decreased. These factors will continue to significantly alter the way opinion research organizations conduct surveys and the degree to which Americans find them credible. While the industry provides positive input for public policymaking and understanding of the social and political fabric that tie societies together, it is unknown how much the public understands these benefits. Do they believe the industry benefits or hurts society? What do people think should be done with the results from survey research? How much value does the public believe their opinions hold in developing or changing policy? How can the industry educate people about its benefit to society? The research community needs to explore these questions by assessing attitudes toward the industry and its methodologies. This panel, which will analyze primary and secondary data collected by a number of industry leaders, includes: Mark Schulman who will discuss why the threat to the public opinion industry is so big Mollyann Brodie who will present existing quantitative data that illustrates the public's overall view of the industry Nancy Belden who will explain why an industry communications strategy needs to be developed Chuck Rund and Nancy Belden who will present new data culled from a series of focus groups conducted throughout the country Kathy Frankovic, Mike Traugott, and Mark Schulman who will offer additional commentary and discussion on the qualitative and quantitativedata The panel will conclude with the opportunity for audience response and discussion.

## DEMOCRACY, VOTING AND PARTICIPATION

***Nonresponse and the 2000 Election Cycle: Topic Salience and Changes Over Time*, Talia Jomini, University of Pennsylvania, Annenberg School for Communication, tjomini@asc.upenn.edu, and Kate M. Kenski, University of Pennsylvania, kkenski@asc.upenn.edu**

It has long been documented that there is a relationship between survey response and topic salience, namely that individuals responding to a survey are likely to find the survey topic more salient than nonrespondents. For election surveys, nonresponse resulting from lack of salience can impact findings because respondents are generally more educated and politically involved; however, as interest in political campaigns increases over the course of an election, this type of nonresponse theoretically should decline. Using data from the 2000 National Annenberg Election Survey (NAES), which was conducted nearly continuously between December 14, 1999 and January 19, 2001, this study investigates the issue of nonresponse in a RDD telephone survey across the 2000 election cycle. The NAES employed a rolling cross sectional design, whereby each day represents a simple random sample cross section of respondents. The NAES made efforts to increase response rates by calling potential respondents back a maximum of eighteen times and using refusal conversions. This study investigates the representativeness of the sample over time by comparing respondents to the Current Population Survey estimates each month over time. Other variables investigated as explaining differences in survey representativeness over time include: temperature, sample size, and number of dials required to reach the respondent.

***Knowing It by Heart: Americans Consider the Constitution and its Meaning*, Ann M. Duffett, Public Agenda, aduffett@publicagenda.org**

This research explores the degree to which Americans understand and appreciate the principles and values in the U.S. Constitution. It sheds light on such questions as:How much does the American public really know about the specifics of the Constitution? Has society gone too far or not far enough in expanding freedom of speech, freedom of the press, freedom of religion? Are typical Americans able to put aside their views on controversial issues such as abortion to consider the constitutional rights of others? Are immigrants more appreciative of the Constitution's rights and responsibilities than native-born Americans? How much of an impact does a parent have on a child's future voting behavior? Survey research has long documented a woeful lack of knowledge about American history in general and the Constitution in particular. But the findings from Public Agenda's study Knowing It by Heart: Americans Consider the Constitution and its Meaning show that – while many Americans acknowledge their own lack of knowledge – many also have internalized the Constitution's core values and recognize its relevance to modern life. The findings are based on a unique blend of expert interviews, focus groups and a national random sample telephone survey of more than 1,500 American adults.

***A Values Perspective on Social Change in America: Lessons for the 2004 Election?*, Keith Neuman, Environics Research Group, keith.neuman@environics.ca, and David MacDonald, Environics Research Group, david.macdonald@environics.ca**

The study of social values has a storied history in the social sciences, from de Tocqueville, to Veblen, to Maslow and Rokeach. Values, defined as core beliefs that embody preferences, conceptions and ideals, can be distinguished from attitudes and opinions as being more fundamental and therefore exert greater influence on human and social behavior. Despite the conceptual significance of social values, few researchers have been successful in effectively applying value concepts and models to real world problems and issues. This paper introduces a social values model first developed in France in the 1960s, and later expanded to more than 20 countries around the world. "Systeme Cofremca de Suivi des Courants Socio-Culturels", or "3SC", is a values model developed through qualitative and quantitative research that is now widely used to gain a multi-dimensional perspective on social change and consumer markets. This model consists of over 100 social value trends covering important sociological and psychological dimensions including family relations, workplace motivations, spirituality, adaptability, and consumer motivations. These can be plotted across dimensions (via multivariate techniques) to create a values framework that is depicted using perceptual mapping to define the socio-cultural space of a target population, be it a country, region, age cohort or consumer segment. The paper describes the theoretical and methodological underpinnings of the 3SC model, and discusses recent North American applications in the areas of consumer products, public policy and social marketing, as well as its use in tracking social change over time. The paper concludes with the presentation of results from a 2000 national survey that examines the social values of Americans according to their party affiliation, political orientation and intention to vote. The results of this analysis demonstrate the insight that can be gained through a social values perspective, in revealing the core values of critical swing voters whose hearts and minds were the chief battleground in 2000, and what this means for challenges each party will face as they head towards the 2004 election.

***The Core Of Nonvoters In A Third Party Election*, Joseph S. Strother, UNLV, philosopherjoe@aol.com**

The dominance of voting as a staple of political analysis is established and reaffirmed by the vast number of scholars who examine it as a standard of political participation. Unfortunately, for as much as the discipline has determined about the characteristics of the voter, only a small fragment of that information is available about the nonvoter. One significant contribution is the work of Lyn Ragsdale and Jerrold Rusk (1993) who made certain headway into determining the traits and factors governing over the nonvoter by examining trends within nonvoters in the Senate Election Study (SES) of 1990. While Ragsdale and Rusk defined and classified nonvoters of senatorial elections, nonvoters within a presidential election are subject to different political stimuli or at least similar stimuli under vastly different conditions, which produces necessarily different results. Using National Election Study data from 1992 and 1988, I will examine the motivating factors in nonvoting and the types of nonvoters between two party and three party elections. In this effort, the 1992 election is unique because it represents the highest point of voter turnout since 1976 until the present, boasting a turnout of 55.9 percent which provides the best opportunity to study the core of nonvoters. A second attractive feature of the 1992 presidential election is the presence of Ross Perot, who served to draw out independents that are often believed to increase the total number of nonvoters because of a lack of appealing alternative candidates (Jacobson 1992). In comparison, the 1988 presidential election represents the typical two party competitions within as similar a political environment as possible to that of the 1992 election due to the small period of time which has elapsed between the two. In looking at the smallest group of nonvoters assembled in past quarter decade I anticipate that typical nonvoter traits will be polarized and offer a concise view of the ardent nonvoter, as more independents were mobilized into the voting population. Demographics such as age, income, education, and employment status will be more significant as part-time voters who participate only in national elections move into the voter category. Furthermore, based off of a combination of demographics and attitudes, nonvoters will break into identifiable subgroups delineated more by their ideological reasons for refusing to participate than any other traits or characteristics.

## USING MULTIPLE MODES TO ENHANCE RESPONSE RATES

***How is the Propensity to Respond for Different Data Collection Modes Affected by a Mailing Package and Mandatory/Voluntary Status?*, David A. Raglin, U.S. Census Bureau, david.a.raglin@census.gov**

The U.S. Census Bureau has been developing the American Community Survey, which is designed to replace the decennial census long form and is scheduled to go into full production in 2004. The American Community Survey collects data using three modes for each monthly sample, mail the first month, telephone the next month, and personal visit the third month. Part of the survey development process was a test in the spring of 2003 of the effects on the survey if response was voluntary instead of mandatory. We tested two types of mandatory mail packages: the current package and one designed to be more user-friendly, and two types of voluntary mail packages: a package with "standard" letters and one that featured the voluntary message more prominently. This paper compares mail, telephone, and personal visit cooperation rates and telephone and personal visit refusal rates between the treatments. The paper also analyzes the effects on response and refusal rates of the survey changing to voluntary for the telephone and personal visit modes. This is possible since all field operations became voluntary on the same date, during the data collection period for two of the panels. For one panel, the survey became voluntary at the personal visit stage, while for another, it became voluntary at the telephone stage. This analysis will help demonstrate how much respondents remember about prior communications when they are contacted by an interviewer and how much those communications influence their willingness to respond.

***Is it Worth It? Using a Mail Survey to Enhance an RDD Survey*, Lorayn Olson, Abt Associates, Lorayn_Olson@abtassoc.com, Katherine Ballard LeFauve, Abt Associates, kate_ballard@abtassoc.com, Mary Cay Murray, Abt Associates, Mary_Cay_Murray@abtassoc.com, and Jessica Cardoni, Abt Associates, Jessica_Cardoni@abtassoc.com**

The National Immunization Survey (NIS) measures vaccination coverage among children aged 19-35 months in the U.S., the 50 states, and 28 urban areas. The NIS is conducted by Abt Associates for the National Immunization Program and the National Centers for Health Statistics of the Centers for Disease Control and Prevention. It uses a random-digit-dialing telephone survey to identify age-eligible children. The NIS samples over three million telephone numbers annually, makes over 12 million calls, identifies 900,000 households, and interviews over 34,000 parents/guardians with age-eligible children. Households are asked for permission to contact vaccination providers for immunization histories of sampled children. Refusals are increasing in the NIS as in many telephone surveys. Several approaches at converting refusals using refusal letters have been attempted. The challenge is to find a method that reaches respondents and conforms with the refusal conversion protocols accepted by Institutional Review Boards (IRB). First, letters were sent to refusal cases before a final phone attempt was made. This approach had limited success. The next approach was to send refusal cases a short hard-copy questionnaire to be returned. The respondent's address had to be confirmed, as the questionnaire contained identifying information. This did not succeed as most respondents hung up the phone before their address could be confirmed. Finally, refusal conversion letters including monetary incentives are being attempted. Preliminary results for this last method are promising.

***Testing a New Response Mode for an Establishment Survey: Reporting Response Rates in a Pilot Study of Touchtone Response*, Karen L. Goldenberg, Bureau of Labor Statistics, goldenberg.karen@bls.gov**

The Bureau of Labor Statistics (BLS) conducts the Annual Refiling Survey (ARS) each year. During the ARS, individual state agencies mail questionnaires to approximately one third of the establishments registered with their state Unemployment Insurance programs. These BLS-designed questionnaires ask staff at those establishments to verify or update preprinted address and industry information. In 2002, BLS conducted a five-state pilot test to see if preselected respondents would use the Touchtone Response System (TRS). The TRS consists of a short phone call with an automated script, and was available to respondents whose preprinted information was correct. Successful TRS responses eliminate the need for mail returns, with the potential for substantial savings in postage and labor. Therefore, another component of the pilot test was an embedded experiment to assess whether various contact strategies would increase TRS participation. Within each state, establishments were randomly assigned to receive one of three experimental communications urging touchtone response (TRS-specific letter, flyer, or both), or the standard survey letter (control group). This paper has two objectives. The first is to describe the results of the pilot test and to present the results of the experiment. The second is to document the issues that arose in describing response rates for this multi-mode survey, especially the TRS component. The paper draws on the discussion in AAPOR's Standard Definitions (2000) for mail surveys of named individuals, and attempts to modify those definitions to fit a multi-mode establishment survey.

**Friday, May 14, 4:00 p.m. - 5:30 p.m. – AAPOR ABSTRACTS**

## DIFFERENT APPROACHES TO SURVEY INCENTIVES

***Respondent Incentives for Low-Income Populations: An Experiment with Point-of-Sale (POS) Cards*, Rita Stapulonis, Mathematica Policy Research, rstapulonis@mathematica-mpr.com, Shawn Marsh, Mathematica Policy Research, smarsh@mathematica-mpr.com, and Jason Markesich, Mathematica Policy Research, jmarkesich@mathematica-mpr.com**

Traditional methods for providing respondent payments to individuals in low income populations often pose challenges for the respondents. Providing incentives in the form of a check provides more security and a better audit trail than does cash. However, our experience has shown us that many individuals in these populations do not have bank accounts and are thus unable to cash checks conveniently and without incurring large administrative fees. Mathematica Policy Research, Inc. (MPR) has been interested in offering alternative forms of respondent payments to alleviate these types of constraints. Over the past several years, we have been experimenting with several different forms of payment, including Automated Teller Machine (ATM) cards and telephone cards, that would provide respondents with a more immediate form of incentive.

Recently, we conducted an experiment that examines the effectiveness of providing respondent incentives via Merchant Point-of-Sale (POS) cards compared to traditional check payments as part of the National Evaluation of the Welfare-to-Work (WtW) Grants Program. POS cards can be used at any retailer that accepts debit cards, and unlike ATM cards, do not have additional fees attached for multiple uses. In our experiment, respondents enrolled in one WtW site were randomly assigned to receive a POS card or a check upon completing a WtW follow-up interview. This paper examines the process involved in implementing a POS card respondent payment system, and presents the results of the POS card / check experiment. Specifically, we will compare the overall response rates of the POS card group and the check group; the financial and administrative costs of utilizing both payment modes; and the differing rates for accessing payments between the two experiment groups.

***Effect of Incentives on Survey Response and Survey Quality: A Designed Experiment Within the HINTS I RDD Sample*, Louis P. Rizzo, Westat, lourizzo@westat.com, Inho Park, Westat, InhoPark@westat.com, Bradford Hesse, National Cancer Institute, hesseb@mail.nih.gov, and Gordon Willis, National Cancer Institute, willisg@mail.nih.gov**
The Health Information National Trends Study (HINTS), sponsored by the National Cancer Institute (National Institutes of Health), is a nationally representative list-assisted RDD survey of adults in the United States, collecting information about health knowledge and utilization of health information resources. The first HINTS study (HINTS I) was fielded November 2002 to April 2003. Within the first wave of HINTS I (16,280 telephone numbers), we had 6,905 mailable numbers (numbers for which we had an address with the telephone number). All of these numbers were sent letters in advance, and initial refusals to the telephone contact were sent refusal conversion letters. We experimented with a single $2 bill cash pre-incentive, sent with the advance letter, sending this to a randomly selected half of the mailable numbers. We also experimented with a single $2 bill cash refusal conversion incentive, sending this to a randomly selected half of the initial refusals for which mailing addresses were available. The hypothesis was that a single $2 bill sent through the mail would be highly salient to potential responders, creating an aura of good will. The design assigned one quarter of the mailable numbers to each of four groups: neither incentive, advance pre-incentive only, refusal conversion incentive only, and both incentives. The telephone interviewers were blinded, not knowing whether an incentive had been sent or not (and the questionnaires did not mention the incentives). Our results indicated considerable success for the advance letter pre-incentive: roughly a six-point increase in final response rate. The results for the refusal conversion incentive were less decisive: roughly a two-point increase in final response rate. There was no clear evidence of interaction: the effects were roughly additive. The paper provides confidence intervals and a breakdown of response rate effects at different points in the interview process, and by different types of nonresponse. In addition, we studied differences in questionnaire item outcomes (both general demographic and study-specific) for the mailable respondents that received the advance letter pre-incentive and the mailables that did not, to evaluate whether the six-point increase in response rates had a measurable effect on questionnaire item distributions.

***The Effects of Larger Cash Incentives on Hard-to-Reach Demographic Groups: It Depends On How You Pay It*, Norman G. Trussell, Nielsen Media Research, norman.trussell@nielsenmedia.com, and Paul J. Lavrakas, Nielsen Media Research, paul.lavrakas@nielsenmedia.com**
This paper describes three major experimental tests undertaken in 2001-2003 to investigate the effects of larger cash incentives on cooperation rates to the Nielsen TV Ratings Diary among traditionally low-cooperating demographic groups (Black, Spanish-speaking, and 18-34 Age of Head households). Two experiments were conducted during the November 2001 Diary cycle and May 2002 Diary cycle. In each, Black households and Spanish-speaking households were randomly assigned to five conditions in which different combinations of bills and amounts ($5 vs. $8 vs. $10) were implemented. In the third experiment, conducted in the July 2003 cycle, households with younger adult (18-34 yrs old) householders were randomly assigned to six conditions of various incentive amounts ($10 vs. $12 vs. $15). Results of these three experiments will be discussed in terms of the extensive research literature that exists about how cash incentives affect survey cooperation rates. The apparent causal relationship between the number of bills sent and the response rate will be examined.

***A Promise or a Partial Payment: The Successful Use of Incentives in an RDD Survey*, Lorayn Olson, Abt Associates Inc., elazan@aol.com, Sergei Rodkin, Abt Associates Inc., Sergei_Rodkin@abtassoc.com, Martin R. Frankel, Baruch College and Abt Associates Inc., martin_frankel@baruch.cuny.edu, Stephen J. Blumberg, National Center for Health Statistics, sblumberg@cdc.gov, Kathleen S. O'Connor, National Center for Health Statistics, koconnor1@cdc.gov, and Michael Kogan, HRSA / Maternal and Child Health Bureau, mkogan@hrsa.gov** In an effort to achieve high response rates on a random-digit-dialing telephone survey, incentives were incorporated into a follow-up effort for 10,500 eligible nonrespondents. An experimental design allowed for a comparison of the impact of (1) offering a $15.00 or $25.00 incentive for completion of a 25-minute interview and (2) enclosing an initial $5.00 payment with the nonresponse follow-up letter or just promising to send the full incentive upon completion of the interview. The experiment was conducted as part of the National Survey of Children's Health, a module of the State and Local Area Integrated Telephone Survey that is being sponsored by the Maternal and Child Health Bureau, Health Resources and Services Administration, and is conducted by the National Center for Health Statistics, Centers for Disease Control and Prevention. A random-digit-dialing sample of households with children less than 18 years of age was selected from each of the 50 states and Washington, DC. Non-responding households that were known to include age-eligible chldren were included in this experiment. Letters were mailed to addresses that had been matched to sampled telephone numbers. If no addresses were available, the full payment ($15.00 or $25.00) for completing the interview was offered when the household was called. Completion rates for the six treatment groups (incentive amount crossed by initial payment, promise of payment, or no letter) will be compared. Preliminary results from the first wave indicate that partial incentive payments accompanying advance letters yield the highest participation rate.

## MULTI-MODE SURVEYS

***Augmenting the BRFSS RDD Design with Mail and Web Modes: Results from a Multi-State Experiment*, Michael W. Link, Centers for Disease Control & Prevention, MLink@cdc.gov, David Roe, RTI International, droe@rti.org, Ali Mokdad, Centers for Disease Control & Prevention, ahm1@cdc.gov, Ruth Jiles, Centers for Disease Control & Prevention, rxg0@cdc.gov, and Jodie Weiner, RTI International, weiner@rti.org**
It is increasingly difficult to obtain participation rates in random digit dial (RDD) telephone designs that would allow researchers to have confidence in the validity and representativeness of the data collected. In a society where consumers have a range of choices in nearly everything they do (for instance, banking in-person, at an ATM, or over the internet; or, selecting a movie on DVD, TV channel, or cable "movies on demand"), survey researchers need to develop modes of data collection to "fit the lifestyles" of sample members. For the Behavioral Risk Factor Surveillance System (BRFSS), collecting information via mail and the internet are two potential alternative modes to pure telephone data collection. This research provides results from a set of experiments conducted in 4 states, administering the BRFSS in three modes: web, mail, and CATI. Comparisons are made between the regular, monthly CATI-only results and self-administered web and mail with CATI follow-up alternatives. We examine differences in response rates, the types of sample members responding to each mode, and potential biases in the estimates obtained across modes.

*Comparing Face to Face, Telephone, Paper Self-Administered, and Web Survey Measurement,* **Emilia A. Peytcheva, University of Michigan, emiliap@isr.umich.edu, Robert Manchin, Gallup Europe, Robert_Manchin@gallup-europe.be, Robert Tortora, Gallup, Bob_Tortora@gallup.com, and Robert M. Groves, University of Michigan and Joint Program in Survey Methodology, BGroves@isr.umich.edu** While there are many methodological studies of mode effects in the research literature, most of them compare only two data collection methods. With the increasing number of mode choices, there is a growing need for studying the effects of mixed mode designs on measurement error. Ideally, studies would examine major data collection methods and compare mode effects on a variety of questions – open-ended, socially desirable, sensitive, etc. Such a study is conducted by Gallup Europe in conjunction with the European Social Survey, motivated by the anticipated need to change the dominant mode of interviewing, face-to-face. As the latter is either disappearing in some European countries, or becoming economically prohibitive, alternatives are needed. The study is the first of a series of methodological experiments to find optimal modes in various European countries. A quota sample of 1987 respondents representative of the Hungarian urban population by age, sex and education is drawn, randomly assigned to one of four modes - face-to-face, telephone, self-administered paper and pencil and web-based interviewing, and then re-interviewed in a different mode. Location of the second interview is either in-hall (a public location) or at the respondent's home. In addition to in-hall/out-of-hall allocation, respondents are randomly assigned one of two versions of the survey, where some of the questions are manipulated within a mode. Mode effects are expected to become visible when responses in the first interview are compared to responses in the second interview. Pairwise mode comparisons are examined to determine which methods are most different from one another, the direction of dissimilarities and nature of the questions in which such differences are observed. Another set of analyses examines the overall effect of each mode, accounting for response homogeneity within a respondent. Causes of exhibited mode differences are discussed in the context of the existing literature.

*Comparison of Web, Mail, and Mixed-Mode Data Collection Methods in a Survey of R&D Funding,* **Pat Dean Brick, Westat, patdeanbrick@westat.com, Jeff Kerwin, Westat, kerwinj1@westat.com, Kerry Levin, Westat, levink1@westat.com, David Cantor, Westat, cantord1@westat.com, Jennifer O'Brien, Westat, obrienj@westat.com, Andrew Wang, NIST, andrew.wang@nist.gov, Steve Campbell, NIST, stephen.campbell@nist.gov, and Stephanie Shipp, NIST, stephanie.shipp@nist.gov** Web surveys are rapidly becoming the predominate mode of data collection for a variety of reasons. For example, when the researcher has a relationship and previous interactions with the study population, the Web has been shown to be an effective method for data collection. Examples include surveys of customer and employee satisfaction, surveys of students in institutions of higher education and other situations where the researcher already has relatively good contact information and may even have auxiliary information on the respondents. Such surveys require a relatively complete sampling frame that includes email addresses. Increasingly, due to cost considerations, Web surveys are replacing surveys that previously had been fielded as mail or telephone data collections. While the move to Web data collection is underway, there are questions about how this change in mode may affect data quality. Previously published research has been limited in the outcome measures of quality examined, the populations studied, and the degree of rigor with which the studies have been carried out. In this paper, we present findings from a randomized experiment in a survey of applicants for federal R&D grants conducted in 2004. The population included in the experiment consists of investigators who applied for but did not receive a grant (i.e., nonawardees; N=1000). Limiting the experiment to this population of respondents eliminates any possibility of response being influenced by receipt of funding. Three data collection conditions will be compared: Web only, mail only, and a mode that combines both Web and mail. All three conditions will include telephone follow-up of nonrespondents. Outcome measures of interest include: response rates for each mode, both before and after telephone follow-up; data quality in terms of item nonresponse, distribution of response to specific items, length of responses to open-ended questions, and level of effort required to complete the survey.

*Survey Mode Preferences of Business Respondents,* **John Tarnai, Social & Economic Sciences Research Center, tarnai@wsu.edu, and M Chris Paxson, College of Business and Economics, cpaxson@wsu.edu**
Response rates to business surveys are often quite low. Because of the special circumstances and characteristics of business surveys, average responses rates to business surveys may range from lows of 10% to no higher than about 50%. We were interested in understanding whether business respondents had preferences for different survey modes. In a recent mail survey of businesses in Washington State, we included a question, asking business respondents what their most preferred survey mode was. The response options included the following: mailed survey, telephone survey, web survey, face-to-face survey, and no preference. The sample of almost 3,000 businesses was stratified by geographic region, business size, and industry. The mail survey was implemented using total design methods (TDM) to encourage a high response rate. The survey included an internet response option, and also a telephone followup of nonrespondents. The telephone followup attempted to get information from businesses on their survey mode preferences. A total of 1400 businesses responded to the survey, with 1150 responding by mail, and 250 responding on the web. Our paper presents an analysis of the survey mode preferences by business strata. We also compare the results of survey mode preferences for respondents and nonrespondents. The mode preferences of business responding by mail and those responding by web are different, and our paper presents these differences. We discuss the implications of these survey mode preferences for improving response rates to business surveys in the future.

## WEB SUVEYS: AGE TO VISUALS

*Respect Thy Respondent Part II: Good Manners for Web surveys,* **Fran Featherston, National Science Foundation, ffeather@nsf.gov and Luann Moy, U.S. General Accounting Office**
At the 1992 AAPOR conference, we presented "Respect Thy Respondent! A Primer on Manners in Survey Research," with our co-author Jason Lee. We wrote then that we must provide motivation, minimize burden, and treat the respondent with the utmost courtesy and sincerity. Twelve years later, we look at the evolution of web surveys and conclude that our interactions with web survey respondents can be thoughtless and impolite. Our paper focuses on three areas of web surveys that increase respondent frustration. First, our use of the web survey technology to "force" respondents into a choice is inappropriate. All respondents should be treated with respect even those who do not fit neatly into our few categories. Second, our use of web survey technology to "error check" respondent's answers is ungracious. Some respondents are punished for their web survey efforts with symbols such as red stop signs that tell them their information has errors and they must redo it. Third, our web surveys reduce or eliminate the opportunity for respondents to comment on the data they provide, and this violates the norms of polite conversation. Even if we ultimately ignore respondent clarifications, it is mannerly to "listen" to respondent comments. Based on our testing questionnaires and implementing surveys, our paper provides positive and negative examples of web survey practices in each area. In addition, we discuss how our data may suffer from negative practices. As we move from paper surveys and telephone interviews to on-line data collection directly from respondents, we may have inadvertently taken a step backward in respecting our respondents. In this paper, we seek ways to prevent respondents from feeling that "No good deed goes unpunished."

*Fast Timse and Simple Questions: The Effects of Age, Experience and Question Complexity on Web Survey Response Time,* **Ting Yan, JPSM, Univ. of Maryland/Abt Associates, tyan@survey.umd.edu, and Roger Tourangeau, The Joint Program in Survey Methodology, University of Maryland, rtourang@survey.umd.edu**

This paper examines response times (RTs) in the context of survey research. Response times are heavily studied in experimental and/or cognitive psychology but are only now gaining attention from survey researchers. Most work on response times in survey research so far has considered response times either as predictors or as proxy measures for some other variable of greater interest. As a result, response times have not been the main focus of the research. Focusing on the nature and causes of response times, this paper takes on the response time as a dependent variable and attempts to tackle the mechanisms of response times by seeking an appropriate regression model. Using the survey response model proposed by Tourangeau, Rips and Rasinski (2000), we include both item-level characteristics and respondent-level characteristics that have been demonstrated to have an impact on response time in a hierarchical regression model. The results from the regression model corroborate evidence from cognitive and experimental psychology that response time is affected by question characteristics such as length, number of answer categories, the nature of answer categories, and the location of the question within the questionnaire as well as respondent characteristics such as age, education and experience with the Internet. Two interaction terms--age by question length and age by the location of question--are shown to have an impact on response times, too.

*Race-of-Interviewer Effects: What Happens on the Web?,* **Maria Krysan, University of Illinois at Chicago, krysan@uic.edu, and Mick P. Couper, University of Michigan, mcouper@umich.edu**

This paper builds on a surprising finding in an earlier laboratory experiment studying race of interviewer effects in live as against "virtual" interviews where videos of an interviewer reading the questions are played to respondents on a laptop computer. We expected the virtual interviewer to generate social-presence-like effects, based on research showing that people treat computers like social actors and evidence that the "mere presence" of a person of another race can shape expressions of racial attitudes. Unexpectedly, rather than mimicking social presence and reducing negative racial attitudes, whites in the virtual condition gave more racially conservative responses to the black as compared to the white interviewer. Our post-hoc interpretation drew on the psychological concept of "activation," in which negative stereotypes are triggered when subjects are presented with an image of the target group, and thus the virtual black interviewer, rather than suppressing racial prejudice with social presence, instead activated negative attitudes. We tested this hypothesis with a web survey-based experiment using a representative sample (Knowledge Networks panel, n=1,120). A 2X2 between-subjects design manipulated race of interviewer and social presence versus activation. Social presence was created by photographs of a black or white interviewer appearing at several points, accompanied by interviewer feedback and commentary. The activation condition was manipulated by the one-time appearance of a montage of (black or white) persons. Our two hypotheses are: (1) Whites presented with a "single white interviewer" will give more racially conservative responses than those presented with a "single African American interviewer." (2) Whites completing a survey where the first screen has a montage of African Americans will give more racially conservative responses than those completing a survey with a montage of whites.We measured several dimensions of racial attitudes and hypothesized that perceptions of discrimination, stereotypes, and racial policies would be most likely to show the expected effects. Findings indicate mixed support, with questions about discrimination and racial policies showing the strongest effects. Sub-group analyses reveal different effects depending on respondent's political ideology.

*How Visual Grouping Influences Answers To Internet Surveys,* **Jolene D. Smyth, Washington State University, Don A. Dillman, Washington State University, dillman@wsu.edu, Leah Melani Christian, Washington State University, lmchristian@wsu.edu, and Michael J. Stern, Washington State University, mstern@wsu.edu**

Published evidence is accumulating that relatively simple visual modifications in question layout can significantly influence respondent answer choices in paper questionnaires. (e.g. Redline et al. In Press, Journal of Official Statistics; Christian and Dillman, In Press, Public Opinion Quarterly). Some of the effects found in these studies were associated with variations in visual layout, achieved through different uses of symbols, numbers, and graphics. These variations encouraged respondents to group and process questions differently. In two new studies we examine how experimental variations achieved through a variety of manipulations in the visual grouping of information influence respondent answers in Internet surveys for three quite different questions. Test items examined: 1) the differential uses of symbols, spacing, and words to define requests for dates, 2) alternative visual grouping procedures for presenting long lists of choices to respondents, and 3) different ways of graphically grouping response choices for questions that allowed the selection of more than one answer. Up to four grouping variations for each type of question were included as experimental panels in two separate surveys of random samples of Washington State University undergraduates (Spring, 2003, n=1590, response rate 58%; Fall 2003, Still in process, expected n = about 1500). The influences of these grouping variations are examined with regard to answer choices and indicators of possible difficulty and confusion associated with the various layouts, as measured through time spent answering each question and whether respondents changed answers. Results from these experiments appear to have important implications for reducing respondent burden in web surveys and increasing the likelihood that respondents provide appropriate answers to such surveys.

## THE 'WHAT' OF PUBLIC OPINION

***Coorientation in Two Communication Contexts: Examining the Effect of Discussion on the Accuracy of Perception on Others*, Zuoming Wang, Cornell University, zw34@cornell.edu, William Chip Eveland, Ohio State University, eveland.6@osu.edu, Mihye Seo, Ohio State University, seo.54@osu.edu, and Juliann Cortese, Ohio State Univeresity, cortese.1@osu.edu**

Pluralistic ignorance – broadly defined as misperceptions about the opinions and behaviors of others – is an important topic because of the centrally important role of perceptions of others' opinions in public opinion processes. The coorientation model advanced by McLeod and Chaffee, often referred as the A-B-X system, can be used to understand the role of communication in perceptions of others' opinions as well as opinion change. It examines the relation between two persons' (A and B) opinions toward an object (X) as well as their perceptions of each other's opinions. Based on this model, individuals – through communication – can reduce uncertainty regarding perceptions of the others opinions and potentially even change their opinions toward the object in a direction that would increase consistency. Although many coorientation studies have employed quantitative measures to identify the accuracy of individuals' perceptions of others in a dyad, coorientation has not been widely explored in the context of small group discussion. Furthermore, scholars suggest that communication may increase the accuracy of perceptions of others' opinions, but to date few studies have looked at the specific nature of the communication process that may facilitate or hinder gains in accuracy. In this study we examine the coorienation model in small group discussion under two communication contexts (face-to-face vs. computer-mediated communication) and identify the situational and process variables of communication that can predict accurate perceptions of the opinions of others. This paper will answer two research questions. First, can discussion influence the accuracy of perceptions of others' opinions? Specifically, we examine three measures from the coorientation model: agreement, accuracy, and congruency between the opinion of self and others on the death penalty and compare those engaged in discussion vs. those didn't. Second, does the accuracy of perception differ across two different communication contexts? We compare accuracy of perception in FtF and in CMC to test it. This study employed a 2 (discussion vs. no discussion) x 2 (CMC vs. FtF discussion) between subjects experimental design with 154 primarily non-student adults. Participants in this study were quite ethnically diverse: 52.6% identified themselves as Caucasian/White and 38.8% as African-American. There were 20 FtF and 20 CMC 20-minute discussions over the course of the study, with group sizes of three to five subjects per discussion group. During the experiment, participants in the discussion conditions engaged in a discussion about issues affecting their local area.

***A Rational Silence: the silencing influence of trust on public opinion expression*, Marci K. McCoy Roth, University of Pennsylvania, marcimccoy@aol.com**

Expressed public opinion helps inform leaders in a democracy, but what does the absence of expressed public opinion signify to decision makers? Typically, the silence is interpreted as an indication that the citizens are apathetic, ignorant or ambivalent about the choices (Mutz 2002). The rational silence theory suggests an alternative reason for why some knowledgeable, well-educated and competent citizens remain silent—that they have a certain trust that government handles problems adequately or belief that their opinions have already been represented. Analyses are based on the 2000 National Annenberg Election Survey November 1999-January 2000 rolling cross-section data. The results from these analyses seem to support the rational silence hypothesis that high degrees of trust may affect one's decision to express opinions and/or to choose to participate in politics (in this case indicated via voting.). Comparisons of high and low trust groups revealed significant, negative main effects for the relationship between trust and expression of public opinion, though the interaction between trust and satisfaction was not significant. The non-linear nature of the trust-expression relationship makes interpretation somewhat difficult. The rational silence theory does not suggest that all people with high levels of trust in government will choose not to express opinions or not to participate, but that some proportion of them may be silent because of some kind of rational assessment of the political situation or a general sense of trust in government.

***Testing the Homogeneity Assumption of Public Opinion*, Craig Gordon, GA. State Univ. / GA. Institute of Technology, arccsg@langate.gsu.edu**

The purpose of this paper is to test the plausibility of the homogeneity or parallel publics hypothesis (Page & Shapiro, 1992) using the agenda-setting model as a framework. One of the implicit assumptions of the agenda-setting model is that in the absence of a news story about a particular topic, such as stories about air quality, public concern about the topic is at equilibrium. In response to a media story or external events such as a public information campaign asking drivers to alter their driving behavior, concern about the topic of air quality may quickly diverge from the long-term equilibrium level of concern. This equilibrium state is similar to Downs' (1972) pre-problem state or Baumgartner and Jones' (1991; 1993) values consensus state. A focusing event or system shock punctuates the equilibrium state causing concern about air quality to rise. Eventually, after the media or the public becomes bored with the issue of air quality, concern will return to an equilibrium level of concern (Downs, 1972; Henry & Gordon, 2001; Neuman, 1990). This change in the level of concern about air quality in response to a system shock such as a news story or focusing event such as a public information campaign raises a fundamental question; do all members of the public respond similarly or in the parallel fashion predicted by Page and Shapiro to the system shock? That is, do men and women or do people who are college-educated or not college-educated respond in the same way at the same time to news stories or a public information campaign about air quality? The homogeneity or parallel publics hypothesis suggests that all groups respond similarly. The heterogeneity hypothesis suggests that groups may differ in their response to a system shock with the public either converging or diverging. The results from the models tested in this paper provide strong evidence that the homogeneity or parallel publics hypothesis is untenable. The initial analysis, correlating the aggregate means and variances gave strong indication that there were different processes at work. The results of the vector autoregression analysis show significant differences in response patterns to the media coverage and public information campaign based on sex and education. The results provided support for what we will call the convergent heterogeneity hypothesis, though the sex series was more consistent with what we called the divergent heterogeneity hypothesis. In an attempt to explain the disparate findings between the people and group models, we simulated the effects of a public information campaign to demonstrate that different groups responded in systematically different ways to the system shock with the overall effect washing out.

## ATTITUDES AND BEHAVIORS

***Key Predictors of College Student Satisfaction and Future Implications for Student Retention*, Xiaogeng Sun, University of Nebraska, sungeng1@unlserve.unl.edu, Xiongyi Liu, University of Nebraska, lxiong@unlserve.unl.edu, and Barbara Lacost, University of Nebraska, blacost1@unl.edu**

In order to attract and retain students, universities must identify and meet student expectations. This article examines the key predictors influencing students' satisfaction of college experience. A random sample of over 500 students at a mid-western university completed a comprehensive survey on their college experience in 2003. Preliminary results suggest considerable differences in satisfaction of college experience, between students of different characteristics, such as race, gender and year in college. This article examines which factors are important in influencing their satisfaction. We will present a demographic profile of participants. Also, using multiple regression analysis, we will explore relative significance of various factors, including gender, race, class status, age, college GPA, parental influence, financial status, and other factors in predicting their levels of satisfaction. The initial findings suggest that "race" and "GPA" are significant at .05 level and have a strong impact on the students' satisfaction . The results have many implications for the strategies that higher education institutions can use for the retention of college students.

***To Do or Not to Do?: A Comparison of Behavioral Intention Measures.*, Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.c, and Alyssa M. Johnson, Harris Interactive, amjohnson@harrisinteractive.com**

We conducted 2 large scale web-based studies to examine the validity of three different behavioral intention measures and also to determine the relationship between the number of response categories for each type of scale and validity. Study 1 used a vertical scale layout while Study 2 used a horizontal scale layout. Besides examining type of intention scale and number of response categories (2 through 11 categories), we also examined the issue of end-anchoring versus fully-anchored scales. Across both studies, we found that the greatest gain in validity occurred by 4 response categories, with little increase in validity beyond 5 categories. In addition, the unipolar absolute scale of behavioral intent was found to have significantly greater concurrent validity in both studies than other measures of behavioral intent.

***Survey Response Behavior*, Carla VanBeselaere, Caltech, carla@hss.caltech.edu**

To better understand the behavior of political actors, such as voters, researchers have often turned to surveys. But surveys only provide useful information if responses reflect the real beliefs of respondents. Unfortunately, many studies have found that even slight variations in survey questions can significantly affect the distribution of responses and the reliability of those responses (Converse 1964; Tourangeau and Ranski 1988; Schuman and Kalton 1985; Schuman and Presser 1981). While various authors have suggested different explanations for these inconsistencies (Achen 1975; Krosnick 1991; Zaller 1992; Tourangeau, Rips and Rasinski 2000; Alvarez and Brehm 2002), they only provide partial answers because they do not examine the totality of factors that might influence survey response behavior. An investigation of the multi-faceted influences on survey response behavior is essential to uncovering what respondents really think and how they will ultimately behave. In examining survey responses we need to consider all the factors that affect response behavior, such as respondents' ability, respondents' motivation and the difficulty of the survey questions. This paper attempts to disentangle the effects of these various factors by studying results from surveys which include specific questions that attempt to measure these factors. Using the detailed information provided by these new surveys, a better understanding of how people respond to surveys is developed and by controlling for these factors underlying beliefs are more accurately gauged.

***On the Primacy of Affect in Attitude-Behavior Research*, Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, and Coleen M. Schofield, Harris Interactive, cschofield@harrisinteractive.com**

Many researchers have often used ratings of quality and ratings of liking as proxies for each other and have failed to make a distinction between the cognitive and affective components of attitude. However, judgments about liking or enjoyment are believed to have concomitant motivational properties – having both arousing and directional properties (e.g. approach-avoidance) - while judgments about quality are seen as being more cognitive and reflective. In a series of four studies, we found that liking judgments better predicted key criteria than did quality judgments. In addition, we found that the addition of comparative liking (like more-like less) added to our predictive capability, while quality judgments did not appear to be proximal predictors of our criteria. Although quality judgments didn't appear to be directly related to key criteria, they did appear to be important determinants of liking.

## PUBLIC IMAGE OF THE POLLS

***Changes in Attitudes Toward Public Opinion Research Over time and By Geography*, Juyeon Son, Oregon Survey Research Laboratory, json@uoregon.edu**

Using random-digit-dial telephone survey data, I examine images of public opinion research by looking at the responses to questions the Oregon Survey Research Laboratory has included in a number of state surveys asking about the perceived impact of survey research and the perceived importance of respondent answers. I use multivariate regression analysis to assess the effects of time (date of interview) on image of public opinion research. I look at overall attitudes toward survey research by basic demographics and at more specific results in terms of the trends over time. The findings address:1) Have there been changes in attitudes toward survey research and is it really getting harder to conduct telephone surveys? 2) What are the profiles of respondents with different orientations towards public opinion research and how might we use the findings in tailoring gaining cooperation strategies to increase response rates?

***The Pollster's Image, Computer Proliferation in America and What It Means to You!*, Raghavan Mayur, TIPP Poll/TechnoMetrica, mayur@technometrica.com, Tatiana Koudinova, TIPP Poll/TechnoMetrica, tkoudinova@technometrica.com, Constantine Kambavis, TIPP Poll/TechnoMetrica, ckambavis@technometrica.com, and Clare Sherlock, TIPP Poll/TechnoMetrica, csherlock@technometrica.com**

TIPP, a unit of TechnoMetrica Market Intelligence, conducts monthly polls for its media partners, the Investor's Business Daily and the Christian Science Monitor. In the summer of 2003, Congress passed a law creating a national database of telephone numbers that telemarketers are forbidden to call, the so-called "Do Not Call List". Realizing that such laws can have a profound impact on the future of the public polling & research industry, TIPP has embarked on a research regiment aimed at addressing this important development. Our research has multiple goals:

1. Develop a profile of those who "love" and "hate" pollsters. 2. Determine whether or not the general public clearly differentiates between researchers and telemarketers. 3. Determine the affect that different types of research topics have on willingness to participate (i.e., commercial vs. social & political topics). 4. Do households on the National Do Not Call List want pollsters to contact them? 5. Determine differences in public perception between telephone and online pollsters. With the above goals in mind and recognizing the importance of computers in today's society, TIPP began tracking the incidence of computer ownership among American households in April 2002, and has been collecting data ever since. As of November 2003, more than 75% of American households own at least one computer. A corollary objective of our study is to take an in-depth look at some of the advantages & disadvantages of Internet vs. telephone polling. Can Internet surveys one day replace telephone surveys? Can truly representative and robust models be developed to project the results of Internet surveys to the general population? Our profiling of computer-less households & households owning at least one computer may play a significant role in answering these questions.

***Evaluating An Ad Campaign to Raise A Survey Organization's Name Recognition*, Ana P. Melgar, Nielsen Media Research, Ana.Melgar@NielsenMedia.com, Paul J. Lavrakas, Nielsen Media Research, paul.lavrakas@nielsenmedia.com, and Trevor N. Tompson, National Opinion Research Center, tompson-trevor@norc.net**
The public's willingness to cooperate in surveys is a function of many factors. One factor that heretofore has received little empirical attention is sampled respondents' awareness of, and attitudes towards, the organization conducting and/or sponsoring the survey. In theory, the higher the public's brand awareness of the survey organization and the more positive the perceptions of the organization, the greater should be the public's willingness to participate in the organization's research projects. This paper will present results from an evaluation of a major advertising campaign conducted by Nielsen Media Research in the metro Chicago area during Sept-Nov 2003 using a variety of print and outdoor advertising. The purpose of the campaign was to raise public awareness of the Nielsen brand and create positive attitudes towards it. As major part of the evaluation is a pre/post campaign RDD survey design with data gathered by NORC/U-Chicago in July-August and in December; n=1000 for both pre and post surveys. Results of the public's response to the campaign, as well as additional qualitative feedback about the campaign will be discussed. Response rates to Nielsen meter and diary surveys in the Chicago metro area before, during, and after the campaign also will be presented.

***Do Imagemakers Need A Makover? Public Attitudes Towards Political Consultants*, Costas Panagopoulos, New York University, costas@post.harvard.edu, and Jim Thurber, American, thurber@american.edu**
There has been an impressive proliferation of the political consulting profession in the United States in recent years. Once decidedly behind the scene, many of today's consultants have become household names. How does the public feel about these professionals and the role they play in political campaigns? This study uses data from two surveys conducted by the Center for Congressional and Presidential Studies to evaluate public perceptions about political consultants over time (1999 2002).

## SAMPLING

***Differences in an RDD and List Sample: An Experimental Comparison*, Dennis N. Lambries, University of South Carolina, dennis-lambries@sc.edu, and Robert W. Oldendick, University of South Carolina, oldendick-bob@sc.edu**
One of the underlying reasons for the development of random-digit dialing was the belief that telephone samples based on directories were likely to be biased due to their incompleteness (resulting from unlisted numbers, new listings, and the like). RDD samples were more representative because the frame from which the numbers were drawn was more complete. One of the assumptions that was largely untested in this process was the extent to which list samples were biased either in terms of their demographic composition or the responses to substantive questions. As response rates to RDD surveys have declined in recent years an interest has developed in using list samples to reduce costs in telephone interviewing. This research compares the results of two samples – one selected by RDD and the other a list sample – in terms of the demographic characteristics of responses, their responses to substantive questions on a range of issues, and the costs of data collection, including number of completions per hour, number of attempts to complete an interview, and overall data collection costs. Implications for the use of list samples in telephone surveys are discussed.

***Is Target Selection by Last Birthday 'Random Enough'? A Split Ballot Test*, Burke D. Grandjean, University of Wyoming Survey Research Center, burke@uwyo.edu, Martha Garcia Leighty, University of Wyoming Survey Research Center, kotzebue@uwyo.edu, and Patricia A. Taylor, University of Wyoming Survey Research Center, gaia@uwyo.edu**
To generalize to a population of individuals, surveys that first sample households must then sample individuals within households. For telephone and in-person surveys, Kish (1949) solved the problem with randomization tables, an approach now automated through CATI/CAPI software. By mail, however, enumerating and randomly selecting household members is impracticable. An alternative is to ask that the questionnaire be completed by (or about) whoever most recently had a birthday. Literature indicates that this approach, while imperfect, appears acceptably pseudo-random for selecting an interview respondent from adult household members. Its suitability for selecting a random interview target from household members of any age has not been examined. Yet in policy areas such as health insurance, generalizations are sought for the population of all persons, not just adults. In one Western state, a Federal "State Planning Grant" to study insurance coverage involved a mixed-mode survey (telephone/mail). The mail portion (n=4315) of necessity used the birthday approach to identify target individuals about whom the insurance questions were asked. To test whether that might bias the combined results, in the telephone portion (n=1196) 400 of the multi-person households were randomly designated to use the birthday approach; in another 400, CATI software selected a truly random target. Results showed that the birthday approach significantly over-represented children, especially females, perhaps because a child's birthday celebration is typically more memorable than an adult's. Since children are insured in higher proportion than adults, particularly compared to young adults, the birthday approach overstates the statewide rates of insurance coverage and of public coverage. If confirmed in further research, these biases should be considered in drawing policy conclusions from mail or mixed-mode surveys that rely on last birthday for selecting a target from the full range of ages.

***Finding (and Listing) The Unlisted: A Strategy For Achieving A Listed Sample's Cost Savings Without Sacrificing Coverage*, Kathleen Frankovic, PhD., CBS News, kaf@cbsnews.com, and Anthony M. Salvanto, CBS News, salvantoa@cbsnews.com**
In pre-election polling, the lure of using registered voter lists is obvious: a shorter field time, more productive interviewing and lower costs. However, using lists results in non-coverage error that can be substantial and is often unknowable. CBS News developed a strategy for avoiding non-coverage while retaining many of the operational advantages of calling from registered voter lists. The paper will discuss the biases found in listed samples, including which types of voters and households are most likely to be omitted and how those biases impact survey design and results. The paper will

report on several tests of the CBS News coverage strategy, using pre-election polls in South Dakota and South Carolina to examine costs, coverage and accuracy of pre-election estimates and will assess the possibility of utilizing this method in other circumstances.

## MEASURING SPECIAL POPULATIONS

***Challenges and Successes: Surveying Court Users Immediately After a Court Hearing,* Amy C. Nunez, Judicial Council of California, amy.nunez@jud.ca.gov, and Alison K. Neustrom, Judicial Council of California, alison.neustrom@jud.ca.gov**

This paper will serve two purposes. First, findings will be presented from survey data from court users as part of an evaluation for Unified Family Courts in California. Secondly, the authors will review the challenges and lessons learned in surveying this hard to reach population. The evaluation design uses mixed methods and has 5 research elements, however, only the survey component will be addressed in this paper. Historically, the court system has struggled to address the multiple, yet overlapping, family and juvenile issues that bring families into their courtrooms. One family may have many issues before several judges, such as a marital dissolution, domestic violence, juvenile delinquency and dependency. Court staff report that these problems result in duplicative services, conflicting court orders, and repeat appearances on related issues before different judges. The Judicial Council of California funded six pilot projects for three years to address multiple and crossover cases. The strategies in the county projects include a range of strategies, such as sharing information through case file bundling, increased communication among judges and stakeholders, and unification of all cases for one family before one judge. These structural changes to the court system could, theoretically, affect a litigants' court experience. In attempting to measure this, the researchers found that soliciting the opinions of litigants shortly after a court hearing appears to be a fairly new methodology, according to extant literature. Several court-based studies have used a general public telephone survey or focus groups of litigants after some time has passed after their hearing. Other studies have used a web or email survey to assess satisfaction. There are obvious advantages to soliciting customer satisfaction after time has passed from a court hearing. Confidentiality concerns surrounding juvenile delinquency, dependency and domestic violence cases made many of these methods infeasible and anonymous surveys were deemed necessary. Indeed, court personnel expressed concern over protecting these vulnerable populations from interviewers. Additionally, concerns were raised about whether litigants would be in an appropriate state of mind to complete such a questionnaire. A handful of studies from the late 1980s on procedural justice indicated that litigants were able to distinguish the outcome of their case from how they were treated in court. The litigant perspective, despite these concerns, was a critical component of the evaluation design. Using a convenience sampling method, interviewers approached litigants over the age of 18 as they were leaving a family or juvenile court and asked them to complete a written survey comprised of 21 questions. Litigants were asked about their understanding of what happened in court and other general questions about their court experience. Litigants were given the option to return the survey via mail. This paper will address the ethical and political dilemmas faced by the authors in attempting to survey this hard to reach population, as well as the implications of the final methodology used. Baseline survey data and analyses stratified by the various case types will also be presented.

***Surveying the Lesbian, Gay, Bisexual, and Transsexual (LGBT) Population,* Victoria Albright, Field Research, albright@field.com, Larry Bye, Field Research, larryb@field.com, and Karol P. Krotki, RTI, kkrotki@rti.org**

The LGBT population represents a relatively rare segment of the total population and poses considerable challenges for the survey researcher. This population is not readily identifiable in terms of socioeconomic or even geographic features although there are several baseline surveys that have identified geographic clusters of LGBT population and some Census and CPS data on marital status can be used to further assist in the search. This paper reports on a major statewide survey in California implemented in 2003-2004 and whose objective was to study the smoking behavior of the LGBT population. The survey used a highly stratified unequal probability sample designed to produce a design effect no larger than 3 for each of two samples, one consisting of approximately 1,000 males and the second of 1,000 females. Considerable resources were devoted to efficiently design the sample and the screening process in order to obtain the desired number of interviews within the allocatged budget and schedule.

***Interviews of Leaseholders in Chicago's Housing Authority: A Comparison of Interviewer Observation Data and Questionnnaire Data.,* Catherine C. Haggerty, NORC University of Chicago, haggerty@norc.uchicago.edu, and Colm A. O'Muircheartaigh, NORC, University of Chicago, colm@norc.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 summer of 2003 NORC conducted a follow-up interview with a sample of 400 residents in the Phase II group (2002 movers). The questionnaire included several observation questions that are answered by the interviewer when the interview is completed. The answers to these questions inform where the interview took place, whether or not others were present, the interviewer's impression of both the respondent's understanding of the questions and the respondent's attitude toward the interview. We have analyzed the data in several sections of the questionnaire to learn whether or not interviewer observation data can be used to evaluate the questionnaire and the success of the survey. We will present ways these data are used to improve questionnaire design and "promotional" material about the survey.

***Hispanics: Who Are We Missing When We Don't Interview in Spanish?,* Sarah L. Dutton, CBS News, sld@cbsnews.com**

Many polling organizations -- CBS News included -- do not regularly translate their national surveys into Spanish, and are therefore omitting from their data sets Hispanics who aren't comfortable conducting the interview in English. In doing so, who is excluded? What views are being missed, and how might those views affect the results of surveys overall? And as the Hispanic segment of the U.S. population grows, omitting this segment of the population becomes an issue that polling and survey research firms should not ignore. This paper will provide some insight into the views of a group that are excluded from surveys that conduct interviews in English only. In the summer of 2003, CBS News and the New York Times conducted a national survey that included a large oversample of Hispanics. The questionnaire was translated into Spanish, and potential respondents were offered the choice of conducting the interview in English or Spanish. The questionnaire covered a wide array of diverse topics, including political views, views of the two major political parties, attitudes toward national issues such as abortion, morality, religious feelings, ties to other countries, and culture and assimilation. Using the data from this survey, this paper will provide a comparison of the views of Hispanics who completed the interview in English with those who requested it be conducted in Spanish. The results will hopefully be one tool to help guide researchers in their decision whether to conduct their surveys in Spanish as well as English.

## ROUNDTABLE: ATTACKS ON MEDIA BIAS DAMAGES REPUTATION OF MEDIA POLLS

**Robert P. Daves, daves@startribune.com, Minneapolis Star Tribune, Claudia Deane, The Washington Post, Kathleen Frankovic, CBS News and Susan H. Pinkus, Los Angeles Times**

Historically, pre-election polling results from major media polling divisions have received extra credibility and rapid and widespread dissemination. But in recent election cycles, as newspapers and network news operations have come under partisan and interest group criticism and accusations of bias, polls and polling operations have also come under regular attack. The Los Angeles Times recall poll of early September was the most recent example. The New York Times, ABC/Washington Post and many others has been swept up in the general assault on media bias. The dynamics and prognosis of this phenomenon will be examined by media pollsters. Major factors influencing this phenomenon, such as the increased polarization of domestic politics, the rise in radio talk and linkage to web logs (blogs) dedicated to media scrutiny and criticism, will be discussed in the context of challenging polling results and interpretation. The roundtable will consider the best methods to pro-actively protect the reputation and integrity of the polling and increase opinion leaders and voters understanding of the issues.

## MEASURING SEXUAL AND OTHER BEHAVIORS

***Are You Shacking Up? The Search for an Appropriate Measure of Cohabitation*, Jennifer E. Hunter, U.S. Census Bureau, jennifer.e.hunter@census.gov**

Data on marital status is used to produce statistics on marriage and divorce, as well as to provide information on the characteristics of people with certain attitudes and opinions. As cohabitation has become increasingly common and accepted in the United States, statistical agencies face an increased need to gather data on non-marital cohabitation as well as marital status. Part of the purpose of gathering marital status is to provide information on family structure. Statistics on unwed births often include cases where both biological parents are unmarried, but co-residing and planning to raise the child together. Unwed cohabiting couples with children often function much like families that have legally married parents, but are often categorized as single parents in statistical analyses. Additionally, gay and lesbian couples with children also function as family units. These households may look like single parent families, with no indication that the child has two parents in the household. A historical account of measuring cohabitation is presented, followed by a description of qualitative research that was conducted to develop better question wording for future measures. This research evaluated several different measures of cohabitation using qualitative techniques. Semi-structured in-depth interviews were conducted with 10 heterosexual cohabiters and 9 gay and lesbian cohabiters in Maryland, Virginia, West Virginia and the District of Columbia. Alternative wording was tested, and terminology was examined in both of these groups. Issues surrounding measuring cohabitation in the marital status question (i.e., by adding the category "living with a partner") are discussed. Recommendations are provided for question wording that is acceptable, appropriate, and not offensive to these groups. Future research in this area will also be outlined.

***Extent, determinants, and consequences of bias in retrospective reports of cohabitation*, Julien Teitler, Columbia. University, jot8@columbia.edu, Nancy Reichman, Robert Wood Johnson Medical School, reichmne@umdnj.edu, and Heather Koball, Columbia University, hk2163@columbia.edu**

Cohabitation among unmarried parents has increased over the past several decades. Frequently cited estimates of parental cohabitation rates in the U.S. have used data from the National Survey of Family Growth and the National Survey of Families and Households, which rely on retrospective reports. An extensive body of research has pointed to limitations of retrospective reports not only because of recall problems, but also because subjects may reconstruct their histories based on current experiences, mind sets, salience, and norms. We estimate the extent and determinants of bias resulting from the use of retrospective reports of cohabitation, as well as the implications of such bias for estimating rates and studying determinants of union formation and dissolution. Our analyses are based on panel data from the Fragile Families and Child Wellbeing study, which follows a cohort of 4900 sets of new parents in 20 U.S. cities. Mothers were interviewed in the hospital at the time of the birth and again, when the child was 12-18 months old. We compare cohabitation rates at birth using contemporaneous reports (at birth) and retrospective reports (12-18 months later). We then estimate multivariate models to assess the extent to which reconstruction of cohabitation status is a function of sociodemographic factors, father characteristics, and the couple's relationship. Our findings indicate that (1) many unwed mothers revise their reports of cohabitation, (2) using retrospective reports biases estimates of cohabitation; and (3) changes in reports are a function of individual characteristics and aspects of the couple relationship. Finally, we estimate the effect of timing of report on estimates of formation and dissolution. Our analyses point to limitations of using retrospective data to estimate cohabitation rates. We situate our findings within the theoretical literature on autobiographical memory.

***Sexuality at Age 40 and Beyond: A Look at Singles Ages 40-69*, Linda Fisher, AARP, lfisher@aarp.org, and Tracy Needham, AARP, tneedham@aarp.org**

In May 2003 AARP The Magazine commissioned the study: Lifestyles, Dating, and Romance: A Study of Midlife Singles. The study was conducted among singles ages 40-69. The purpose of the study was to obtain a snapshot of the lives of singles: their outlook and well-being, their activities, and their attitudes and activities in the arenas of dating and sex.Today, sexual activity is associated not just with marriage but with dating as well, especially among exclusive daters. The study found that the singles most likely to engage in sexual activity include: exclusive daters, those in their 40s and 50s, have higher incomes, are Hispanic or African American, are in good health, and lead active lifestyles generally.The survey asked singles how often they engaged in romantic and sexual activities during the previous six months. Generally, women report less romantic and sexual activity than men. About half of singles report hugging and kissing in the past six months. The next most frequently engaged in activity is sexual touching or caressing. About one in four singles report engaging in oral sex at least once or twice a month. More than one-third report having sexual intercourse in the past six months. About one in four engaged in self stimulation in the past six months. When it comes to safe sex, older singles who have sex seem to live dangerously. Only two in five use protection all the time, compared to one-third who say they use protection rarely or not at all.This paper/poster will examine in-depth the sexual attitudes and activities of singles ages 40-69.

***Measuring Volunteer Behaviors: How Different Questions Yield Different Results*, Gail Kutner, AARP, gkutner@aarp.org**

One truism of questionnaire design is that multiple specific questions are usually a more reliable measure of information than a single question. Are there differences when the single question has modifiers? A recent national survey conducted by AARP to assess volunteer behavior demonstrates how questions that appear on the surface to measure identical constructs, in fact, produce different, and sometimes contradictory findings. In this paper I examine this issue by analyzing a 2003 AARP survey that studied volunteering and giving among the 45+ population. Telephone interviews were conducted with a total of 2,069 Americans aged 45 and older (1,027 interviews from an RDD national sample and oversamples that resulted in 420 interviews with African Americans, 415 with Hispanic Americans, and 402 Asian Americans). Respondents were asked a general question with modifiers about volunteering and then asked a series of 20 questions about volunteer behavior. We found that about 51% of the middle-aged and older population reported volunteering when asked the traditional question about serving in their communities (volunteer for non-profit charities, schools, hospitals, religious organizations, neighborhood associations, civic or other groups). However, an additional 36% reported volunteering behaviors from the probed questions. For this paper, additional analysis will be done to answer the following questions: What are the profiles of those who answered yes to the general question compared to those who answered no but yes to probed questions? Are there significant racial/ethnic or SES differences? If yes, what are the implications for future studies about volunteering among different ethnic/racial or SES groups? The paper will also examine differences between subsets of the specific behaviors. For example is there a stronger relationship between the probed behavior questions which are similar to the qualifiers than those questions which are not mentioned in the general question?

## PARTY IDENTIFICATION: TRENDS AND CONSEQUENCES

***Long-Term Trends in Political Party Identification*, David Morris, ABC News, david.j.morris@abc.com, and Gary E. Langer, ABC News, gary.e.langer@abc.com**

Political party identification is fundamental to the nation's political equation. We examine the trend in party ID in more than 350 ABC News and ABC News/Washington Post polls since 1981, examining its variability, long-term direction and implications. We correlate the trend in party ID with the passage of time and with outcomes in presidential, House, Senate, gubernatorial and state legislative races over the 23-year period studied. We compare changes in party ID to political events, look at changes in selected demographic groups, and correlate party ID as measured by ABC News with long-term party ID measurements by other organizations over the same period, discussing differences and their possible causes.

***Parsing the Numbers: Turnout and the Republican Majority in Congress*, Lydia K. Saad, Gallup Organization, lydia_saad@gallup.com**

Since 1994, when the Republican Party succeeded in breaking four continuous decades of Democratic control of the U.S. House of Representatives, the Republicans have enjoyed an unprecedented (for them) stretch of power in Congress. One question that has not been fully answered is whether this new Republican majority reflects a real shift in the underlying political preferences of the American public, or is merely a function of changes in voter turnout -- with Republicans becoming more likely to vote relative to Democrats. Historically, Republicans have enjoyed a considerable advantage on turnout in midterm elections. The question is, has this advantage expanded in recent years? In a paper published in the Spring 2003 issue of Political Science Quarterly ("Terror, Terrain and Turnout: Explaining the 2002 Midterm Elections"), Gary C. Jacobson examines the political landscape surrounding the 2002 midterm elections and concludes "The Republican victory was, however, much more a consequence of redistricting (in the House) and of the higher turnout among Republican loyalists than of any national shift in public sentiment toward the party." But Jacobson's analysis of turnout is based solely on the 2002 election, with no historical data to show whether the 2002 Republican turnout relative to Democratic turnout was any higher than usual. This paper brings a variety of historical Gallup Poll election and political data to bear in examining this question, including trends in party identification; trends in favorability ratings of the two major parties; and trends in voter turnout among Republican and Democratic identifiers. With a clearer understanding of what factor (or combination of factors) has kept the GOP above the 50% mark on the two-party congressional vote since 1994, we can then look at demographic changes to see who has been converted to the Republican Party and/or which GOP partisans have been newly activated to vote.

***Self identification as liberal or conservative as a function of occupation*, Nat Ehrlich, Michigan State University IPPSR, nathaniel.ehrlich@ssc.msu.edu**

In 2002-3, The University of Michigan's Institute for Social Research conducted a survey of attitudes on the future of hunting for an organization promoting that activity. The sample consisted of two groups: Group A included elected officials [all state and national representatives and senators, and all state governors], management level personnel at newspaper and television news organizations, and wildlife professionals employed by the various states; Group B included outdoor writers and leaders of sportsmen's organizations. The initial round of survey responses was conducted entirely through the Internet. Two different versions of the survey were prepared, one for group a. In the course of the survey, each respondent was asked to place himself on a seven-point Likert scale, where pt. 1 was designated as Very Liberal and pt. 7 was designated as Very Conservative. Each respondent produced a liberal vs. conservative rating with regard to economic issues and social issues. This report shows the inter-relationship between occupation of the respondent, political party affiliation, and self-identification on the scale of liberal to conservative.

***I'm a Conservative in Need of Medical Care and I Don't Have Health Insurance: Maybe I do Value Big Government After All*, Gregory A. Pettis, Elon University, gpettis@email.unc.edu, and Timothy Vercellotti, Elon University, tvercellotti@elon.edu**

The "consensus view" in the political attitudes literature is that self-interest plays a very limited role in shaping political preferences. This view is that self-interest almost never affects policy preferences, and it never affects political values (Sears and Funk 1991). We take issue with the consensus view. We begin by articulating a psychological model whereby individual and collective self-interest are powerful motivators of policy preferences. We conceive of self-interest as vested interest, a situation in which one's well-being is very much at stake. This type of situation is deeply ego-involving, altering one's policy preferences and values that are relevant to the domain of self-interest being invoked. We expect that this change is mediated by the anxiety caused by the threat to self-interest, and we also expect that a threat to collective identity can have the same effects among strong group identifiers. We test this model by replicating the work of Barbara Lehman and William Crano (2002), using ANES data to demonstrate that self-interest affects policy preferences across a variety of policy domains. We then re-estimate these models and find that value change mediates these relationships. Finally, we test the full psychological model for a specific policy domain – health care -- using survey data from a random sample of North Carolina residents, exploring the roles played by collective identity and anxiety.

## MEASUREMENT EFFECT

***Everyday Concepts and Classification Errors: Judgments of Disability and Residence,* Roger Tourangeau, The Joint Program in Survey Methodology, University of Maryland, rtourang@survey.umd.edu, and Frederick G. Conrad, University of Michigan, fconrad@isr.umich.edu**
What happens when there's an imperfect fit between everyday terms and the special definitions for them respondents are supposed to apply in a survey? Everyday concepts are often quite complicated and may allow for multiple senses, but surveys may impose definitions that depart from these everyday meanings. We examined two concepts — residence and disability — that appear in many surveys. Our first study used several methods to explore the everyday senses of these concepts. In our second experiment, respondents got definitions for residence and disability and classified vignettes describing concrete instances. For each concept, one definition reflected the everyday sense of the concept and the second departed from it. The vignettes varied in how well the instance matched each definition's requirements. Participants who got the technical definition for residence applied it with reasonable accuracy, but those who got the technical definition for disability fell back on their everyday sense of the term. In addition, participants were better at classifying vignettes that closely matched the definition (central instances) than ones that matched it only partly (peripheral instances). Our third experiment encouraged participants to pay more attention to the definitions by giving the concepts unfamiliar labels (e.g., calling a residence an enumeration unit). Although the use of unfamiliar terminology increased the proportion of respondents who consulted the definitions, respondents still relied on their everyday sense of the concepts, especially for disability, and they were better at classifying central than peripheral instances. Respondents have difficulty using concepts in unfamiliar ways and, when they have to, they often make errors. Special definitions for everyday concepts are common in surveys; our results suggest that they can produce reporting errors because respondents don't realize that the technical sense of a concept differs from the everyday sense and because some situations don't map neatly onto either sense.

***Rating versus Comparative Trade-off Measures,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.com, and Alyssa M. Johnson, Harris Interactive, amjohnson@harrisinteractive.com**
Thomas and Shaeffer (2003, AAPOR) discovered only minimal criterion-related validity for values obtained using ranking tasks but substantial criterion-related validity for values obtained using rating tasks. We sought to replicate and extend these findings in two additional studies. In Study 1, we had respondents from 8 different countries participate in 5 language versions of a web-based survey. We asked respondents to either rate or rank the amount of support they had for a series of political issues. We found comparable results as obtained by Thomas and Shaeffer (2003), with rating tasks yielding significantly higher validity coefficients than did ranking tasks. In terms of respondent reactions, ranking was perceived as significantly more difficult and less accurate than rating tasks. Study 2 was conducted with U.S. respondents using a web-based survey and compared rating, ranking, constant sum, and paired comparison tasks for evaluating political issues. We replicated the Study 1 findings in terms of validity and respondent reactions to the ranking and rating tasks. In addition, constant sum tasks appeared to be similar to ranking tasks while paired comparison measures appeared to be distinctly different.

***How Many are Too Many?: Number of Response Categories and Validity,* Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Brian Uldall, Ohio State University, uldall.1@osu.edu, and Jon A. Krosnick, The Ohio State University, krosnick@osu.edu**
Thomas, Uldall, and Krosnick (2002, AAPOR) examined how the number of response categories was associated both reliability and validity of attitudinal measurement. In two separate large-scale studies, we sought to extend these findings to the influence of end-anchored versus fully-anchored scales. In addition, we examined how scale orientation (vertical versus horizontal) would influence our findings. We found that increasing the number of response categories yielded increased criterion-related validity, though not much was observed beyond 5 categories. We also present results for end- and fully-anchored scales and compare the studies concerning vertical versus horizontal scale orientation.

***The Moderate Answer Categories: What do respondents actually mean when they choose them?,* Christine, L L. Carabain, Vrije Universiteit, Amsterdam, cl.carabain@fsw.vu.nl**
In attitude research it is common practice to assess attitudes by presenting a series of statements and asking respondents to what extent they agree or disagree with each of those statements. Reactions to statements are generally gauged via a five-point Likert-scale. This paper provides a systematical comparison between the answers of such statements with open questions, in order to make inferences about the meaning of choosing moderate answer categories, such as 'partly agree', 'don't agree and don't disagree', and 'partly disagree'. In this study Dutch students were asked their opinions about Muslims in the Netherlands. When they were confronted with statements on the topic, almost 80%, of their answers scored within the moderate answer categories. A systematic comparison between those answers and the answers of the respondents on comparable open questions shows that open questions trigger the expression of more nuanced opinions. Respondents distinguish their answers to open questions in three different ways, namely respondents: 1) constrain their answer with a condition; 2) differentiate the group they are referring to; 3) differentiate the qualifications they assign to a group. A striking result of this study is that when answering statements, the choice between the different moderate answer categories seemed rather arbitrary. Respondents who made comparable distinctions while answering open questions did not always chose the same answer categories with the statements and vice versa.

## QUESTIONNAIRE DEVELOPMENT AND EFFECTS

***Comparisons of Multiple Questions Across Two Surveys: Results from a Naturalistic Quasi-Experiment.,* John M. Kennedy, Indiana University, kennedyj@indiana.edu**
This paper reports on the distributions of responses to questions asked in two similar surveys conducted at the same time in the same organization. In fall 2002, the Indiana University Center for Survey Research conducted two national telephone surveys – the National Election Study and a survey for the Indiana University Center on Congress. Both surveys were conducted before and after the November election. Both surveys focused on political attitudes and behavior but the surveys had somewhat different content. Approximately 30 questions (some exactly the same, some slightly different) were asked in both surveys. The responses to the same questions in both surveys indicate that most demographic items such as employment status and marital status have similar distributions. For attitude items, some are distributed similarly in both surveys (such as an evaluation of the national economy) while others (such as an evaluation of how President Bush is handling the economy) have substantially different distributions. While differences can be expected for many reasons (Schuman and Presser, 1996), for many items, the differences are greater than those found in the experimental literature. The paper differs from other research that uses experimental conditions to understand the responses to survey questions. The

data are based on a naturally occurring quasi-experiment. The two surveys produced a more natural condition for testing differences in survey questions. In addition, most experiments compare a small number of questions. In this paper, the larger number of comparisons allows a more detailed analysis of the patterns of differences.

***A Comparison of Open vs. Closed Survey Questions for Valuing Environmental Goods*, Eric M. Shaeffer, The Ohio State University, shaeffer.11@osu.edu, Stephanie F. Lampron, The Ohio State University, lampron.2@osu.edu, Jon A. Krosnick, The Ohio State University, krosnick@osu.edu, Trevor N. Tompson, National Opinion Research Center, tompson-trevor@norc.net, Penny S. Visser, The University of Chicago, pvisser@uchicago.edu, and W. Michael Hanemann, University of California – Berkeley, hanemann@are.berkeley.edu**
Contingent valuation (CV) is a survey research method for assessing the monetary value that people place on environmental or other non-market goods. For example, the Exxon Valdez oil tanker damaged ecosystems in Prince William Sound, Alaska, and surveys later sought to ascertain the value of those ecosystems for litigation. Considerable debate has been raging in the CV literature about how best to measure these monetary values. Some scholars argue that it is best to ask respondents closed-ended questions about whether they would be willing to pay a specified amount of money to repair current environmental problems or prevent future damage. Different respondents are randomly assigned to be asked about their willingness to pay (WTP) different amounts, and everyone's answers are used to assess the public's total WTP. Other scholars argue that this approach may bias estimates of WTP by anchoring people's thinking on the particular values offered. Therefore, these scholars suggest, it is preferable to ask open-ended questions about how much respondents would be willing to pay. We initiated a project comparing the validity of open and closed-ended CV questions that assessed Ohio residents' WTP to clean up PCB deposits in Ohio rivers. The question form that resulted in WTP responses that were most sensitive to the scope of the problem (cleanup of 1 vs. 3 rivers) and were most strongly related to other theoretically sensible predictors was taken to be the most valid measurement technique. On average, closed CV questions resulted in higher monetary amounts than did open questions. Further, responses to closed questions were significantly predicted by a full array of sensible predictors (i.e., scope, price, effectiveness of the program, ideology, environmentalism), whereas open question responses were predicted by almost none. These results suggest that closed-ended CV questions are optimal for assessing WTP.

***Impact of Questionnaire Format in Self-administered Interviews: the Experience of Canada's Census*, Laurent Roy, Statistics Canada, roylaur@statcan.ca, Manon Monette, Statistics Canada, moneman@statcan.ca, and Linda Howatson-Leo, Statistics Canada, howalin@statcan.ca**
One of the factors to be considered in questionnaire design is format. This factor is particularly important in self-administered interviews. Two types of self-administered questionnaires are used in Canada's Census of Population: a short form (80% of the population) and a long form (20% of the population). In the 2006 Census, optical scanning and character recognition will be used to capture data. However, such techniques cannot be used on the current long form, mainly because the response spaces for open questions cannot be readily scanned. A number of qualitative surveys have been conducted in the last few years with the aim of improving the long form so that the data can be scanned in. Another aim was to find out from small samples of respondents what would be the best questionnaire format. Those surveys were followed in April 2002 by a quantitative survey whose aim was to recommend the best questionnaire format based on certain criteria. The format had to be such that the data could be scanned and would be of acceptable quality. The survey involved testing four different questionnaire formats on four independent samples of households. The survey included matrix formats and sequential formats. Following the survey, a detailed analysis was carried out to determine which format was best on the basis of criteria such as data quality, collection costs and response burden. The presentation will focus on the criteria used to determine the best format and the key findings of the analysis.

***Attitudes and Comprehension of Terms in Opinion Questions about Euthanasia*, Maile O'Hara, New School for Social Research, oharm565@newschool.edu, and Michael F. Schober, New School for Social Research, schober@newschool.edu**
The predominant models of responding to questions about attitudes and opinions (see Tourangeau, Rips, & Rasinski, 2000) note that complex considerations come into play; atittudes can be constructed during an interview rather than retrieved. We argue that an important and understudied component of the response process for attitude questions involves comprehension of the terms in the questions. Research on responses to questions about facts and behaviors (e.g. Belson, 1986; Schober & Conrad, 1997; Conrad & Schober, 2000) shows that different respondents can interpret ordinary words in questions quite differently than intended, and quite differently than other respondents. Interpretive variability seems to be at least as great for terms in attitude questions as for terms in factual questions (Suessbrick et al., 2001). So, when people answer questions about opinions, how does their understanding of the terms in the questions shape their responses? The current study examines question comprehension for five different wordings of an opinion question about euthanasia administered via paper-and-pencil. 118 respondents on the streets of New York City first used a 4-point scale to report the extent to which they supported euthanasia under one of five wordings ("euthanasia," "physician assisted suicide," "voluntary assisted suicide," "mercy killing," or "the right to die"), as well as how firmly they held their opinion. Then, in an open-ended response, they were asked to define how they understood the euthanasia term in the question they had answered.Attitudes were indeed correlated with alternate definitions, as evidenced by lexical analysis of the self-reported definitions (using Pennebaker's Linguistic Inquiry and Word Count software). For example, respondents with greater support for euthanasia defined the terms in the question using a greater percentage of positive emotion words. Results also showed that alternate wordings of the question led to significantly different interpretations. For example, respondents who answered the question about "euthanasia" were more likely to include terms related to death in their definitions than respondents who answered about "voluntary assisted suicide." If respondents' attitudes are indeed related to their interpretations of words in survey questions, then leaving the interpretation of words in questions up to respondents may, in part, be measuring respondents' semantic interpretations of words in those questions.

## TELEPHONE INFRASTRUCTURE'S EFFECT ON TELEPHONE SURVEYS

***How Too Little Can Give You Too Much: Determining the Number of Household Phone Lines in RDD Surveys*, Daniel M. Merkle, ABC News, daniel.m.merkle@abc.com, and Gary E. Langer, ABC News, gary.e.langer@abc.com**
Survey methodologists recommend weighting for the number of household telephone numbers in RDD surveys to account for differing probabilities of selection (e.g., Massey and Bolton, 1988). This is often done based on one or two questions asking respondents how many phone numbers they have in their home. But the issue has become more complicated with the increasing use of phones lines for other purposes, such as faxes, modems and home-based businesses, and the use of cell phones, which are not in the RDD sampling frame. This study, based on data collected in a large, national RDD survey, evaluates the effectiveness of the one-question approach by asking a more in-depth battery of seven questions designed to measure the number

of available land lines in the home more precisely. The additional questions are used to isolate the number of phone lines on which the household could have been reached by explicitly ruling out cell phones and numbers the respondent wouldn't have answered (e.g., lines used for faxes, modems, businesses, etc.). The results show that the single question significantly overstates the number of household phone numbers on which the respondent could have been reached. Based on the single question, 18 percent said their household had more than one phone number. However, follow-up questions determined that 40 percent of these were cell phones and 19 percent were land lines not normally answered because they're used for other purposes. Taking these into account produces a much smaller estimate of the number of multiple phone numbers, seven percent. This overstatement suggests that the single-question approach produces a larger weighting adjustment than is appropriate. The paper explores the practical implications in detail, looking at the impact of the one-question and multi-question weighting adjustments, and no adjustment, on a diverse and large number of substantive survey questions. Reference: Massey, J.T. and Botman, S.L. (1988). "Weighting Adjustments for Random Digit Dialed Surveys." In Groves et al. (Eds.) Telephone Survey Methodology. New York: John Wiley and Sons.

***Probability of Selection Weights: Telephone line Ownership versus Usage Patterns*, Alisha H. Burrington, Center for Survey Research and Analysis, University of Connecticut, alisha.burrington@uconn.edu, Christopher E. Barnes, CSRA University of Connecticut, cebuconn@yahoo.com, Chase H. Harrison, CSRA - UConn, chase.harrison@uconn.edu, and April M. Brackett, CSRA - UConn, april.brackett@uconn.edu**

Scientific telephone surveys have traditionally weighted households with multiple telephone lines to adjust for disproportionate probabilities of selection. This method relies on the assumption that all telephone lines in a household are used in the same way and answered with equal frequency. As an increasing number of households have more than one telephone line, the impact of adjusting for multiple telephone lines increases substantially. If telephone lines are not answered with equal frequency, adjusting a household's probability of selection by the number of telephone lines has the potential to increase rather than reduce bias. This paper, using data from a telephone survey of Connecticut residents in October 2003, will shed light on this issue in two ways. First, it will explore the distribution of the number of telephone lines, answering machines and voicemail systems, and privacy managing devices per household; including the frequency of use and the purpose for each telephone line. Second, the paper will demonstrate that telephone lines in households with more than one telephone line are often used for different purposes and are not answered at the same frequency as the primary phone line. The implications of the bias created by the use of the current weighting techniques are also discussed.

***Exploratory Investigation of the Impact of Calling Schedules on Sample Performance*, Sheila I. Cross, Arbitron Inc., sheila.cross@arbitron.com, and Marla D. Cralley, Arbitron Inc., marla.cralley@arbitron.com**

It is more important than ever to be able to distinguish survey research calls from those that are telemarketing calls. The increasing difficulty in making contact with households is contributing to a decline in telephone survey response rates. The survey research industry is interested in finding ways to halt the continual decline in telephone response rates. Previous research has suggested that the number of call attempts is positively associated with higher response rates. Besides targeting households with greater volumes of calls there may be other factors that are positively associated with a successful contact. This study focuses on connections between calling schedules, household contacts, and survey completion rates in the Arbitron ratings survey. This multi-mode survey consists of a short phone interview to gain household consent followed by mailed a self-administered diary survey. Our research goal is to describe the best times of the day and days of the week to contact households and the relationship of contact times and personal and household return rate trends. Previous research has shown that, while contact rates may be higher in the early evening, mid-day contacts lead to the highest rate of consents and diary completions. Data analyses will include 2003 calling data that was devoted to placing personal diaries. Households will be divided into three groups based on when contact was made: quick contact (hits 1-4), moderate contact (hits 5-8), and slow contact (hits 9-13). Households will be described according to the following variables: listed/unlisted telephone status, age, sex, race, education, employment status, income, number of children in the household, and home ownership status. Our intent is to add to the current knowledge base, factors that may be positively associated with successfully contacting households.

## SAMPLING TARGETED POPULATIONS

***Sampling for Inner-City Face-to Face Surveys*, Colm A. O'Muircheartaigh, NORC, University of Chicago, colm@norc.uchicago.edu, Stephanie A. Eckman, NORC, eckman-stephanie@norcmail.uchicago.edu, and Edward Marks English, NORC, english-ned@norcmail.uchicago.edu**

The paper describes the performance of enhanced United States Postal Service (USPS) lists for inner-city face-to-face surveys. The dominant cost component for probability sampling in general, and in urban areas in particular, has been the cost of listing housing units (HUs). The high cost of listing also demands a two-stage design (typically first selecting blocks or groups of blocks) which leads to a substantial inflation of the standard errors and a loss of precision for the survey estimates. This paper describes an alternative approach and provides evidence of its superiority. In 2002 and 2003 NORC used the United States Postal Service (USPS) lists as a sampling frame for probability sampling for a set of surveys in deprived inner-city neighborhoods. The surveys are part of the Making Connections initiative of the Annie E Casey Foundation. In conjunction with these surveys NORC carried out a series of investigations of the quality of the lists. Across 5 cities (Denver, Des Moines, Indianapolis, San Antonio, and Seattle) the USPS list contained an average of 90% of the housing units ultimately found to be in the neighborhoods. The range across neighborhoods was from 82% to 95%. The paper describes the studies and presents the methodology for converting the USPS lists to a neighborhood sampling frame. Data are presented on the extent and types of non-coverage, the practical importance of accurate geo-coding software and databases, and the effectiveness of missed housing unit (MHU) procedures.

***The Utility of Probabilistic Models to Oversample Policy Relevant Population Subgroups that are Subject to Transitions*, Steven B. Cohen, AHRQ, scohen@ahrq.gov**

In order to satisfy analytic objectives for nationally representative population based surveys, the adopted sample designs often employ oversampling techniques to ensure sufficient sample sizes are achieved for specific policy-relevant subgroups. This strategy is attractive in terms of both cost efficiency and precision, with respect to meeting underlying survey design requirements. For population subgroups defined by characteristics that are more static in nature, such as race/ethnicity, gender, age interval, and chronic conditions of long durations, ensuring sufficient sample size through the implementation of an oversampling strategy is a more straight forward operation. Alternatively, achieving sample size targets for population subgroups that are more dynamic in nature, such as the poor or near poor, individuals with high levels of medical expenditures, and the uninsured, is a more difficult enterprise. In this paper, an evaluation model is presented to assess the utility of probabilistic models in terms of their capacity to successfully oversample policy relevant population subgroups that are subject to transitions. Examples of these applications are drawn from the Medical

Expenditure Panel Survey (MEPS). Given the high concentration of health care expenditures in a given year among a relatively small percentage of the population, a prediction model that can accurately identify the persistence of high levels of expenditures is an important analytical tool. This type of modelling effort also enhances the ability to discern the causes of high health care expenses and the characteristics of the individuals who incur them. This feature also applies to prediction models that can accurately identify those individuals with persistently low or average levels of expenditures. The models that are presented have particular relevance as statistical tools to facilitate efficient sampling strategies that permit the selection of an over-sample of individuals likely to incur high levels medical expenditures in the future.

***A Cautionary Tale: How Listed Samples of Hispanics with "Do Not Call" Telephone Numbers Removed Can Bias Survey Results*, Rebecca C. Quarles, QSA Research & Strategy, bquarles@aol.com, and Tracy Needham, AARP, tneedham@aarp.org**
Listed samples are often used to identify low-incidence and hard-to-reach populations. However, some sources of these listed samples (especially those that also serve telemarketers) have scrubbed their lists to remove telephone numbers on the do-not-call (DNC) list. Since survey researchers are not subject to DNC restrictions, they can request that their samples be "unscrubbed" so that they include DNC telephone numbers; but they must sometimes pay an additional fee for this service. This paper compares the demographic characteristics of 349 Hispanic respondents from a scrubbed list, which did not include any DNC telephone numbers, to those of 1,000 respondents from an unscrubbed list, which included DNC telephone numbers. Hispanics on the list without DNC numbers tend to have lower incomes, to be less well educated, to be more Spanish dominant and, in general, less acculturated than Hispanics on the list that included DNC numbers. These results indicate that survey researchers should take care to make sure that the listed samples they use have not been scrubbed to remove DNC telephone numbers.

***Using a Dual-Frame Sample Design to Increase the Efficiency of Reaching Population Subgroups in a Telephone Survey*, Douglas Brian Currivan, RTI International, dcurrivan@rti.org, and David Roe, RTI International, droe@rti.org**
The effort and cost required to reach households and complete interviews in random-digit dialing (RDD) telephone surveys has increased over the past several years. Effort and cost are even greater in RDD surveys when the sample design focuses on specific subgroups within the population, such as particular age or ethnic groups. When the probability of reaching respondents in a specific subgroup is sufficiently low, the cost of using an RDD approach can be prohibitive. Supplementing RDD numbers with numbers from published listings can improve the probability of reaching eligible respondents and thereby lower the effort and cost of screening households and completing interviews. Of course, listed numbers have the important shortcoming of excluding the growing number of households that do not currently have listed numbers. Furthermore, the accuracy of information about household members belonging to particular subgroups may be quite limited in list sampling frames. One possible result of these limitations is survey bias. The goal of this research is to better understand the costs and benefits of using a dual-frame sampling approach in a survey that targets respondents in certain age and ethnic groups. The survey data come from the Legacy Media Tracking Survey, a nationally-representative survey of tobacco-related issues among youths age 12 to 24. Our analysis compares the two sampling frames on both key outcomes of the initial screening of cases and on substantive results among completed interviews. Key outcomes at the screening stage are the level of effort to screen households and eligibility rates among sampled cases. Among completed interviews, we examine differences in the key demographic characteristics (age and ethnicity), as well as other demographic and substantive indicators. This research will allow us to assess the potential of dual-frame designs to provide accurate data on population subgroups with less effort and cost than RDD methods.

## POLITICAL TALK AND CIVIC ENGAGEMENT

***The Internet as a Means for Campaign Discourse: Its Uses in the 2000 and 2004 Presidential Campaigns*, Kenneth M. Winneg, Annenberg Public Policy Center of the University of Pennsylvania, kwinneg@asc.upenn.edu**
In the 2004 presidential campaign, the Internet has been used as a primary fund-raising tool and as a grass-roots campaign building mechanism. This research examines two main areas. First, it looks at how people used the Internet as a means of campaign learning from the early primary campaign season (Oct., 2003)through Super Tuesday, when John Kerry just about wrapped up the Democratic nomination. Second, we examine how the Internet has functioned in the 2004 primary season as a place for citizens to participate in and exchange ideas about the presidential campaign with the advent of the candidate and news blogs. Using data from the 2004 National Annenberg Election Survey, this paper will address these issues and in doing so will answer the following additional questions: •Who are the people that go online to discuss politics? •How are voters using the Internet to learn about and participate in the presidential campaign. •Which candidates have benefited most? •What are the implications going into the 2004 general election and beyond? •What is the role of the Internet relative to other means of campaign participation?

***Exchanging News: Examining the Link between Integrative Communication and Political Knowledge*, Ann E. Williams, University of Michigan, aewillia@umich.edu**
This study examines the ways that media use and interpersonal discussion relate to individuals' levels of both "hard" and "soft" political knowledge. While many scholars have already reported that certain patterns of news use and interpersonal talk can enhance political awareness, this project seeks to merge these two research outcomes by focusing upon the intersection of mass mediated and interpersonal information channels. More specifically, the study explores the concept of "integrative communication"— a form of interpersonal exchange wherein participants purposefully introduce information acquired from the news media into their discussions with others. After controlling for a host of demographic and situational measures, the findings suggest that conversations enriched with discussion of news events hold a strong positive relationship with political knowledge. Further, it is demonstrated that integrative communication exchange enhances the relationship between frequency of political talk and political knowledge. In keeping with past research findings, attention to newspaper news stories is found to be positively related to respondents' ability to correctly answer factual questions about public affairs. Likewise, the attention that one pays to interpersonal conversations about politics is positively associated with knowledge of hard news events occurring locally, nationally, and internationally. The benefit that frequent talk brings to knowledge outcomes is also found, however, the tie is one that is significantly enhanced when those engaging in conversation incorporate information gathered from outside news sources into the context of their discussions. Findings reported in the study are based on data collected via telephone surveys, conducted in a mid-sized, Midwestern city between October 17 and November 4, 2002. The sample was selected on the basis of probability sampling techniques that accounted for unlisted telephone numbers. The demographic characteristics of the participants (n = 392) resemble the profiles of the local population figures reported in the 2000 U.S. Census with respect to education, race, median household income, and home ownership. The cooperation rate was about 40%.

***Talking about elections: A study of patterns in citizen deliberation online.*, Vincent Price, University of Pennsylvania, Annenberg School for Communication, vprice@asc.upenn.edu, and Clarissa David, University of Pennsylvania, Annenberg School for Communication, cdavid@asc.upenn.edu**

Informed by deliberative democratic theory, many researchers argue for citizen discussions as a means toward better informed public opinion. Recent years have seen a burgeoning number of programs bringing citizens together for deliberations via the World Wide Web, not only as a means to observe public opinion in interactive, focus-group-like settings, but also to elevate the quality of opinions offered by citizens on complex issues of the day. Theoretically, high-quality opinions emerge through free and equal exchange, encouraging give-and-take and inviting arguments for all sides. This study carefully explores empirical patterns of citizen deliberation, set against normative standards of deliberative theory. We examine a set of unique data obtained from sixty groups, assembled from a random sample of Americans, which engaged in a series of monthly, real-time electronic discussions during the 2000 presidential campaign. Extensive surveys assessed participants' opinions, communication behaviors, knowledge of public affairs, and a variety of other relevant background variables. The full text of all group discussions was also recorded, and patterns in group argumentation determined through extensive content analysis. These were carefully analyzed to learn more about who deliberates, patterns of argumentation among different sorts of participants, and the extent to which these patterns are predicted by various survey measures including demographics, ideological dispositions, political knowledge and involvement, and other individual differences. Results indicate the younger people, those with conservative leanings, those higher in political knowledge and those more actively engaged in their communities offer more opinions and arguments than their peers. After controls for the sheer volume of participation (i.e., word counts), most of these predictive factors are no longer significant, however, suggesting that the rate of argumentation per statement is relatively uniform across participants. Implications for the prospects of truly democratic discourse and effective deliberative programs are discussed.

***The Antecedents of Online Political Activities: How news media use and political orientations promote civic engagement*, Eunkyung Kim, School of Journalism and Mass Communication, University of Wisconsin-Madison, isegoria@hanmail.net, and Jeong Yeob Han, School of Journalism and Mass Communication, University of Wisconsin-Madison, jeonghan@wisc.edu**

This study examines the effects of news media use such as TV, Newspaper, and Internet and political orientations such as political self-efficacy, political trust, and interpersonal trust on two types of online political activities such as communicative and civic online political activities. This research is built on the premise that the Internet could assist those who are looking for alternative ways to interact with others and express their opinions, thus leading to certain type of online political activities. In this respect, we test the possibility of online political activities functioning as an alternative way to mobilize citizens of certain portion, in particular those who feel high sense of political distrust. We define online political participation as two types of different political activity such as "communicative", and "civic" political activities. Communicative online political activities refer to online political activities in which individuals discuss, interact, and share their own view with others. Civic online political activities were defined as participating in organizing decision-making process. We assume that civic online political activities have expanded the range of traditional political participation by serving a complementary role in the political process. However, communicative online political activities could function as an alternative way for people to become politically involved in activities such as speaking their own voices and interacting with like-minded people to share their own views. The relationships among news media use, political orientations, and online political activities were tested using data collected from a Web-based survey conducted between September 25 and October 1, 2003 at the large Midwestern university. This study poses two research questions: 1) Can news media use increase levels of political efficacy, trust in government, and interpersonal trust? ; 2) Do political orientation variables that have been found to be strong predictors of political participation promote online political activities such as communicative and civic online political activities? Regression path analysis of the data after controlling for basic demographics, ideology, and political knowledge showed that newspaper news use is positively related with communicative and civic online political activities, while TV news use is negatively related with civic online political activities. Moreover, political self-efficacy was found to function as a powerful predictor for all two types of online political activities. Finally, the data suggested that political trust had a negative effect on communicative online political activities. Further implications for political participation are discussed.

## Saturday, May 15, 10:00 a.m. - 11:30 a.m. – AAPOR ABSTRACTS

### INCENTIVE EFFECTS ON RESULTS AND RESPONSE RATES

***Building a Relationship with the Respondent: Experiments on the Timing of Incentives*, Barbara C. O'Hare, Arbitron Inc., bcohare2003@yahoo.com**

It is becoming increasingly difficult to obtain the cooperation of respondents to complete surveys. Premises of social exchange have become strained, resulting in researchers increasingly turning to cash incentives to boost response rates in both phone and mail surveys. Traditionally, incentives are positioned with respondents as "tokens of appreciation" although with declining response rates, incentive levels have been increasing. It is important for survey research to avoid establishing incentives in an economic exchange model. The timing of respondent contacts and incentives may offer one opportunity to improve response without raising incentives. This paper will discuss recent experiments on the timing of survey incentives and the effects on survey participation rates in the Arbitron radio ratings diary survey. In this multi-task, mixed-mode survey, households are first asked to complete a very brief telephone interview and then self-administered listening diaries. There are 5 points of time during the survey period when a household may be contacted – before initial phone contact, after initial phone contact, at the time of sending the diaries, during the survey week, and after returning the diaries. Recent experiments will be reviewed that focus on the time of contact and the offering of incentives during the survey period. Results show surprising carry-over effects of selected treatments. We explore whether there is an additive effect of the treatments and propose that the timing of contacts and incentives is critical.

***Will Respondents Say Yes for $5?*, Marla D. Cralley, Arbitron Inc., marla.cralley@arbitron.com, and Christina Frederick, Arbitron Inc., christina.frederick@arbitron.com**

Obtaining higher response rates to surveys is becoming increasingly more difficult. Arbitron's radio ratings survey is a two-phase process. Initially, a postcard or letter is sent to all RDD-selected telephone households for which we have an address. This "pre-placement" informs the household that someone will be calling to ask them to participate in the radio ratings. They are also invited to call us to begin the survey process. After this initial contact, a seven-day radio-listening diary for each household member aged 12 and older is sent to all agreeing households. The radio listening data from completed and returned diaries are extracted and used to estimate the ratings. Traditionally "paying for performance" has been thought to be ineffective as a response incentive. However, during January 2003, Arbitron conducted a controlled experiment to analyze the effects on the agree rate of including in a pre-placement letter an offer to send households $5 just for agreeing to do the survey. The pre-placement letter included a single $1 bill in addition to the offer. The $5 in cash was mailed to agreeing households in the test group the day after they spoke with one of our interviewers and agreed to do the survey. The Control group received the pre-placement mailing according to current methodology. Presented results will include the effect of the $5 offer on the rate of initially agreeing to participate in the survey and on the rate of diary return from households receiving the $5 cash offer. The rate of initial agreement to the survey for Test versus Control will be compared by sample type (Listed versus Unlisted telephone numbers). Diary return will be compared based on sample type and household race/ethnicity. Demographic differences found in Test versus Control completed diary samples as a result of the $5 offer will be described by age and gender, race, and household size. Because this incentive produced unexpected boosts to both agree and diary return rates, this paper will expand industry knowledge concerning the use of "pay for performance" models in survey design. Also, by presenting the potential benefits of offering $5 for agreeing to participate we hope to initiate creative thinking that will lead to better survey incentives.

***Respondent Incentives: Do They Affect Your Data? Data Comparability in an RDD Survey*, John Sokolowski, NORC, sokolowski-john@norcmail.uchicago.edu, Christine Carr, NORC, carr-christine@norcmail.uchicago.edu, Stephanie A. Eckman, NORC, eckman-stephanie@norcmail.uchicago.edu, Catherine C. Haggerty, NORC, haggerty@norc.net, and Ajay Sagar, NORC, sagar-ajay@norcmail.uchicago.edu**

The goal of the Annie E. Casey Foundation's Making Connections study is to improve the lives of children and families. NORC used a combination of Random Digit Dial (RDD) and area probability approaches to study households in low-income neighborhoods targeted by Making Connections in Denver, Des Moines, Indianapolis, San Antonio, and Seattle (Cohort I); five additional cities entered their first round of data collection in 2003 (Cohort II). This paper will focus on the households that completed the RDD survey in the five Cohort I cities, which ended 7/2003. CATI studies often spend a great deal of money in respondent incentives, but what is the quality of the data collected when incentives are offered? For the Making Connections RDD component, respondent incentives were offered late in the field period in order to boost response rates. In order to study the effects of the incentives on data quality, this paper compares the cases that completed after being offered an incentive and cases that completed without an incentive, and how these differences affect the data collected. Data selected for testing includes: demographics, item non-response rates, satisfaction with the neighborhood and its services/amenities, and volunteerism rates.

***Effects of Immediate versus Delayed Notification of Prize Draw Results and Announced Survey Duration on Response Behavior in Web Surveys - An Experiment*, Tracy L. Tuten, Virginia Commonwealth University, ttryan@vcu.edu, Mirta Galesic, Joint Program in Survey Methodology, mgalesic@survey.umd.edu, and Michael Bosnjak, University of Mannheim, Dept. of Psychology II, bosnjak@tnt.psychologie.uni-mannheim.de**

Many online surveys offer the chance to win prizes as a primary incentive for respondents. Church (1993) found that pre-paid monetary incentives were the most effective technique for increasing response rates, but Bosnjak and Tuten (2003) showed that a prize incentive out-performed other incentive types in a web-based survey. Using the immediacy effect and supporting theories as a base, this study extends the research on using prize draws as an effective incentive for web surveys by investigating the effects of immediate versus delayed notification for prize draw winners. Results indicate that the immediate notification of prize draw results did significantly increase response rates to the survey over the delayed notification, receipt of results, and control groups. Further, response rates appeared strong even given the anticipated survey duration of 20 minutes among participants in the immediate notification group. References: Bosnjak, M. & Tuten, T.L. (2003). Prepaid and Promised Incentives in Web Surveys - An Experiment. Social Science Computer Review, 21(2). Church, A.H. (1993). Estimating the effect of incentives on mail survey response rates: A meta-analysis. Public Opinion Quarterly, 57, 62-79.

## MEASUREMENT OF HEALTH CARE

***Medicaid and Medicare Reporting in Surveys: An Experiment on Order Effects and Program Definitions*, Joanne Pascale, Census Bureau, joanne.pascale@census.gov**

In the mid-1960s two federal public health programs were created – Medicaid (serving low income families) and Medicare (serving the elderly and those with certain disabilities). Though these programs serve two different populations (notwithstanding those eligible for both Medicaid and Medicare), there is some evidence that the public -- even those enrolled in the programs -- is confused about the distinction between them. If this confusion systematically manifests in surveys that attempt to measure health insurance coverage, then estimates of Medicare and Medicaid enrollment could be affected in non-trivial ways. The current research explored differences in government health plan reporting based on two factors: the sequencing of the Medicare and Medicaid items within the questionnaire, and definitions of the programs embedded within the questions. The experimental 2x2 design consisted of four different versions of the questionnaire, each modeled on the Current Population Survey design. Half of the sample was asked the more standard sequence (Medicare first), and half was asked about Medicaid first, followed by Medicare. Each of these two groups was split in half again; half the sample received Medicare and Medicaid questions with program definitions embedded within the question, and half the sample received questions with the definitions displayed on the screen as interviewer notes, to be read at the discretion of the interviewer. Analysis will focus on estimates of Medicaid and Medicare under each of these four treatments. Other variables on the dataset that correlate with program eligibility, such as age, disability, household income, and presence of children in the household, will be examined to assess respondent reporting accuracy. The data source for the analysis is the Census Bureau's Questionnaire Design Experimental Research Survey (QDERS), conducted in the summer of 2003.

***Call efforts and subject matter estimates: the experience with a nutrition related RDD survey*, Jordan Lin, U.S. Food and Drug Administration, clin@cfsan.fda.gov**

Using the example of a national RDD survey about health and diet knowledge, attitude, and practice, this study explores the relationships between call efforts, such as refusal conversion and number of calls, and subject matter estimates. Three distinguishing features of the study are: (1) it examines responses to health and diet topics, including knowledge, attitude, and practice; (2) it investigates responses collected and/or coded using dichotomous measures (e.g., yes, no) and rank-order measures (e.g., degree of agreement); and (3) it isolates the relationships between call efforts and response variations by controlling for not only demographic factors but also other substantive covariates. Preliminary results suggest subject matter estimates are fairly robust with respect to levels and measures of call effort, content of subject matter, and types of response measure. In cases where estimate variations are found to be related to call efforts, there does not appear to be a discernible pattern. These findings should enrich survey researchers' understanding of the impacts of extra call efforts on RDD survey results.

*Comparison of Computerized Event History Calendar and Question-list Interviewing Methods: A Two-year Hospitalization History Study*, **Mario Callegaro, UNL Gallup Research Center, mca@unlserve.unl.edu, Mandi Yu, Gallup Research Center, University of Nebraska-Lincoln, yumandi@bigred.unl.edu, Fei-Wen Cheng, UNL Gallup Research Center, chengf@bigred.unl.edu, Erik Hjermstad, UNL Gallup Research Center, hjerm@bigred.unl.edu, Dan Liao, UNL Gallup Research Center, ashley_bnu@hotmail.com, and Robert F. Belli, UNL--Gallup Research Center, bbelli2@unl.edu**
Previous studies on health utilization show that respondents generally tend to underreport health utilization events. Cannell and colleagues found that the percentage of underreport was 42% after one year of the event. This study compared the standardized question list format (Q-list) and the Computerized Event History Calendar (C-EHC) interviewing methods. The target population consisted of respondents aged 40 to 75 years who were registered in the University of Michigan Health system and had been hospitalized at least once from 2000 to 2001. The sample was recruited by invitation letters on a first-come first-serve basis. In Spring 2002, interviews were conducted face to face with a CAPI instrument for the calendar method while the Q-list method used paper and pencil. Hospitalization records were obtained to validate the quality of the two-year retrospective reports. Overall our data resulted in high levels of accuracy in both Q-list and C-EHC conditions, even when respondents reported hospitalization events that occurred up to two years ago. Unlike Cannell et al. we found no overall underreporting in either condition. Hospitalized spells and nights were compared against the validation records to assess the precision of the reports of the two interviewing methods. Respondents in the C-EHC condition performed better for recall of events that took place in 2000. However respondents in the Q-list condition performed better for recall of events in 2001. Showing respondents a paper calendar together with the computer instrument was also found to increase the precision of the reports in the C-EHC condition, including measures of forward and backward telescoping. The present study is the first to compare retrospective health utilization reports with hospital records validation data using a Computerized Event History Calendar technique. Limitations and directions for future research are discussed.

*Validation of Socially Desirable Health Behaviors: Implications for Case-Control and Other Health Surveys*, **Diane P. O'Rourke, University of Illinois, dianeo@srl.uic.edu, Jane E. Burris, University of Illinois, janeb@srl.uic.edu, Timothy P. Johnson, University of Illinois at Chicago, timj@uic.edu, and Richard Warnecke, University of Illinois at Chicago, warnecke@uic.edu**
Many major health surveys ask respondents about their health behaviors, including the use of cancer prevention tests for women, such as mammograms and Pap smear tests. In addition, case-control studies related to breast and cervical cancer query women with the diseases as well as control cases to compare them to. An important question is: Does the salience of the topic, including past negative experiences, affect the quality of the recall? If it does, and if "cases" recall more accurately than "controls," the variability in the quality of the data may significantly affect the value of the conclusions. We present findings from a factorial experiment designed to evaluate four approaches to collecting autobiographical health information that was then compared to medical records. Data were collected from a random sample of women aged 55 and older who were either interviewed by telephone or by using audio computer assisted interviewing equipment in their homes. They were asked for the dates they received mammograms and Pap smear tests over the past 36 months. Upon obtaining written permission, medical records staff at their provider facilities recorded the actual dates of such tests and the responses were compared. Of the 1,005 women who participated in the study, medical record information was obtained for 560. The accuracy of the information was analyzed controlling for measures of salience, including having had a "problem" mammogram (requiring a followup mammogram or biopsy), having breast cancer, having a relative with breast cancer, or having had a "problem" Pap smear test (requiring re-testing or followup). Results and implications will be discussed.

## PANEL: RACIAL BIASES, MEDIA, AND EXPERIENTIAL INFLUENCES ON PUBLIC OPINION ABOUT CRIME POLICY

**Devon Johnson, djohnson@wjh.harvard.edu, Harvard University, Jonathon Jackson, London School of Economics, Meghan Gantley, George Mason University and Catherine A. Gallagher, George Mason University**
Perceptions of crime and support for justice agencies differ systematically by race. The four papers in this panel explore how race interacts with racial attitudes, experience with the criminal justice system, and media exposure to influence individuals' understanding of the crime problem and support for justice agencies and policies. Data for this panel come from several sources, including the 2001 Race, Crime and Public Opinion survey-based experiment, face-to-face interviews with a random sample of Londoners, content analysis of a major U.S. metropolitan newspaper, and from an experimental study of the effects of newsprint coverage of crime on attitudes about crime policies.

## PANEL: WHO IS WIRELESS ONLY?

*Is It the Young and the Restless Who Only Use Cellular Phones?*, **Charlotte G. Steeh, Georgia State University, cgsteeh@gsu.edu**
From a national survey of cellular telephone users conducted in 2003, it is possible to learn something about the characteristics, attitudes, and behaviors of those people who live in 'mobile only' households, that is, in households without a fixed line telephone. Of the 821 respondents to this cellular telephone survey, eleven percent report that they live in a household without a conventional, wired telephone. Of these, twelve percent (one percent of the achieved sample) said that they had not lived in a household with a fixed line telephone since they were 18. The analyses presented in this paper will compare the respondents from mobile only households along a number of different dimensions with respondents from households that maintain a standard telephone. In addition, the open answers these respondents gave to explain why they do not have a conventional telephone provide qualitative information that enriches our knowledge of the people who have 'cut the cord.' One expectation is that the cellular telephone as a mode of administration would allow surveys to reach population groups that had been previously excluded from telephone surveys. Thus we hypothesized that mobile only respondents in the cell phone survey would have lower SES levels and be younger than other cell phone users. The evidence from this survey indicates that this is the case and thus corroborates findings from personal interview surveys. However, our analyses outline several important caveats to this generalization and demonstrate how complex telephone surveys of the future will become. The estimate of mobile only households derived from the cellular telephone survey is considerably larger than other estimates even after being adjusted to the full adult population — (7 percent vs. 3 percent). Possible explanations for these discrepancies will also be explored. For instance, mobile only individuals may have larger buckets of minutes in their cellular plan and were, therefore, more willing to respond positively to our request for an interview.

***The Impact of Wireless Substitution on Random-Digit-Dialed Health Surveys*, Stephen J. Blumberg, National Center for Health Statistics, sblumberg@cdc.gov**

Stephen J. Blumberg, Julian V. Luke (jl10097), and Marcie L. Cynamon Centers for Disease Control and Prevention National Center for Health Statistics When wireless telephones are substituted for residential landline telephones, the representativeness of random-digit-dialed (RDD) household telephone surveys is affected. Indeed, demographic differences between wireless-only persons and persons with landline phones have been found by the few studies that have looked for such differences. For example, a study by Mediamark Research Inc. suggested that wireless-only individuals tended to be younger single males, living in rental units in urban areas. Students, unemployed persons, and African-Americans were also more likely to have cut the cord (Giesbrecht & Cynamon, 2002; Piekarski, 2003). Data from the Yankee Group (2003) confirm that younger adults are more likely to have only wireless telephone service, estimating that 12% of 18- to 24-year-old adults have chosen to cut the cord. Given that age, income, and other demographics predict health status and health access, and given that wireless-only persons do differ from landline persons on these demographic characteristics, RDD health surveys that exclude wireless-only persons and that fail to account for this noncoverage bias (e.g., in the creation of the sampling weights) will produce biased estimates. To better understand the implications of wireless substitution for RDD household health surveys, this presentation will highlight data from the 2003 National Health Interview Survey on the health and health care access of wireless-only persons and of persons with landline phones. Then, to determine whether identified biases can be explained by demographic differences, regression analyses will be presented that examine whether a person's wireless-only status still accounts for variance in health and health care access after controlling for the other demographic characteristics. This analysis will help determine whether standard poststratification techniques to adjust for demographic sample biases will be sufficient to alleviate the noncoverage bias in RDD health surveys that don't include wireless-only persons. Citations Giesbrecht, L. H., & Cynamon, M. L. (2002, August). Coverage bias in RDD sample surveys from cellular telephone-only households. Paper presented at the 2002 International Conference on Improving Surveys, Copenhagen, Denmark. Piekarski, L. (2003). Cellular phones: Challenges and opportunities. Survey Research, 34(2), 1, 4-5. Yankee Group (2003, August). Twelve percent of U.S. young adults are totally wireless, according to the Yankee Group [news release]. http://www.yankeegroup.com/public/news_releases/news_releases_by_date.jsp

***The Prevalence of Wireless Substitution*, Julian V. Luke, National Center for Health Statistics, jluke@cdc.gov**

Julian V. Luke, Stephen J. Blumberg (sb10064), and Marcie L. Cynamon Centers for Disease Control and Prevention National Center for Health Statistics The United States had 140 million users of wireless telephones in 2002 (ITU, 2003). That is nearly one wireless telephone for every two persons in the U.S., and 42.6% of all U.S. phones are now wireless (ITU, 2003). Moreover, wireless telephone subscribers average 490 minutes of use per month, which is now greater than the average number of minutes per person per month logged on residential landline telephones (Yankee Group, 2003). It is perhaps not surprising, then, that many wireless telephone users have considered "cutting the cord"—substituting their residential landline telephone with a wireless telephone. Current estimates on the prevalence of persons who have "cut the cord" may be obtained from the National Health Interview Survey (NHIS). Conducted by the National Center for Health Statistics of the Centers for Disease Control and Prevention, the NHIS is an annual face-to-face survey that collects comprehensive health-related information from a large sample of households representing the civilian noninstitutionalized household population of the United States. In 2003, all NHIS respondents were asked whether "anyone in your family has a working cellular telephone." Households were identified as wireless-only if anyone in the household had a working cellular telephone and if there were no working non-cellular telephones inside the home. Persons were identified as wireless-only if they lived in a wireless-only household. The ownership of the wireless telephones was not considered in making this assignment. This presentation will highlight the percent of households with only wireless service and the percent of persons living in households with only wireless service. Household prevalence estimates will be presented by household size, family composition, income, home ownership, and region. Person-level prevalence estimates will be presented by age, sex, race/ethnicity, education, and employment status, as well as by the household demographic categories. Citations International Telecommunications Union. (2003). Mobile subscribers, subscribers per 100 people: 2002. http://www.itu.int/ITU-D/ict/statistics/at_glance/cellular02.pdf Yankee Group (2003, April). Yankee Group reports wireless subscribers use cellphones more than home phones [news release]. http://www.yankeegroup.com/public/news_releases/news_releases_by_date.jsp

***Telephone Service in U.S. Households in 2004*, Clyde Tucker, Bureau of Labor Statistics, tucker_c@bls.gov, J. Michael Brick, Westat, mikebrick@westat.com, and Brian J. Meekins, Bureau of Labor Statistics, meekins_b@bls.gov**

The percentage of households in the U.S. with a telephone is an important determinant of coverage in random digit dial (RDD) telephone surveys and also affects the efficiency of using the telephone as a mode of data collection in many household surveys. In the last few years, cell phones have become vastly more popular and this has added further complexity to this issue. For example, some households are dropping their landline telephone and only using wireless phones, and others are keeping their landline but using their wireless phones most of the time. Understanding the trends in the percentages of households with different types of telephone service and their uses of these services is essential for survey research that uses the telephone in any major capacity. In February 2002 a group of researchers met to discuss the implications of these emerging trends for survey research with a focus on RDD surveys. One of the outcomes of the meeting was an offer by the U.S. Census Bureau to collect data on telephone service in households as a supplement to its Current Population Survey (CPS). A subcommittee of the researchers developed and tested an instrument to assess the types of telephone services and key aspects of the use of these telephone services by household members. This short series of items will be asked in about 36,000 households in the February 2004 CPS supplement. This paper begins with an examination of trends for different types of telephone service based on an examination of data from the BLS Consumer Expenditure Survey Program that measures expenditures for various forms of telephone service. Following this analysis, preliminary results from the CPS Supplement will be presented. Estimates will provide the latest numbers on the percentages of households with a landline only, those with no landline but with wireless service, those with both landline and wireless service, and those with no telephone services in the household. These estimates will be further broken down by whether the household actually accepts incoming calls on the lines (a key for RDD surveys) and by whether the household considers wireless phones to be their main means of telephone communication.

## THE POLITICS OF DIVISION

***Gay Civil Rights v. Religious Privileges: Bible Belt Religion and Politics Before and After Important Legal and Religious Decisions*, Robert O. Wyatt, Middle Tennessee State University, rwyatt@mtsu.edu, David P. Fan, University of Minnesota, dfan@cbs.umn.edu, and Kenneth R. Blake, Middle Tennessee State University, kblake@mtsu.edu**

During late 2003, the U.S. Supreme Court overturned a Texas sodomy law, the Episcopal Church consecrated its first openly gay bishop, and the Massachusetts Supreme Court ruled that homosexual couples could not be denied marital rights. These groundbreaking events were cause for celebration among gay-rights advocates and consternation among politically and religiously conservative groups. Two statewide surveys in spring and fall 2003 )and another planned for early 2004) bracket these events in the Bible Belt and provide insight into shifting attitudes and alliances regarding gay civil rights (housing, employment), gay religious privileges (serving as clergy, blessing same-sex unions), and gay marriage (an issue that spans both the civil and religious spheres). The 2003 surveys revealed a significant decline in support for gay marriage (33% to 26%) between spring and fall. However, there was no significant change regarding civil rights (which hovered around 85% support). Race (white), conservatism, and religious attendance were all significant predictors for gay marriage. Furthermore, the role played by conservatism increased between the spring and fall 2003 surveys. By contrast, support for gay civil rights was generally strong across all political and religious groups. These results are consistent with findings by Kohut, Green, Keeter, and Toth (The Diminishing Divide, 2000) that the alignment of conservative religious and political values is continuing. Additional data for fall 2003 indicate that conservatism, not religious participation, is the major predictor of whether gays should serve as clergy, whether clergy should perform gay-union ceremonies, and also whether females should serve as clergy. Clearly, then, the issue is about gender as well as sexual orientation. There were no significant predictors regarding whether the approval of a gay Episcopal bishop violated Christian teaching (78% agreed). Data analysis will use sliced inverse regressions and linear Clustering, which specialize in subgroup explorations.

***Evangelical Christians and the Politics of Skepticism*, Steve Farkas, Public Agenda, sfarkas@publicagenda.org**

The Religious Right is often presented as a monolith in American politics. This research will explore the possibility that the pervasive skepticism among Americans of their institutions and leaders has had an effect on the political attitudes of the deeply religious, including Evangelical Christians. To what extent do Evangelical Christians believe that it is possible for their religious leaders to act in ways that are illegal or that contradict Christian teachings? Are they more likely to be skeptical of professions of faith and faithfulness among political candidates and leaders as a result? Are they more likely to question the guidance of religious leaders on political matters? Survey data will be examined to assess the capacity of skepticism to obviate the application of religious mores to determine public policy or to determine electoral preferences. Political scientists have long pointed to trends of increased skepticism of institutions as a negative development among Americans. As John Mueller notes, skepticism now goes beyond the government, is "ritualistic and quite unfair," and applies to educators, religious figures, the press, and medicine. But it is possible that there is a positive side-effect of this trend, specifically, greater moderation on the part of the deeply religious. The analysis will rely on the results of an extensive nationwide phone survey dedicated to religion and politics of over 1500 American adults, including over 350 self-identified Evangelical Christians.

***Doing more with less data: revisiting religion and voting through the parsimonious view of a private pollster*, Paul M. Fallon, Member, paul@fallonresearch.com**

It is widely recognized that religion permeates every aspect of American society and is inextricably linked with many civic behaviors, such as voting. Amid the many questions that directly or indirectly measure the religious inclinations or influence of voters, the National Elections Studies data provides a multitude of variables for analyzing how they correlate with voting behavior. This important predictive relationship is often viewed through a prism that is a patchwork of different questions about religious beliefs, behaviors and belonging, such as that developed by Andrew Kohut, John Green, Scott Keeter and Robert Toth in their book, The Diminishing Divide. While quite thorough, it creates a dilemma for commercial or private opinion researchers who want to examine the influence of religion on voting behavior in other political races, but do not have the resources to include such an exhaustive battery of questions in their own surveys. The purpose of this paper is to examine the predictive relationship between religious variables and voting behavior to determine which two or three questions are the most effective ones for measuring religiosity that can predict voting behavior. To do this, a review of the 2000 National Election Survey data will assess the strength of the relationship between religious variables and presidential voting preferences to determine which questions are the most effective ones that should be included in surveys studying voting behavior. The data will be compared with the multi-item index produced by Kohut, et al. to determine whether it is possible to achieve, or, at least approach, the level of explanatory power with fewer variables.

***Still Here: The Persistence of Racism in Public Opinion, Voting, and Public Policy in the United States*, Joel D. Bloom, University of Oregon, jbloom@uoregon.edu**

In a series of academic papers (see most recently http://www.uoregon.edu/~jbloom/wpsa03.pdf) I have developed a set of measures of raw, or traditional racism based on a series of questions in the 1992 National Election Studies (borrowed from the General Social Survey), and compared them to measures of "symbolic" or "modern" racism, political ideology, and public policy. Beginning in the 1970s, symbolic racism theories attempted to solve the problem that Americans largely stopped giving overtly racist responses to survey questions, yet reasons existed to believe that racism itself hadn't just disappeared. The theory goes that by focusing on responses to questions that leave the respondents credible non-racist explanations for apparently racist responses, or that confront race indirectly using coded categories such as crime, welfare, self-sufficiency, etc., we can still find evidence of racism. The problem is that one can't determine who is a racist and who responded for non-racist reasons. The new set of survey questions (in NES 1992, GSS 1990-2002) seem to solve this problem by asking respondents to rate separately members of various racial or ethnic groups on a variety of traits; under this format, large percentages of white respondents rate Blacks as less intelligent, more violent, lazier, and having greater tendencies toward other negative characteristics, than whites. In previous work I find interesting relationships between measures of raw racism derived from response patterns on these questions, but I relied mostly on the 1992 NES data. In this paper I will update and expand upon my earlier findings, using the full GSS time series, looking both at trends over time and at the relationships between raw racism, ideology, and public policy positions throughout the time period. (Note: this abstract looks pretty similar to that of the poster I presented last year largely because I deviated substantially from the abstract in that case. This paper will be new research and will stick very close to the abstract.)

## PRESIDENTIAL JOB APPROVAL

***Presidential Approval Ratings in Perspective,* Larry Hugick, Princeton Survey Research Associates International, larry.hugick@psra.com, Jonathan Best, Princeton Survey Research Associates International, jonathan.best@psra.com, and Stacy Diangelo, Princeton Survey Research Associates International, stacy.diangelo@psra.com**
Presidential approval ratings from different polling organizations often differ significantly, even when they are conducted at about the same time, employ the same basic methodology, and use the same question wording. The objective of this paper is to identify and explain differences in the approval ratings of five major media polls – the Newsweek poll, the ABC News/Washington Post poll, the CBS News poll, the CNN/USA Today/Gallup poll, and the FOX News/Opinion Dynamics poll – by examining approval data reported by these organizations during the period 1997-2003. Based on individual poll results, as well as quarterly and yearly averages, this paper will identify which polls tend to produce results that are higher, lower, more volatile, or more stable. While the focus will be on comparisons using the key measure – the overall percent who say they approve of the way the president is handling his job – other measures will be used to put this key measure in perspective, including the ratio of approval to disapproval and the percent "don't know." "House effects" and other more subtle differences in poll methodology will be explored in an attempt to explain the observed differences.

***What Policy-related Issues Will Matter in the 2004 Presidential Race? A Pre-convention Assessment,* Merrill Shanks, Univ. of Cal., Berkeley, jms@csm.berkeley.edu, and Douglas Alan Strand, Univ. of California, Berkeley, dstrand@csm.berkeley.edu**
This paper will describe the policy-related sources of voters' evaluations of the major candidates for President in 2004, based on a comprehensive survey of policy-related attitudes that is the sequel to the 2001 Public Agendas and Civic Engagement Survey (PACES). Because of the way in which the 2004 interviews will be distributed over time, results will document the changing relevance of many different policy-related controversies during the early stages of the 2004 campaign, as well as compare the role of those controversies between 2001 (before the September 11 terrorist attacks) and the 2004 campaign. Previous reports based on the 2001 PACES survey have been presented at the 2003 meetings of AAPOR.

***The Impact of Events on Bush Approval: A Time-Series Analysis Using NAES04 Data,* Kenneth M. Winneg, Annenberg Public Policy Center of the University of Pennsylvania, kwinneg@asc.upenn.edu, and Daniel Romer, Annenberg Public Policy Center of the University of Pennsylvania, dromer@asc.upenn.edu**
As approval of George W. Bush's job performance shows variation over the course of his presidency there is a need to explain the causes of such variation. The Annenberg Public Policy Center has conducted analysis of Bush's job approval from its unique National Annenberg Election Survey (NAES04). NAES04 has been in the field nightly since October 7, 2003 and will continue to be in the field every day through election day, 2004. NAES04 averages between 200 and 300 national rdd interviews per evening (using a rolling cross-section design). We are conducting an ongoing time-series analysis of Bush's presidential approval since October 7 to determine the effect of events on approval, if any. Preliminary analysis through early-December show a consistent pattern, irrespective of events. Each time Bush's overall job approval increases, it is followed by a 2 day drop (The time-series autoregressive shows a negative component). Our research hopes to understand what is behind this drop, and if this pattern will continue going forward. In addition to overall job approval, we will look at other approval measures such as handling the economy, the situation in Iraq, and the war on terrorism as well as Bush favorability measures. The rolling cross sectional design of the NAES permits extensive use of time-series analysis techniques to better understand changes in public opinion. Time series analysis was employed during the 2000 NAES (Romer, et al., Capturing Campaign Dynamics, 2004).

***The 9/11 – Iraq Connection: How the Bush Administration's Rhetoric in the Iraq Conflict Shifted Public Opinion,* Amy Rachel Gershkoff, Princeton University, agershko@princeton.edu and Shana A. Kushner, Princeton University, skushner@princeton.edu**
More than 70% of Americans supported the recent war with Iraq. According to most theories of public opinion, support for this war should have been extremely low, yet support was very high. We suggest that the reason for such high levels of support was that the Bush administration successfully convinced the American public that a link existed between Saddam Hussein and terrorism generally, and between Saddam Hussein and al Qaeda specifically. We suggest that framing the war on Iraq in this way made this war intimately connected with September 11th in the eyes of the American people, leading to levels of support for this war that stretched nearly as high as the levels of support for the war in Afghanistan. To investigate the way in which the Bush administration framed the war, we undertake a content analysis of George W. Bush's speeches from September 11, 2001, to May 1, 2003. We find that from September 12, 2002, to May 2003, the subjects of terrorism and Iraq were intertwined on a regular basis. Thus we find the administration consistently connecting the Iraq War with terror, terrorism, 9/11, and al Qaeda. In order to accept this "Iraq as War on Terror" frame as legitimate, the American people had to hear it, understand it, and be faced with no other convincing frames. To evaluate the information flow during the months preceding the Iraq War, we analyzed New York Times coverage of major Bush speeches from September 11, 2002 to May 1, 2003 for the two days following each of the speeches analyzed. We expected news coverage of the Bush speeches to be negative, and thus provide an alternative frame. We find that almost no debate occurred within the Times' news coverage over the framing of the conflict in terms of terrorism, making the "Iraq as War on Terror" frame by far the most important influence on public attitudes. To track the way the public responded to this rhetoric, we analyze polling data from multiple sources. We find support for the war high, strong, and largely unconditional. We posit that the public heard the Bush administration's rhetoric and responded with high levels of support. We find that those who regularly heard the Bush administration's rhetoric were more likely to think that there was a strong connection between Saddam Hussein and terrorism, and we also find that the stronger a respondent's perceived link between Iraq and terrorism, the more likely that respondent was to support the war. We demonstrate the causal relationship between hearing the rhetoric and supporting the war by making use of data where respondents changed from not supporting the war to supporting the war and credited certain administration speeches as the reason for their transition. Other panel data supports these results. We then examine alternative explanations, and discuss why the data make these stories less probable. In particular, the public's support did not seem related to whether Iraq had WMD. Last, we discuss the implications for future policy.

## ITEM NONRESPONSE

***Item Non-response: Don't Know about Mandatory Responses?*, Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Alyssa M. Johnson, Harris Interactive, amjohnson@harrisinteractive.com, and Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.com**
Thomas, Lafond, and Behnke (AAPOR, 2003) found significant differences in the utilization of non-response categories. In the current study, we further explored non-mandatory conditions in a web-based survey. We replicated the results of Thomas et al. and we also found that the "Not applicable" non-mandatory conditions were far less likely to experience item non-response than the "Not familiar" and "Not sure" non-mandatory conditions, indicating that respondents are successfully reading ancillary instructions and responding differentially to the instructions. We also found that highlighting the text of the ancillary instructions led to a higher rate of item non-response for the non-mandatory conditions. In addition, we found that making responses non-mandatory reduced item non-response with no resulting loss in validity.

***An Experimental Testing of Format Changes to Reduce Missing Data and Increase Cooperation in the Nielsen TV Diary*, Kenneth W. Steve, Nielsen Media Research, kenneth.steve@nielsenmedia.com, Mildred Bennett, Nielsen Media Research, mildred.bennett@nielsenmedia.com, and Paul J. Lavrakas, Nielsen Media Research, paul.lavrakas@nielsenmedia.com**
This paper will report the results of a major experimental test that Nielsen Media Research will undertake in February 2004 to use design/format modifications aimed at simultaneously (1) raising respondent cooperation as a whole and (2) reducing the amount of missing "person-viewing" data in the TV Ratings diary. A series of format/design changes were incorporated into three experimental versions of the diary. These format/design features were theorized as having the potential to raise cooperation by reducing the cognitive complexity of the diary-keeping task and/or increase the completeness of the person-viewing data recorded in the diaries. Each new diary design will contain a combination of features. One feature affected the size of the diary. A second feature affected the wording and visual presentation of instructions about how to complete the diary. The third change was the use of a 'step" approach to organizing the diary tasks. A fourth change was to utilize a visually cleaner look to the diary pages. Each design will be mailed to approximately 9,000 homes participating in the February 2004 sweeps (3,000 Black, 3,000 Spanish Speaking and 3,000 unidentified). Cooperation and imputation rates will be compared using logistic and linear regression models designed to tease out the effects of the different features being tested.

***Assessment of Don't Know and No Opinion Responses to Community Surveys*, Aaron K. Maitland, Iowa State University, maitlan7@iastate.edu**
A cornerstone of planning in many communities is needs assessment, which often is accomplished by collecting citizen opinions through mailed questionnaires. A typical example would be where residents are presented a list of services and asked to rate their level of satisfaction with them or indicate whether the services should receive more or less funding. In addition to substantive responses, respondents might also be afforded the opportunity to indicate a "don't know" or "no opinion" response to these questions. In the absence of a "don't know" or "no opinion" option, the respondents might choose not to answer a question or choose a neutral response. This research uses a split-ballot experiment to examine how "don't know" or "no opinion" response options affect community needs assessment surveys. Variables considered in the research design are the presence of don't know and no opinion responses, intensity of opinions, salience of survey questions, and selected demographics.

***Looking at Item Non-response in Vietnamese, Spanish, and English Interviews*, Christine Carr, NORC, carr-christine@norcmail.uchicago.edu, John Sokolowski, NORC, sokolowski-john@norcmail.uchicago.edu, Catherine C. Haggerty, NORC, haggerty@norc.net, and Edward Marks English, NORC, english-ned@norcmail.uchicago.edu**
The Annie E. Casey Foundation began the Making Connections initiative to improve the lives of children and families in selected low-income neighborhoods in 10 cities throughout the United States. As part of an effort to evaluate this initiative NORC is conducting a survey using an area probability sample of households in these specific neighborhoods. Several of these neighborhoods have large populations of Spanish and Vietnamese speaking residents. Is there a difference in the frequency of item non-response in interviews conducted in Vietnamese or Spanish compared to those conducted in English? Do native Vietnamese or Spanish speaking interviewers experience different rates of non-response in the English interviews that they conduct compared to native English speaking interviewers? We will compare the data collected from and by Vietnamese, Spanish, and English speakers to determine if there exists different rates of item non-response.

## VOTE AND POLITICAL CHOICE

***Choosing Alone? The Role of Social Networks in Modern Political Choice*, Jeffrey W. Levine, Westhill Consulting, jwl2711@aol.com**
Since the 1960's, the majority of researchers studying political behavior in the United States seem content to either ignore the sociological basis of citizen choice or treat social location as a secondary, less important determinant of political choice. The bulk of the work that has been done concerning the sociological basis of citizen choice focuses on the role that membership in demographic group categories plays in shaping political choices. The findings from these sorts of studies has not only reinforced the perception that social location is a secondary, less important determinant of political choice, but also led some to conclude that modern citizens have become largely independent of groups and social influence (Dalton and Wattenberg, 1993:212-3). Although few would agree that this asocial model of political choice accurately represents reality for most Americans, it is nevertheless striking how little in the way of empirical evidence has been compiled to challenge it. The purpose of this paper is to make use of three unique surveys conducted during the 1984, 1992, and 1996 presidential campaigns to take a closer look at the sociological basis of modern citizen choice, specifically the role of social networks on political choice. By shifting the focus away from the sorts of social groups typically studied in political science (i.e., demographic groups) toward social networks, I seek to determine whether modern choice is still strongly linked to social interaction. It is important to note, however, that simply discovering a link between social networks and political choice would not, in and of itself, present a strong challenge to the asocial model of citizen choice. To do so, it is necessary to demonstrate that social influence occurs beyond the boundaries of close relationships (e.g., family, close friends) and takes place in a significant way among less intimate contacts like nonrelatives and casual acquaintances. The paper is divided into two main sections. In the first, I seek to determine what sort of role social networks play in shaping modern candidate choice. Do networks exert a significant and direct impact on candidate choice, even after controlling for key variables like partisanship and issue position? In the second, I look to see whether social influence regarding partisanship and issue preferences is restricted to intimate friends and acquaintances. Does the most important social influence occur within intimate friendships, or do more casual acquaintances exert a significant impact on choice as well?

***Policy-Based Evaluation or Projection?: The Formation of Public Opinion About Presidential Candidates During The 2000 Party Nominating Conventions*, Kate M. Kenski, University of Pennsylvania, kkenski@asc.upenn.edu, and Dannagal Goldthwaite Young, University of Pennsylvania, dgoldthwaite@asc.upenn.edu**

The relationship between voters' policy preferences and vote choice has long been an interest to scholars of elections and public opinion (Campbell et al., 1960; Stokes, 1966; Key, 1966). Policy preferences have been used to explain vote choice and candidate evaluations in the form of issue proximities models, which integrate respondents' policy preferences and perceptions of candidates' positions on those same issues (Page and Brody, 1972; Page, 1978; Sniderman et al., 1982). While the question of how voters' policy preferences are related to vote choice has received much attention, the question of whether policy preferences influence vote choice or whether partisanship and vote choice subsequently influence policy preferences remains a problematic one for empirical researchers (see Page and Jones, 1979). Using data from the National Annenberg Election Survey (NAES) 2000, this project tests two competing explanations of the candidate favorability and issue position relationship: policy-based evaluations and the projection hypothesis. While policy-based evaluations would require than an individual gauge the distance between herself and a candidate prior to a judgment of candidate favorability, the projection hypothesis, "proposes that democratic citizens systematically distort their perceptions of competing candidates' positions on controversial issues of public policy" (Krosnick, 2002, p.116). Both of these hypotheses focus on three variables: candidate favorability ratings, respondents' issue positions, and respondents' perceptions of the candidates' issue positions. In this study, the causal direction of the relationship between these variables will be investigated with panel data collected around the 2000 Republican and Democratic national conventions.

***The Psychological Sources of Attitude Change in Vote Choice*, Patrick Fournier, Université de Montréal, patrick.fournier@umontreal.ca**

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 citizens to change their minds about their vote choice. The list of potential determinants of persuasion that will be considered includes: issue importance, opinion strength, ambivalence, indifference, risk-aversion, and political information. I have previously shown that ambivalence is the main source of opinion change induced by question wording experiments (Fournier, 2003). I wish to ascertain whether this is also the case for opinion change over time. The analysis uses panel data from the last three National Election Studies conducted in Canada, the United Knigdom, and the United States (nine in total) to ascertain who switched sides between the campaign and the post-election waves.

***Need for Cognition, Need to Evaluate, and Change in Vote Choice*, Patrick Fournier, Université de Montréal, patrick.fournier@umontreal.ca, Greg Lyle, Navigator Ltd, glyle@navltd.com, Fred Cutler, University of British Columbia, cutler@politics.ubc.ca, and Stuart Soroka, McGill University, stuart.soroka@mcgill.ca**

Social psychology has identified two key variables for the understanding of attitude development: the need to evaluate and the need for cognition. Most importantly, the interaction between these two personality traits tends to predict patterns of attitude change (Petty, 2003). We wish to ascertain whether these expectations about the impact on attitude stability of the interaction between need to evaluate and need for cognition can be transferred to vote choice. The analysis uses panel data from the 2000 American National Election Study and the 2003 Ontario Election Study to ascertain whether those who switched sides between the campaign and the post-election waves differed in their levels of need to evaluate and need for cognition.



## SATURDAY POSTER SESSION

***A Comparison of Optimal Mark Read (OMR) Technology and Traditional Self-Administered Surveys*, Christina L. Abbott, Franlkin & Marshall College Center for Opinion Research, christina.abbott@fandm.edu, Berwood A. Yost, Franklin & Marshall College's Center for Opinion Research, berwood.yost@fandm.edu, and Jennifer L. Harding, Franklin & Marshall College's Center for Opinion Research, jharding@fandm.edu**

The purpose of this study is to examine the effect of optical mark read (OMR) technology on the response rates of self-administered surveys. OMR forms contain small circles, referred to as 'bubbles,' that are filled in by the respondent. Advantages of OMR include the ease of administration, the speed and reliability of data input, and the cost effectiveness. Research suggests the one of the easiest ways to increase mail survey response rates is to use a well-designed, attractive, and easy to complete survey. Personalization is another key factor affecting response. There is little research to show whether or not the use of scannable documents affects the response rates of mail surveys. Specifically, do OMR forms appear well-designed, attractive, and easy to complete? Do they strike respondents as "mass produced" and "impersonal"? In this study, a random sample of 3500 employees from a local health system was mailed an employee opinion survey designed in a traditional self-administered format or as an OMR form. Response rate comparisons between the groups will be made and users' evaluations of the instrument will be assessed. We will also measure the error rate during the data input of the traditional self-administered questionnaire.

***A Knowledgeable Approach to the Death Penalty: Factors Influencing Public Opinion*, Jacqueline M. Peltier, CSRA-UConn, jacqueline.peltier@uconn.edu, and David M. R. Mendelsohn, CSRA-UConn, kosherdave@hotmail.com**

The death penalty became a prominent issue with the execution of Oklahoma City bomber Timothy McVeigh in June 2001 but this is not to say that that support or opposition of capital punishment is a new issue. Public opinion research has concluded that the basis of the public's support for the death penalty revolves around a variety of variables including race, education, conceptions of justice, ideology, party affiliation, and income. Although previous research and current public opinion polling does show a base of support for the death penalty that centers around seventy percent, it has been suggested that a majority of Americans have taken a very strong position on an issue in which they are substantially uninformed. Given that past research has uncovered many variables that directly or indirectly influence support for the death penalty, it has traditionally not asked questions about death penalty knowledge, fears of judicial myths or the illusion of general public agreement regarding support for the death penalty. Because of this omission a bias is introduced into the research. As such, the purpose of this research paper will be to suggest changes in the way the death penalty is studied to include these non-traditional variables that may play an important role in discerning actual support for the death penalty. The implication of the bias created by the lack of inclusion of these non-traditional variables in the current literature is also discussed.

*An Examination of Alternative Question Designs for Attitude Questions*, **Elizabeth C. Westin, Westat & JPSM, elizabethwestin@westat.com**
Students of survey methodology are quickly introduced to the importance of questionnaire design when assessing respondent attitudes. While Converse and Presser (1986) advocate that the measurement of attitudes should assess direction and intensity separately using a two-step series of items, in practice attitudes are often assessed using a single item. Also affecting attitude is whether researchers should present a middle or "neutral" response option, or whether researchers should force respondents to select the direction of their opinion by excluding the middle alternative. Thus, this study examined both of these issues – intensity and neutrality. As part of the coursework for the Joint Program in Survey Methodology, students conducted a survey for a Federal government agency. 1,002 respondents were asked to complete a twenty minute telephone questionnaire assessing knowledge and attitudes on several subjects. Two experimental conditions were built into four series of items. First, approximately half the respondents were presented with items using a four-point scale with no middle response category, while the other half were presented with a five-point scale including a middle neutral alternative. Second, respondents were randomly assigned to either receive a branching series of items that measured the direction and intensity of attitudes separately, or receive a one-step item measuring these aspects simultaneously. This study examined the impact of these independent variables upon strength of opinion, item nonresponse, the number of extreme answers reported, and the average time to complete the survey section. Results showed no significant impact on the strength of opinion across the four experimental conditions. The branching condition displayed a significant impact upon item nonresponse when the middle response category was excluded. Respondents were more likely to select the most positive or most negative response category when questions were unfolded. Not surprisingly, both the branching format of the question and the inclusion of the middle response category increase the average time to complete the survey.

*Applying New Methodologies in a Longitudinal Study of Young Conservative Jews*, **Ariela Keysar, Brooklyn College, AKeysar@aol.com, and Barry Kosmin, JPR, Kosmin.JPR@jpr.org.uk**
This paper provides details on innovative methodological approaches applied to the ongoing Longitudinal Study of Young Conservative Jews. This panel study has followed the development of the religious and ethnic identity of a representative sample of over 1,000 Americans and Canadians who grew up in Conservative synagogues. The project began in 1995 with The Bar/Bat Mitzvah Survey and continued in 1999 with the '4-Up' High School Survey. The 2003 College Years Survey is the third phase. The 2003 project combined quantitative and qualitative methods. It, like the previous two, included telephone interviews. But for the first time, we added in-depth discussions with some of the telephone survey respondents, aimed at enriching the quantitative survey data. We used two qualitative methodologies: traditional face-to-face focus groups, and new, moderated on-line bulletin board group discussions. This qualitative material put flesh on the skeleton of the telephone survey. Our integrated design was highly recommended by the president of AAPOR in his presidential address at the 2003 annual meeting. Using two different qualitative methodologies in the same project allowed us to evaluate them side by side. The face-to-face focus groups were useful in areas with large pockets of respondents. The on-line discussion group, which lasted one week, was ideal for including college students widely spread across the U.S. and Canada. To our surprise, answers in the on-line discussion groups appeared to be more thoughtful and extended. Another lesson we learned is that it is difficult to recruit men for face-to-face meetings. To hear more from men, we recruited more male students for the online discussions. Our paper discusses the process of engaging young people in an ongoing longitudinal study. We share the challenges of "keeping the sample alive" over eight-year period. We also provide details on how to maintain high response rates among young adults.

*Assessing the Public Opinion/American Foreign Policy Link: The Influence of the Public on Crisis and Non-Crisis Decision-making*, **Tom Knecht, University of California, Santa Barbara, tbk0@umail.ucsb.edu**
How does public opinion influence American foreign policymaking? Although a good deal of research looks at this question in a general way, the inconclusive findings of this literature point to the need for a more precisely specified analytical model. To provide a more focused look at the conditions under which public opinion is influential, I conceptualize decision making as a five-stage process: problem representation, option generation, policy selection, implementation, and policy review. At each decision stage, the question is asked: How influential was public opinion on a president's decision? To answer this question, a distinction is made between public attentiveness to crisis and non-crisis foreign policies. Foreign policy crises tend to produce a public that is highly attentive throughout all stages of the decision process. While strategic imperatives often overwhelm domestic political considerations in the early stages of a crisis, the relative importance of public opinion as a decision premise tends to increase during later stages. The influence of the public is often strongest during the implementation of policy, as presidents are apt to sacrifice strategic effectiveness to pacify a highly attentive domestic audience. Conversely, salient non-crisis foreign policies produce a selectively attentive public. While the public often pays attention to a president's selection of policy, the manner in which that policy is implemented is generally ignored. Freed from the constraints of an attentive public, presidents are afforded considerable autonomy in implementing non-crisis policy in a manner consistent with their vision of the national interest, even if the general public does not share that same vision. This paper assembles data on aggregate public opinion from a wide range of surveys and polls and analyzes the resulting time series to compare the pattern of public involvement to the model's predictions.

*Ballot Design and Unrecorded Votes in the 2002 Midterm Election*, **David Kimball, University of Missouri-St. Louis, kimballd@umsl.edu, and Martha E. Kropf, University of Missouri-Kansas City, kropfm@umkc.edu**
The 2000 presidential election focused the attention of Americans on the problem of unrecorded votes. Approximately two million Americans failed to cast a valid vote in the 2000 presidential contest. While much recent research has evaluated voting technologies and their effects on unrecorded votes, there is little research on the effects of ballot design. In addition, while some election officials have consulted with graphic design experts in the wake of the 2000 elections, many ballot features remain unexamined. We argue that unrecorded votes are analogous to survey non-response, and that researchers can draw from studies of questionnaire design in self-administered surveys (e.g., Dillman 2000) to identify ballot features that may simplify or complicate the voting process. Little published research exists comparing ballots actually used in different places to see which ballot features, if any, correlate with high levels of unrecorded votes. In this study, we create a dataset for 2002 that considers factors of ballot design, voting technology and demographic factors such as race. Paper-based ballots from counties in six states are collected (Iowa, Kansas, Florida, Missouri, Tennessee and Illinois). We code the ballots in terms of several graphic design elements including whether ballot instructions are written in plain language, whether instructions are printed in a visible font, and whether lists of candidates running for the same office are clear and uncluttered. Our analyses suggest that several ballot features, including the content and location of instructions and the layout of candidate names, influence unrecorded votes. We expect that an understanding of not just voting equipment, but also ballot design, will play an important role in the implementation of the Help America Vote Act and other election reforms.

***CAPI, Interrupted: Interviewer Use of CAPI Navigation Features,* Richard C. Dulaney, Westat, dulaner1@westat.com, and Karen S. Tourangeau, WESTAT, tourank1@westat.com**

CAI systems regularly include extensive features for interviewers to navigate through an instrument. These features are seen as valuable, even essential, for interviewers to collect data successfully using increasingly complex CAI software. Yet most survey data does not readily show the usage or effects of CAI navigation features. For instance, it is difficult to look at most public use files, and tell how often the interviewers backed up, or whether they consulted the help files for certain items. Preparing these navigation features for data collection may have a significant effect on the content and materials used in interviewer training, the design and development of the CAI instruments, and the overall quality of the data.
In this paper, we study the use of key CAI navigation features on a large field CATI study. Using audit trail (keystroke) data, we examine interviewer behavior on 15,000 household interviews completed on the Early Childhood Longitudinal Study, Kindergarten Cohort (ECLS-K). We investigate the following interviewer navigation behavior:
• Backup. Following models in earlier research, we define backup "episodes" as those keystrokes entered between an initial backup entry and the point at which the interviewer returns to or beyond that initial backup point. We examine the characteristics of those episodes, including duration and data change • Help. Many screens throughout the ECLS-K offer customized help specific to that screen. We examine the use of individual help screens and the help function as a whole. We also consider the trends in use of help screens for individual interviewers over time, as the field staff become more experienced with the interview. • Comments. Interviewers are able to enter text comments at any point. We examine the frequency, item clustering, and content of these comments. • Other, specify (OS) fields. Several items within the ECLS-K allow text responses to categorical items. We look into the nature of these responses, and the effect of OS text entry on the overall time of the interview.
In addition to descriptive statistics, we break these usage data down in several ways. We look at the correlation between interviewer characteristics, including demographic and CAI experience, and use of CAI navigation features. We also examine the differences between interviews conducted in English and Spanish. In addition, the ECLS Birth Cohort (ECLS-B) administered many of the same items in a field CAPI setting, and we compare mode effects on interviewer navigation behavior across these two studies.

***Captive Audience: Interviewing inmates in and out of prison in Illinois,* Thais Seldess, MCIC - Metro Chicago Information Center, tseldess@mcic.org, and Alisu Schoua-Glusberg, Research Support Services, Alisu@email.com**

Interviewing offenders in prison presents a number of challenges for survey researchers. At first glance, it may seem like a researcher's dream: you know exactly where all your sample is, there is no need to locate respondents, and even gaining cooperation may not be too difficult. However, prison studies pose a number of challenges that should not be underestimated. This presentation will address some of the key issues involved in such research as well as in following inmates as they are released back into their communities. The Returning Home study in Illinois recruited 400 male inmates in five state prisons who planned to return to Chicago after their release within two months. After leaving prison, the inmates were interviewed twice, 1 and 6 months after their release. A family member nominated by the inmate was also interviewed about two months after his release. The difficulties in interviewing respondents in the prisons will be discussed in this poster presentation, together with the strategies followed to track and interview them out in the community.

***Cognitive Interviewing and the Use of Visual Design Principles: A Case Study,* Kristin Stettler, U.S. Census Bureau, kristin.j.stettler@census.gov, and Trang Nguyen, U.S. Census Bureau, thuy.trang.ta.nguyen@census.gov**

In developing a questionnaire (the State and Local Construction Coverage Study) to evaluate the completeness of the project list, we conducted cognitive interviews with state and local agencies that would receive the questionnaire. Based on findings from these interviews, revisions were made to the form to make it easier for respondents to understand and complete. In addition, principles of visual design (as espoused by Don Dillman in "Mail and Internet Surveys: The Tailored Design Method", 2000) were used to improve the readability and user-friendliness of the layout and design. In our poster, we will demonstrate visually the changes made to the form from the use of each of these techniques.

***Differences between prospective and retrospective support for the war with Iraq: How to transform a minority-supported policy into a majority-supported policy,* Alexander Todorov, Princeton University, atodorov@princeton.edu, and Anesu N. Mandisodza, Princeton University, anesum@princeton.edu**

Data from four nationally representative surveys show that retrospective support for the war with Iraq (May and August, 2003) is substantially larger than prospective support for the war (January and February, 2003). We explored which groups of respondents were most likely to shift their opinions over time. Further, in three experimental studies, we attempted to recreate these temporal effects by manipulating the context of the questions. As expected, the context of the questions affected the expressed support for the war. For example, at the end of May, when initial questions subtly framed the war as relatively quick, cheap, and painless in terms of American casualties, respondents were more likely to express support for the war and a number of specific unilateral policies. However, in September, when initial questions reminded respondents about the post-war situation, expressed support for the war was reduced. We observed similar effects by making different justifications for the war salient. The policy implications of the findings are discussed.

***Field Vs. Phone: A Comparison of Response Rates,* Diane R. Burkom, Battelle Centers for Public Health Research and Evaluation, burkom@battelle.org**

A common approach for data collection from a defined population identified through household enumeration is face-to-face screening and interviewing conducted in the respondent's home. This current study must (1) identify all children of a specified age in pre-selected census tracts, (2) complete a 10-minute interview with an adult household member for each eligible child, and (3) schedule a visit to the study clinic for a definitive exam on the child. In an attempt to complete these activities in a cost-effective and timely manner, we are modifying the standard data collection protocol to utilize the telephone for screening, interviewing, and scheduling the clinic appointment. Traditional field data collection will also be employed because all households will not be able to be reached by phone. The poster will present summary descriptive statistics comparing the field and phone approaches for screening, interviewing and appointment scheduling. These statistics will include number of contact attempts, outcome dispositions, and time of completion following enumeration. While the characteristics of households able to be reached by phone may differ from those of the households needing in-person contact, a comparison of the response rates may still indicate whether this multi-modal approach is effective.

***Gauging Opinion Quality: An application of the Yankelovich Mushiness Index,*** **Marti Anne Maguire, UNC - Chapel Hill, mmaguire@email.unc.edu**
It's a common complaint: media polls measure knee-jerk responses to issue questions, not knowledgeable, thoughtful opinions. Public opinion researcher Daniel Yankelovich proposed four poll questions, dubbed the "mushiness index," that would distinguish between stable and volatile opinions on policy issues, allowing media organizations to better represent the results of public opinion polls. These four questions were asked both in the 1996 Meyer-Potter national election survey and the annual Carolina Poll in 2002, gauging the stability of opinions on school vouchers, options for reducing crime, and a statewide lottery in North Carolina. In this study, the stability of opinion was shown to vary among respondents of differing racial backgrounds and educational levels, as well as between those who regularly use newspapers or television news as information sources. The Yankelovich measure is shown to be a statistically viable index in both polls, and the stability of opinion varied between issues in a manner consistent with respondents' personal involvement with the policy decision involved. For example, less educated and minority respondents were found more likely to have firmer opinions on vouchers, an issue likely to affect these groups. In addition, media use was shown to correlate positively with firm opinions on several issues, while this relationship was strongest on the issue of crime, which is covered more extensively in the television medium. This application of the Yankelovich index, while preliminary, is a useful step in understanding the decision-making process that leads to the opinions measured in polls. By understanding this process, and the factors that influence it, the credibility of public opinion polling can only be enhanced.

***How are we doing? A short survey of consumer health plan ratings,*** **Dana L. Essex, Ingenix, dana.essex@ingenix.com, Scott Welsch, Ingenix, scott.welsch@ingenix.com, Laura Fletcher, Ingenix, laura.fletcher@ingenix.com, and Donovan Crew, University of Minnesota, donovan.crew@ingenix.com**
Many health plans use Consumer Assessment of Health Plan Survey (CAHPS® 3.0H) results to plan and implement quality improvement initiatives. CAHPS® 3.0H (CAHPS) is an expensive, lengthy process undertaken for health plan accreditation. There is a need for a shorter instrument to track consumer ratings in the same precise way, yet in a more cost-effective and timely manner. A national group of 34 health plans (combined HMO and POS products) planned to track mid-year performance by assessing enrollee ratings of their health care and health plans. A new instrument was created using 23 items from CAHPS. The smaller group of questions included the overall ratings of health care and health plan, as well as the health plan items regarding claims, information, customer service, complaint process, and paperwork. The items were assembled in the same order as CAHPS. The questionnaire was administered in two mailings to new samples (37,400 members) drawn from the 2003 CAHPS health plan sampling frames in late summer 2003. The samples were deduplicated against the original CAHPS samples by the health plans' CAHPS vendor. Response rates for the instrument were somewhat lower (24% mail only) than the group's response rates for 2003 CAHPS (33% including telephone). Lower response rates were found at the health plan level as well. Initial correlational analyses found health plan items were related in the expected manner. Non-response analysis found no bias with the exception of young males (18-25) who were somewhat less likely to respond. Psychometric analysis at the group and health plan levels will be presented as further support for the short instrument. The analysis thus far suggests the usefulness of a limited number of items from CAHPS for the purpose of assessing enrollee ratings of their health care and their health plan to track related quality improvement initiatives.

***Mode-Effects in Pre-Recruited Panels of Full Population?,*** **Wolfgang Bandilla, ZUMA Mannheim, wbandilla@mac.com, Michael Bosnjak, University of Mannheim, Dept. of Psychology II, bosnjak@tnt.psychologie.uni-mannheim.de, Patrick Altdorfer, Strategic Research & Communications, patrick.altdorfer@verizon.net, and Henning Lohmann, University of Cologne, lohmann@wiso.uni-koeln.de**
The study compares the results of two surveys based on the module 'Family and Changing Gender Roles' of the International Social Survey Programme (ISSP). The first survey was administered as a paper-and-pencil questionnaire to a representative sample of the German population. The second one was administered as a WebTV survey to a pre-recruited panel of the full population in Germany. Panel members were recruited with the aid of an RDD CATI procedure. Comparisons of the demographic variables (age, sex, education) yield only small differences. With regard to the substantive variables (family and gender roles), no relevant mode effects for half of all items were observed both for measures of the central tendency as well as for distributional characteristics. For the other half of all items, it can be demonstrated that the respondents in the WebTV survey chose more extreme categories. Due to space limitations on the screen, most of the these were presented screen-by-screen in WebTV mode, and as a matrix in the paper-and-pencil version, indicating a slight visual design effect.

***Nonresponse to Private and Sensitive Survey Questions,*** **Xenia Montenegro, AARP, xmontenegro@aarp.org**
Eliciting survey responses to very personal, private, and sensitive questions remain a daunting task in research studies. Many potential respondents are unwilling to participate in a survey at all if they are told that a study asks sensitive questions, and some drop out in the middle of a survey. Survey respondents and potential respondents, like America, are most sensitive to questions regarding sex and money. Two surveys of adults 40 and older were conducted to elicit attitudes towards sex and determine sexual activity. In one survey, a mail questionnaire was sent to a nationally representative mail panel after they were recruited to participate by phone. In another survey, nationally representative panel members 40 and older were sent a questionnaire via web enabled TV and asked to respond using the same method. In both surveys, respondents were told that only aggregate data will be reported. Confidentiality and anonymity of each individual's responses were assured. We compared non-response to very sensitive questions in both surveys, particularly questions that asked about frequency of various forms of sexual activity. We also compared non-response to standard demographic questions, as well as a question on outlook on life in order to control for biases. The questions used for comparison were worded exactly the same. Non-response from respondents with the same demographic characteristics (gender, age, income, education) was also compared. Using chi-square techniques and analyses of variance and co-variance, we found differences in non-response depending on the methodology used (web enabled TV versus mail) and certain respondent characteristics.

*Overnight or All Weekend? Comparing Two Online Omnibus Panel Surveys*, **Sandra L. Bauman, Bauman Research & Consulting, LLC, sandra@baumanresearch.com**
There has been much debate about the efficacy of online research methodologies, especially those that use recruited panels of respondents. Some studies have examined how results gathered from traditional RDD methods compare to those gathered from online panels. Others have compared the demographics of the online versus offline population. As Internet penetration has risen, those demographic differences have narrowed, although there are still substantial differences in educational status and income (Couper, 2000). Even given the potential pitfalls with these non-probability samples, Internet research has been embraced by the business community because the web offers savings in time and money while also giving flexibility in language, video and graphics. There are dozens of online panels to choose from, and many offer omnibus options. This paper will present the results from two identical surveys that were fielded on two different online omnibus surveys: one that used a more traditional omnibus schedule of a Friday-Monday field period and one that fielded overnight (from 5 p.m. to midnight) on a Wednesday. This paper compares the results from the two surveys in terms of demographic and substantive (content) questions. The results from the overnight omnibus were expected to differ demographically from those from the omnibus with the longer field period. However, of the 11 demographic questions, only gender and age showed significant differences. More importantly, on the content questions no significant differences were found across the 15 measures, meaning that the business decisions or conclusions from each study were consistent. In addition, the data from the two surveys is compared with similar questions fielded by RDD methods from Gallup, CBS News and NBC News/Wall Street Journal. Again, differences between the Internet panel samples and the phone samples were small.

*Pricing the Packers: The Use of Public Opinion Research in Measuring the Value of Professional Sports Franchises to a Community*, **Christopher P. Borick, Muhlenberg College, cborick@muhlenberg.edu, Kevin G. Quinn, St Norbert College, kevin.quinn@snc.edu, and Paul B. Bursik, St Norbert College, Paul.Bursik@snc.edu**
Sightseeing in Green Bay, Wisconsin on a fall football Sunday afternoon can be a lonely experience. There is little traffic, few public events are scheduled, and non-NFL conversation is difficult to find as few natives are away from their televisions. If that Sunday is a home game date, the streets around Lambeau Field are clogged as early as three to four hours before kickoff. The Packers do not dominate local popular conscience only on game day. Preceding Fridays find employees at banks, offices, factories, etc. wearing their Packer colors. Water cooler talk nearly always comes to how the team is doing and its prospects in the upcoming game. Thus, it is obvious to any neutral observer that the presence of the Green Bay Packers bestows value to the residents of the town and its environs. However, whether or not these values compare favorably or unfavorably with their costs to the community are less clear. In many cases, the cost of hosting a team has included a significant amount of public financing of a new playing venue. In fact, most economists have found that the amount of public financial support for a team rarely surpasses the economic benefits that a community receives from the team's existence. However these studies do not include measures of the non-monetary value of a team to the community. In this study we attempt to remedy this situation by employing public opinion research using a contingent valuation measurement method to evaluate the overall worth of a team to the citizens of a city. We conduct surveys in the Green Bay marketin an attempt to value the public goods created by the presence of a sports franchise. Unlike other studies we find that public subsidy of professional sports may in some cases be justifiable in light of the public goods values provided by the team.

*Public Attitudes About Political Participation on the Internet: Do People Perceive Political Activities Performed Online and Offline to be Equally Effective?*, **Samuel J. Best, University of Connecticut, sbest@uconn.edu, and Chase H. Harrison, CSRA - UConn, chase.harrison@uconn.edu**
In recent years, the Internet has emerged as a new outlet for political participation. It can facilitate a wide variety of political activities, many of which parallel opportunities available through conventional communication modes, such as telephony, postal mail, or face-to-face meetings. Nonetheless, it remains highly contested whether Internet participation can actually influence the political process. In this paper, we approach this question from the perspective of the public, investigating mass attitudes toward political activities performed on the Internet. We conduct a series of split sample experiments designed to assess whether people believe online political activities are as effective at accomplishing their objectives as those occurring in traditional formats. We then consider the uniformity of these judgments, testing whether prior experience or political knowledge moderates evaluations. We conclude by discussing the implications of our findings for speculation that the Internet will transform mass democracy.

*Public Opinion in the "50 State Quarters" Design Process*, **James I. Bowie, Northern Arizona University, james.bowie@nau.edu**
Since the United States Mint's 50 State Quarters program began in 1998, 31 states have designed representative coins. One of the most interesting developments in the five years of the program's development has been the increasing reliance on public opinion as a factor in determining quarter designs. While public opinion was taken into account by only one of the first nine states to design a quarter, 13 of the subsequent 22 states in the program have included it in their decision-making process, often through non-scientific online voting. This trend may be explained in part by increasing levels of internet access, combined with state governments' willingness to use the internet as a means of public input. In addition, as awareness of the quarters program has risen, citizens may increasingly expect that they will have some say in the design of their own state's quarter. The benefits of injecting public opinion into the artistic design process, however, may be dubious. There exists an attitude among many in creative fields that "too many cooks spoil the broth"; that including public opinion in the artistic process inevitably waters down the final product. This "market research" approach to art was satirized by Russian artists Komar and Melamid, who created a series of tongue-in-cheek paintings based entirely on the results of public opinion surveys about what paintings should look like. The 50 State Quarters program represents a unique opportunity to examine the role of public opinion in the artistic process. In this paper, I hope that by coding and comparing various features of quarter designs that were accepted and rejected, in states that used public input and those that did not, I will be able to identify some ways in which public opinion can affect an artistic product for better or for worse.

***Respondents' Past Experience with Interviews, their Generalized Attitudes Towards Surveys and the Probability of Nonresponse in Subsequent Surveys*, Volker Stocké, University of Mannheim, vstocke@rumms.uni-mannheim.de**

This paper analyzes the effects of the evaluation by respondents' of their last survey interview on their attitudes towards surveys in general and whether these attitudes have an effect on their cooperation in future surveys. Data from a locally defined random probability sample is used to answer these questions. Firstly, subjects are found to differentiate between three dimensions when evaluating their survey experience. These dimensions are the burden respondents experienced during their last survey interview, how they judged its 'entertainment value' and how irritated they felt themselves to be by confusing questions. According to our second finding, only the burden experienced affects how subjects evaluate surveys in general. This association is found to be substantially stronger when the evaluation of the burden experienced in past interviews is cognitively more accessible as measured by the time needed to generate these judgments. This accessibility is found to be affected by the mode of administration of subjects last survey interview. According to our third result, respondents' with a critical attitude towards surveys in general are more likely in the complete interview to answer 'don't know', to refuse to answer questions and to be judged by the interviewer to be in general less willing to answer questions. However, the predictive power of attitudes towards surveys for respondents' cooperation depends on the cognitive accessibility of these evaluations: fast attitude judgments are the better predictor for the subjects' willingness to answer questions. The cognitive accessibility of attitudes towards surveys is found to increase with the number of subjects' survey interviews in the past. In summary, the burden experienced by respondents in past survey interviews impairs their evaluation of surveys in general and thereby increases the prevalence of non-response in following surveys. In this way, survey researchers themselves partly determine the conditions for their future work.

***Scrutinizing a questionnaire development; using a survey of seismic design education in the U.S.*, Juyeon Son, Oregon Survey Research Laboratory, json@uoregon.edu**

Questionnaire development is the most crucial part of survey design process. Starting from a theoretical question of 'how we bring abstracts into feasible questions' to more practical inquiries in implementation as 'what are the ways to maximize response rate and rewards for respondents,' and 'how can we minimize survey costs while achieving the goal,' questionnaire development requires a high level of sophistication of well-rounded knowledge of overall survey process. However, this subject has not been sufficiently documented. Closely following a questionnaire development process of a study about seismic education programs in schools in the U.S. - as part of a project at the Earthquake Engineering Research Institute, partly funded by the National Science Foundation, I note a series of issues and changes made in the process. I address issues such as types of question, question order effect, response order effect, other ethical questions and project specific factors to consider. There are number of considerations which are necessary to be made in each part of a questionnaire development, namely, introduction and invitation, major components of the inquiry, and follow up and closing. In addition, I discuss ways to determine appropriate attributes to measure in questions in order to obtain the objective knowledge of a survey and in order to do it in the most efficient way. Using the architecture program survey questionnaire development as an example, I scrutinize key issues to consider in questionnaire development, which can contribute to a further understanding of the larger and complicated issue of questionnaire development, evaluation, and testing (QDET).

***Some New Directions for the Respondent-Generated Intervals Protocol*, LiPing Chu, University of California at Riverside, LiPing.Cuh@march.af.mil, S. James 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**

The Respondent-Generated Intervals protocol (RGI) has been used to have respondents answer a factual question by giving not only a point estimate but also bounds within which they feel it is almost certain that the true value of the quantity being reported upon falls. Some new thinking aims to elaborate the RGI protocol with the goal of improving the accuracy of the estimators derived from the protocol. Because point estimates of respondents who give short intervals are weighted more heavily in the Bayesian RGI estimator than are point estimates of respondents who give longer intervals, it is advantageous to encourage respondents who are more accurate to give shorter intervals and respondents who are less accurate to give longer ones. Mechanisms to direct confident (and thus presumably accurate) respondents to give shorter intervals and less confident (and thus presumably less accurate) respondents to give longer ones have been suggested, and such mechanisms tested in an experimental design that varies the instructions about how respondents should construct their intervals. This paper reports on this experiment, giving preliminary results.

***The Opinions of Public Interest Groups about the Promises and Threats of an Uncertain Science: NanoBusiness Alliance, ETC Group, Greenpeace, and the Foresight Institute's Views about Nanoscience and Nanotechnology*, Lowndes F. Stephens, University of South Carolina, stephens-lowndes@sc.edu**

Arguably, the most important and controversial debates about pubic opinion, science and the mass media in this century will focus on the promises and threats of nanoscience and nanotechnology. Governments in the Northern Hemisphere, Europe, and Asia are "expecting big things from small science," an overworked cliché seen in newspaper headlines from around the world. Largely in response to a National Academy of Sciences review of the National Nanotechnology Initiative (NNI) in 2002, Congress passed in November 2003 a 21st Century Nanotechnology Research and Development Act. The legislation would authorize $713 million in nanotechnology investment in fiscal year 2004, $784.5 million in fiscal 2005, and $864 million in fiscal 2006, complementing the nearly $1 billion annually that industry is expected to spend on nanotechnology research over the next several years. The NanoBusiness Alliance, whose advisory board is headed by former House Speaker Newt Gingrich, is the major interest group promoting nanoscience applications. The Foresight Institute whose chairman Eric Drexler is author of the 1986 book, Engines of Creation, while generally positioned as a pro-nanotech organization, is also associated with sentiments [Drexler quote] "that the rush of scientists to jump on the nanotech bandwagon has played a big part in creating media hype, and whatever public anxiety that may in turn have caused." Greenpeace and the ETC Group are two other public interest groups that are concerned about the societal implications of nanoscience/nanotechnology initiatives. In this proposed AAPOR paper, the author will examine the opinions of these various interest groups as represented on their own web sites and by the opinions their official representatives have expressed to journalists. The focus is on sentiments regarding the promises and threats of nanoscience/nanotechnology and the period covered generally focuses on content published since January 1, 2000, though some articles date to the 1980s.

*The Use of Site Visits, Cognitive Interviews, and Focus Groups to Improve the Acceptance of Government Surveys*, **Stanley R. Freedman, Energy Information Administration, sfreedman@comcast.net**

The Energy Information Administration (EIA) has historically used site visits, cognitive interviews, and focus groups to improve the quality of its business surveys. They have proved to be useful and effective tools. In recent years, however, businesses have become more skeptical of government surveys. It has become more difficult to get companies to respond to our surveys, and to take the effort to respond in an accurate and timely manner. This is a result of the changes in the energy industry from one of highly regulated, vertically integrated companies to an environment of less regulation and the separation of energy functions. Some of these changes have brought about volatility in these industries, particularly in the supply and price of energy. Companies are less comfortable in supplying data to EIA then they were under a more regulated environment. There is a perceived lack of need for important data used to support public policy decisions and a misunderstanding of how theses data are used. The EIA has modified its cognitive methods to help improve this perception with our respondents, especially with businesses who are first time responders to our surveys or are being asked for information not gathered previously. It has become an important part of our survey development and testing process. This paper describes the changes in the methods that EIA is using in the electric power and natural gas industries as the agency develops new surveys and modifies methods to help improve the awareness among our respondents of the importance of EIA's data collection efforts, which in turn has helped improved our data quality.

*Training elderly respondents: Does it help?*, **Patricia M. Gallagher, Center for Survey Research, patricia.gallagher@umb.edu, Floyd J. Fowler, Center for Survey Research, floyd.fowler@umb.edu, and Anthony Roman, Center for Survey Research, anthony.roman@umb.edu**

Survey administration becomes less efficient when respondents are unfamiliar with the role of survey respondent. Subjects who do not know what is expected of them can complicate the interview process by interrupting the interviewer to answer questions before all the response choices have been read or giving answers that are not the provided response options. The time required to reread items and response choices as well as time spent in training respondents throughout the interview can contribute to increased respondent burden, interview length, and associated administration costs. During a pretest for a nationwide telephone survey of Medicare beneficiaries, behavior coding of the interviewer/respondent interactions from tape recordings of interviews revealed more respondent interruptions and inadequate answers than we usually see in interviews in other populations. As part of the national survey, we will be conducting an experiment to test the efficacy of making a special effort to train respondents at the start of the interview. The original version of the instrument will be used to conduct 100 interviews with a random sample of respondents. The rest of the interviews (n~=500) will be conducted using a revised instrument that contains explicit instructions for respondents and an initial "training question" that presents the response options employed for many of the other items that follow. One hundred of each type of interview will be tape recorded and behavior coded. The outcome variables will be average interview length for each version of the instrument and various behavior coding categories, including numbers of: interruptions; inadequate answers; repeated questions; repeated response choices; and respondent requests for clarification. The survey will be conducted early winter, with data collection expected to be complete by March, 2004.

*How Accurate Are Proxy Reports: Results of a Verification Study*, **Chris Becker, Abt Associates Incorporated, chris_becker@abtassoc.com, Sergei Rodkin, Abt Associates Inc., Sergei_Rodkin@abtassoc.com, Kathleen S. O'Connor, National Center for Health Statistics, koconnor1@cdc.gov, and Jeanne Moorman, National Center for Environmental Health, Centers for Disease Control and Prevention, zva9@cdc.gov**

Information from proxy respondents is known to be less accurate than information obtained directly from sampled respondents. However, less is known about the degree of proxy reporting inaccuracies and whether particular types of proxy respondents (spouses, parents, or others) are more likely to provide accurate information about the sampled person. This presentation will describe a proxy-report verification study implemented as part of the State and Local Area Integrated Telephone Survey (SLAITS) National Asthma Survey (NAS), sponsored by the National Center for Environmental Health, Centers for Disease Control and Prevention (CDC) and conducted by the National Center for Health Statistics, CDC. The NAS is designed to measure covariates that relate to asthma control; estimate an asthma prevalence rate at the national level; and to characterize the content of care and experiences of persons with asthma. The NAS routinely measures error in proxy reporting of asthma-positive status--that is, reporting that other household members have asthma. In the verification study, households in which a proxy respondent indicated that another sampled household member does not have asthma (asthma-negative) are re-contacted. At callback, the sampled respondents are asked to verify their asthma status. This presentation will report the results of the verification study, based on approximately 800 completed callback interviews. Overall proxy-reporting error rates for both asthma-negative and asthma-positive reports and the accuracy of data provided by various types of proxy respondents will be discussed. Preliminary data indicate an error rate of 5.1% for reports of negative asthma status and 9.8% for reports of positive asthma status.

*Data collection via CATI/CATI-Cell: five years later*, **Karen L. Tucker, Battelle, tucker@battelle.org**

Battelle Centers for Public Health Research and Evaluation (CPHRE) and its subcontractor, Decision Information Resources (DIR) recently completed a five year follow up survey with public housing residents across the nation.The study design involved the same mixed-mode CATI/CATI-Cell/PAPI data collection approach used during the baseline in 1998. Integral to our approach was the ability to accommodate subjects who did not have telephones by equipping our field staff with cellular telephones. This approach maximized the number of cases conducted via CATI, thus optimizing data quality while still attending to the in-person needs of subjects in each development.

The cellular phone technology:

• worked very well;
• provided respondents with an alternative to using their own telephone;
• carried strong messages to the respondents of using "with it" technology and that they were "important" enough for someone to make an extra effort to gather their opinions; and
• decreased the time spent persuading individuals to participate.

Response rates by mode, between the Baseline and the Follow Up surveys will also be compared.

## PANEL: NEW DEVELOPMENTS AT PUBLIC OPINION QUARTERLY

**Peter Miller, p-miller@northwestern.edu, Editor POQ**
Public Opinion Quarterly, AAPOR's scholarly journal, is now published by Oxford University Press. The aim of this session is to acquaint members with new features of the journal and its operation. As part of the publisher transition, we are implementing an online manuscript submission and reviewing process. The system will be demonstrated at the session and prospective contributors will be provided with instructions.

## RESPONSE RATES: MEASURING, ESTIMATING AND PREDICTING

***A Review of Methods to Estimate the Status of Cases with Unknown Eligibility*, Tom W. Smith, NORC, smitht@norc.uchicago.edu**
AAPOR's Standard Definition of response rates 3 calls for the estimating of the eligibility proportion for cases of unknown eligibility. This rate is known as "e". This paper reviews the literature on the seven major methods for estimating "e": 1) minimum and maximum allocation, 2) proportional allocation or the CASRO method, 3) allocation based on disposition codes, 4) survival methods, 5) calculations of the number of telephone households, 6) contacting telephone business offices, and 7) continued calling. The merits and weaknesses of these methods are considered and new research directions are proposed.

***Effects of Gridout Procedures on Response Rates and Data Quality*, Stephanie A. Eckman, NORC, eckman-stephanie@norc.net, Colm A. O'Muircheartaigh, NORC, University of Chicago, colm@norc.uchicago.edu, and Catherine C. Haggerty, NORC, haggerty@norc.net**
An enduring problem in calculating response rates for telephone surveys is how to account for cases of unknown eligibility. An increasing number of survey researchers use gridout procedures to disposition chronic non-contact cases as ineligible. NORC recently conducted ten RDD studies in cities across the country, for the Annie E. Casey Foundation's Making Connections initiative. Using the call history database from the first four sites, we simulated the application of various gridout criteria. Our findings convinced us we could confidently use a gridout procedure in the remaining six sites. The paper will present the results of these simulations. We first considered a set of stringent gridout requirements: two calls in each of three call windows, a field period of at least 14 days, and all calls resulting in either a no-answer or a busy signal. Using these criteria, we could have dispositioned 869 cases as ineligible and saved one-third of the calls made to these cases, increasing the response rate by 5%. Of these gridout cases, 13% were eventually found to be eligible and 83% were chronic non-contacts. Only three cases became completes. Clearly, the savings from this gridout procedure can be substantial with little loss in response data. Relaxing the gridout criteria resulted in more gridout cases, larger increases in the response rate and more savings in the phone center, but at the cost of lost response data that could have been collected from these gridout cases. The paper will present response rate comparisons as well as non-response analyses for the gridout procedures considered. Finally the paper will make recommendations for selecting which gridout criteria are appropriate for future studies.

***Availability As A Mediating Factor In Response Rate Estimation*, Larry A. Hembroff, Michigan State University, hembroff@msu.edu, and Nat Ehrlich, Michigan State University IPPSR, nathaniel.ehrlich@ssc.msu.edu**
Much of the literature in survey research methodology has noted the increasing difficulty in achieving high telephone response rates. Various investigators have speculated that advances in communication technology, (such as the proliferation of cellular telephones, answering machines, voicemail, and privacy managers) and increased exposure to telemarketers, are the primary factors causing the difficulty. This paper looks at respondent availability, independent of technology and telemarketing. Respondents to the Institute for Public Policy and Social Research State of the State Survey were asked if they maintained a second home, cottage, condominium or other domicile in the state where a telephone was listed, and also whether they regularly spent a portion of the year residing outside of the state. Our reasoning was that positive answers to either of these items meant that RDD samples would include numbers that would be far less likely to be accessed than those assigned to a household where the respondent lived full-time throughout the year. We examined various demographic subgroups, developed an availability scale for each subgroup, and then weighted the availability of the subgroups by their prevalence in the census figures for the state population. This led to a prediction of over- and under-responsiveness, which was validated by comparing the representation of those subgroups in the survey as compared with census figures.

***Predicting Respondents' Likelihood to Cooperate*, AnhThu Burks, Nielsen Media Research, anh.thu.burks@nielsenmedia.com, Mildred Bennett, Nielsen Media Research, mildred.bennett@nielsenmedia.com, and Paul J. Lavrakas, Nielsen Media Research, paul.lavrakas@nielsenmedia.com**
There are many factors that affect the decisions of respondents to cooperate when they are sampled for a survey. To the extent a researcher can accurately predict a given respondent's likelihood to cooperate, then in theory the researcher could target differential approaches to recruiting each respondent rather than merely utilizing the "one size fits all" approach that heretofore has been the practice. This paper will present results from a research study for which data are being gathered during December 2003 from several thousand RDD sampled households as part of a two-stage mixed-mode survey. The dependent variable in this study is whether the household cooperates with the second stage of sampling, which is a mail survey. The independent variables come from the first stage of sampling, which is an RDD survey, and include variables based on (1) information about the household telephone number, (2) census level data from the local zipcode, (3) call history information, and (4) other information generated by interviewers, including ratings of the respondent's "propensity to further cooperate." How well these data predict whether the respondent subsequently cooperated in the second stage of the survey will be presented. Implications of the findings will be discussed from a cost/benefit perspective, with particular attention paid to whether the results provide ways to raise survey response rates without also raising costs.

## IMPROVING RDD SURVEY ESTIMATES

*Using an Experiment to Design an RDD Survey*, **J. Michael Brick, Westat, mikebrick@westat.com, Mary Collins Hagedorn, Westat, maryhagedorn@westat.com, Jill Montaquila, Westat, jillmontaquila@westat.com, Shelley Brock Roth, Westat, ShelleyRoth@westat.com, and Chris Chapman, NCES, Chris.Chapman@ed.gov**

Achieving high response rates in random digit dial (RDD) telephone surveys has become increasingly more difficult in recent years. The National Household Education Surveys Program (NHES), a federally-sponsored RDD survey program conducted periodically since 1991, has experienced declining response rates despite increased efforts to maximize response. To examine procedures that could be used to deal with this problem, a large experiment was conducted in the 2003 NHES to determine if monetary incentives and different mailings should be used. This paper reports on the findings of the experiment and proposes a design to make efficient use of resources for future RDD surveys. In the NHES:2003, household members were enumerated and data to determine eligibility for two topical surveys were collected in a screening interview. The experiment concentrated on improving response rates in the Screener. The experimental treatments that were varied were: (1) the amount of money in the advance letter ($0, $2, or $5); (2) the type of mail used for mailings to those that refused in the initial contact (first class or Priority Mail); and (3) the amount of money in the refusal mailing ($0, $2, or $5). The NHES:2003 sample included 59,365 telephone numbers for which address matches were obtained and these numbers were randomly assigned to one of 10 experimental groups defined by various combinations of the experimental treatments. The experiment indicated that small cash incentives are effective in improving response rates either in the initial mailing or at refusal conversion. The use of Priority Mail did not substantially improve initial conversion rates. Based on the findings of the experiments, we discuss designs that subsample refusal Screener cases and provide incentive at this stage for the subsampled cases to improve the response rate for the survey while minimizing incentive costs.

*The Impact of an Extended Call Design on RDD Survey Estimates*, **Darby Miller Steiger, The Gallup Organization, darby_miller_steiger@gallup.com, Steve Hanway, The Gallup Organization, Steve_Hanway@gallup.com, and Manas Chattopadhyay, The Gallup Organization, Manas_Chattopadhyay@gallup.com**

A widely-held belief in survey research is that boosted attempts to gain cooperation from a potential survey respondent result in higher response rates, which, in turn, can lessen the magnitude of non-response error (Groves & Couper, 1988) and improve the overall quality of the survey data. Recent research, however, has suggested that data collected from these extensive efforts is not significantly different from data collected in standard survey designs (Keeter et al, 2000; Groeneman, 2003). This paper adds to the growing body of research on the impact of additional call attempts on data quality by examining data obtained from a nationwide RDD (Random Digit Dialing) telephone survey of 2,500 adults. The survey was sponsored by the Federal Deposit Insurance Corporation (FDIC) and gathered data on public awareness of the FDIC and its basic function. Respondents in this study were called up to 21 times by Gallup interviewers to obtain cooperation. The paper examines if an extended call design has a significant impact on the survey estimates by comparing the characteristics of late (or hard-to-reach) respondents with those of early (or easy-to-reach) respondents, as well as comparing a short call design (5 calls) to an extended one (21 calls). The effect of the call design on the response rate is also addressed. The findings suggest that while an elaborate call design helps to increase response rates, it may not yield substantively different findings particularly where the topic does not appear to be strongly related to response propensity.

*Consequences of Reducing Telephone Survey Nonresponse*, **Scott Keeter, Pew Research Center & GMU, skeeter@gmu.edu, Jonathan Best, Princeton Survey Research Associates International, jonathan.best@psra.com, Michael Dimock, Pew Research Center, dimockm@people-press.org, and Peyton Craighill, Pew Research Center, craighillp@people-press.org**

As telephone survey response rates continue to decline, concerns grow about the impact of non-response on the quality of survey data. Although several published studies suggest that the effect of lower response rates has been relatively small thus far, the rapidly changing telephone environment points to the need for regular reassessment of this conclusion. The Pew Research Center for The People & The Press has undertaken a replication and extension of its 1997 research examining the consequences of reducing non-response in RDD telephone surveys. That project, which compared two parallel surveys, found little difference between one conducted according to our standard methodology and one that achieved a relatively high rate of response. The current study followed this basic study design. We compare a Standard survey with 1,000 interviews and a 26% response rate, to a Rigorous survey, with 1,089 interviews and a 53% response rate. Although data analysis has just begun, the study is likely to show that response rates for surveys with comparable methods and levels of effort have declined approximately 10 percentage points since 1997. But the earlier study's primary conclusion appears to hold true today: survey estimates between the lower- and higher-rate studies across a very wide range of survey content are essentially identical, and both are very similar to national benchmarks for demographic and related characteristics as established by large government surveys with very high response rates. Our paper will also examine differences between respondents who were easy to reach and those that required more effort to contact, and between households that initially refused to cooperate and those that were more amenable upon first contact.

## MEDIA EFFECTS ON POLITICS

*Communication and Citizenship: Mapping the Political Effects of Mass Media*, **Patricia Moy, University of Washington, pmoy@u.washington.edu, Michael A. Xenos, University of Washington, mxenos@u.washington.edu, and Verena K. Hess, University of Washington, vkh@u.washington.edu**

An informed and active electorate is the mainstay of any democratic system, but according to some, this ideal has long fallen by the wayside. Scholars have bemoaned the current state of the electorate, blaming current levels of citizenship on individuals' increasing reliance on television for political information. They argue that television news encourages horse-race coverage at the expense of substantive issue coverage, and that the format of the medium necessitates short and superficial coverage (e.g., Bartels, 1988; Patterson, 1993). Indeed, a growing body of research has found print media, particularly newspapers, to be more conducive to citizenship than television (see Guo & Moy, 1998). However, political effects of media use should not be limited to examinations of various forms of media (e.g., print vs. broadcast). Against a backdrop of numerous sources from which citizens can learn about politics, this paper explores the impact of communication on various forms of democratic citizenship. Utilizing data from the National Annenberg Election Survey collected in 2000, we examine the effects of specific "nontraditional" types of mediated campaign content (e.g., late-night talk shows) on various forms of political knowledge and participation.

*The Impact of Television Market Structures on Voter Turnout and Ballot Rolloff in American Elections*, **Scott L. Althaus, University of Illinois, salthaus@uiuc.edu, and Todd Trautman, University of Illinois, todd_trautmanne@yahoo.com**

Elaborate statistical models have been used by survey researchers to estimate voter turnout patterns and to predict levels of rolloff (the tendency for voters to cast ballots but fail to vote for lower-level races). Our paper argues that these standard models have neglected an important variable for predicting turnout and rolloff from survey data: the size of local television markets and the degree to which those markets are congruent with the boundaries of political districts. Recent research has shown that larger and less congruent television markets are less likely to cover lower-level political races, and that they also tend to give disproportionate attention to higher-level races involving statewide or national offices. Because voters are more likely to cast votes for contests that receive more rather than less mass media coverage, we expect these tendencies to affect levels of turnout and rolloff. This paper tests the impact of market structure using a novel combination of precinct-level election data covering votes cast for all races from state representative to president, census data giving contextual information about local voting areas, and data detailing the boundaries of local television media markets. Our data set covers four election cycles (1986-1990) and nearly every precinct in every state in the continental United States. We expect that voter turnout should be negatively associated with media market size but positively associated with media market congruence, and that ballot roll-off should be positively associated with media market size but negatively associated with media market congruence. We anticipate that these expectations will vary with type of election year, since the "surge and decline" hypothesis suggests that turnout and rolloff should both be higher in presidential elections. Finally, our analysis also provides a methodological improvement over previous research by controlling for the tendency of larger television markets to be located in urban areas, since urban, suburban, and rural areas should be associated with different levels of turnout.

*The Impact of Political Advertising in 2000: An ROI Approach*, **Jeremy Boyd, Westhill Partners, jboyd@westhillpartners.com, and Jeffrey W. Levine, Westhill Consulting, jwl2711@aol.com**

While correlations between candidate perceived viability and favorability ratings over time were demonstrated for Bush and McCain in 2000 (Romer, 2004; Capturing Campaign Dynamics: The National Annenberg Election Survey), evidence of perceived viability as a causal influence (e.g., Granger, 1969) on favorability could not be established with a vector autoregressive, or VAR(1) structure. The VAR(1) models estimated the influence the previous day's perceived viability and favorability ratings on contemporaneous levels of each variable, while controlling for the contemporaneous correlation between them. The present research tests for higher order VAR structures (i.e., a greater number of lagged time periods) in the perceived viability and favorability measures from The National Annenberg Election Survey, using an adstock, or distributed lag, modeling approach employed in advertising ROI and marketing mix optimization models (Broadbent, 1986; Accountable Advertising). The effect and impact of 2 key variables: voter intention and media/ad consumption are also examined.

*Implications of Televised Political Conflict for Informed Public Opinion*, **Diana C. Mutz, University of Pennsylvania, mutz@sas.upenn.edu**

This paper presents results from two experiments involving viewer reactions to televised political programs. The purpose was to examine arousal responses to politicians engaged in face-to-face political disagreement, and to examine whether production characteristics of televised portrayals alter memory after viewing. Using videotapes of political talk shows created expressly for these experiments, results showed that the less civil versions of the same exchange of political views created greater arousal in viewers as measured by skin conductance levels. Likewise, those who watched the talk show from a close-up camera perspective experienced greater arousal than those who watched the same exchanges shot from a medium camera distance. A second experiment focused on the consequences of heightened arousal for memory. Consistent with the literature on arousal, memory for the main emphasis of the exchange – the candidates' differing issue positions – was enhanced by the highly arousing, uncivil presentations. But memory for details – the arguments underlying those same positions -- was suppressed by the highly arousing presentations. Although recall of issue arguments consistent with respondents' own opinions was not affected by the civility of the exchange, subjects were less likely to recall the opposition's arguments in the uncivil, as opposed to the civil, condition. We discuss the implications of these findings for the producers and consumers of political television.

## RACIAL PREJUDICE

*Principles, Prejudice, and Racial Policy Preferences*, **Stanley Feldman, Stony Brook University, stanley.feldman@sunysb.edu, and Leonie Huddy, Stony Brook University, leonie.huddy@sunysb.edu**

One of the on-going controversies in the racial politics area has been the explanation for white's continuing reluctance to support policies to improve the status of blacks in the U.S. despite substantial reductions in the percentage of Americans who endorse racist sentiments. One group of researchers have argued that the lack of support for concrete policies to remedy racial inequities is a reflection of a new type of prejudice that has been variously labeled symbolic racism, modern racism, racial resentment, or laissez-faire racism. Others researchers have advanced the alternative position that opposition to these racial policies is a function of political ideology and values: many Americans reject government policies they believe to be too liberal or contrary to values like individualism or limited government. Most of the research on the determinants of racial policy preferences has used correlational designs that compare measures of prejudice and values in multivariate analyses to assess their relative predictive power. Criticism of the measures used in these studies has hindered progress toward a resolution of this debate. In addition, most studies only assess support for liberal policy options. Therefore, conservative opposition to these policies cannot easily be distinguished from prejudice. In this paper we will report on the results of a new national study of racial policy preferences. The core part of this study involves a series of CATI experiments that simultaneously vary the ideological justification for policies and the beneficiaries of the policies. In each case, we offer randomly assigned groups of respondents liberal and conservative solutions for racial inequities in a an aspect of American life (education, jobs, etc.). For each policy option we also manipulate the question to suggest that blacks or some other group (women, poor people, the disabled) will mostly benefit from the proposed program. This will allow us to directly examine the extent to which values and prejudice affect support for government action. The study also includes a number of measures of racial attitudes. In combination with the policy experiments, this will allow us examine the usefulness of these measures of racial attitudes (and political values) in explaining support for government programs. This combination of experimental and multivariate analysis will provide a strong basis for evaluating the competing explanations for racial policy preferences and move the debate beyond limitations of current research designs.

***Data Collection Procedures for Racial Profiling Analyses: Best Practices,*** **Frederic I. Solop, Northern Arizona University, Fred.Solop@nau.edu**
The issue of racial profiling has exploded in attention during the past five years. Today, the issue is on the policy agenda in more than half of the states in the nation. Over 400 jurisdictions are currently collecting citizen contact information to determine if police departments are engaging in racial profiling behavior. This paper examines data collection procedures in place throughout the country and analyzes best practices that serve as models for jurisdictions interested in collecting data in the future. Data collection procedures are divided into three phases of activity: planning, data collection, analysis. Best practices within each phase are discussed with reference to actual work taking place throughout the United States.

***Brown v. Board of Education: 50 Years of Progress in Racial Attitudes?,*** **Dennis N. Lambries, University of South Carolina, dennis-lambries@sc.edu, and Robert W. Oldendick, University of South Carolina, oldendick-bob@sc.edu**
This year's AAPOR Conference coincides with the 50th anniversary of the Supreme Court's landmark decision in the case of Brown v. Board of Education (May 17, 1954). To commemorate this anniversary, the attitudes of South Carolinians (where the original case that was part of a larger class of cases was filed) on a variety of issues – from quality of life, to affirmative action, the death penalty, and the impact of the Brown – case were examined to determine the extent there are differences in the opinions of blacks and whites. The results demonstrate that despite progress in some areas, there remains a great divide in the opinions of blacks and whites across a wide spectrum of issues.

***The Persuasibility of Racial Stereotypes,*** **Darren Davis, Michigan State University, davisda@msu.edu, and Brian Silver, Michigan State University, bsilver@msu.edu**
Measures of racial stereotypes and racial attitudes in general have a difficult task distinguishing between respondents who are sincerely racially tolerant and respondents who answer in a racially tolerant fashion only because of their desire to conform to socially prescribed behavior. We proceed from the premise that individuals who respond insincerely are likely to experience dissonance because their true beliefs differ from what they perceive it is acceptable to say openly. We conjecture that such respondents might respond sincerely to racial stereotypes questions if their dissonance is relieved. We embed several experiments in a public opinion survey to relieve some of the dissonance by presenting respondents with rational and logical justifications for holding racial stereotypes. The results indicate that a substantial percentage of respondents who at first reject racial stereotypes are willing to support racist views of blacks when presented with a counter-argument. In a model seeking to explain the persuasibility in racial stereotypes, the respondent's degree of dogmatism appears to drive the initial support for racist views and the persuasibility to adopt racial stereotypes. Contrary to simplistic assumptions, dogmatists are more readily persuaded to endorse racial stereotypes, which suggests that their initial stated positions masked their true feelings.

## PANEL DATA QUALITY

***Panel Conditioning and Scale Reliability: Evidence from the British Household Panel Study,*** **Patrick Sturgis, University of Surrey, p.sturgis@surrey.ac.uk, and Nick Allum, University of Surrey, n.allum@surrey.ac.uk**
Panel studies are of crucial importance to our understanding of the complex, interacting nature of causal processes in the social world. A limitation to valid and reliable inference from panel studies, however, derives from the reflexive nature of humans as research subjects; the act of observation often serves to transform the behaviour of those being observed (Kalton and Citro 2000). In panel studies this source of error falls under the general heading of 'panel conditioning' bias and relates to the fact that responses to questions in later rounds of the panel may be influenced by those given in earlier waves. Factors such as 'satisficing', cognitive consistency and self-presentation are likely to play important roles in influencing responses between waves. However, while conditioning effects are widely believed to be pervasive in panel survey research, the general consensus appears to be that their impact on marginal distributions is, at most, negligible (Holt 1989). In this paper, we take a somewhat different approach and examine the effect of panel membership on the internal consistency or reliability of attitude items. Using data from the British Household Panel Study, we evaluate the hypothesis that simply administering political attitude questions serves to increase the apparent consistency or 'constraint' of respondents' Political Belief Systems (Sturgis 2001). Such an effect is argued to arise because the interview prompts respondents to reflect on the subject matter of the questions and to think more deeply about how the issues covered may be inter-related (Jagodzinski et al 1987). Our results show that estimates of internal reliability increase between the first two administrations of the attitude items examined but not between subsequent waves. These increases in scale reliability are, furthermore, predominantly concentrated amongst the least politically engaged respondents in the sample.

***Quality at what cost – Evaluating CATI Quality Improvement Measures in a Large National Longitudinal Survey,*** **karen H. grigorian, NORC, grigoria@norcmail.uchicago.edu, Surella E. Seelig, NORC, seelig-surella@norcmail.uchicago.edu, and Angela Herrmann, NORC, herrmann-angela@norcmail.uchicago.edu**
For largely paper based surveys, the CATI has historically been a useful follow-up tool for gaining cooperation and converting refusals from reluctant sample members, or retrieving missing critical items from self-administered questionnaires. In the most recent round of the Survey of Doctorate Recipients (SDR), we have attempted to test the boundaries of the CATI's efficacy and value. In conjunction with a mode experiment where a subsample of the 2003 SDR were offered a telephone interview as the primary data collection mode, we made three enhancements to the CATI to

improve upon the quality of the paper questionnaire. The first enhancement involved using data collected in the prior round for select items. Panel respondents could verify previously reported employer and occupation information when reporting that their employer and/or job remained the same. We evaluate if this enhancement measurably reduced the respondent's interview administration time, and the respondent's reporting consistency within the survey. Secondly, to reduce non-response for items of critical importance to analysis, formal probes were used in CATI. Interviewers are standardly trained to always probe when given a non-response answer. We evaluate the level of item non-response for questions that are formally probed versus those that are not. The third modification involved the targeted inclusion of additional demographic questions in the CATI mode. The sample member's sex is only captured in the baseline census survey and ethnicity and race are asked for intermittently. However, this demographic data is essential for reporting accuracy. Those missing sex, ethnicity or race data were given CATI as the first mode of data collection. We evaluate the effectiveness of obtaining this data in CATI. Finally, we evaluate the cost implication of using the CATI as the first mode of data collection versus a self-administered mode and offer recommendations for using this approach for other studies.

***In the long run: lessons from a panel survey respondent incentive experiment,* Annette E. Jackle, Institute for Social and Economic Research, aejack@essex.ac.uk, Peter Lynn, Institute for Social and Economic Research, plynn@essex.ac.uk, and Iain Noble, Department for Education and Skills, Iain.NOBLE@dfes.gsi.gov.uk**

Experiments with respondent incentives often suffer from serious limitations. These can be limitations of design, such as small sample size or deviations from random allocation, but more commonly they are limitations of analysis and interpretation. Studies may: address only effects on response rate rather than on non-response bias; fail to consider effects on weighting and therefore standard errors; fail to make comparisons with alternative strategies to increase the accuracy of survey estimates, such as increasing initial sample size. Additionally, little attention has been paid to the medium and long-term effects of survey incentivisation. These are particularly pertinent to attrition in panel surveys. Incentivisation can have a number of goals but an important one is reduction in non-response bias. In panel surveys this primarily relates to the later attrition sample. Using data from a large scale, multi-wave, multi-mode (CATI and mail) experiment on a UK government panel survey of young people we test the effectiveness of incentives in bias reduction over more than one wave. We find persistent and strong effects for response rate, though these vary by mode and wave. The effects on bias reduction are strong for a few items but moderate for most. And they largely disappear after weighting for non-response. This leads us to conclude that, for this survey at least, incentives offer little benefit over weighting and expenditure might be more effectively applied to increase initial set sample size. Additionally, incentives have a negative effect on data quality, in terms of the number of missing items. We argue that unconditional incentive payments, although the most effective in terms of response rate, can be an inefficient use of resources. Larger conditional incentives, applied later in the survey process, could be more efficient. Such incentives, however, raise practical problems for administration, ethical and public relations problems for survey sponsors (especially government sponsors) and possible expectation effects. We also conclude that uncertainty about the use of incentives will remain until research is better grounded in theory, informed by previous findings.

***The relationship between local economic, higher education and postsecondary vocational student outcomes using beginning postsecondary students longitudinal study (BPS:1996/2001) survey,* Yann-Yann Shieh, American Institutes for Research, yshieh@air.org**

Analyzing the progress of students through postsecondary vocational programs and into the labor market presents a number of challenges. Several factors that may affect the likelihood of completing school and the level of participation in the labor market must be considered in any analysis, particularly when comparing students enrolled in different types of programs and institutions. In addition to these and other student-level factors, local-level conditions may have an effect on education and labor market outcomes. The condition of the local economy as well as the availability of other postsecondary institutions in the area may have an impact. One of the primary objectives of this analysis is to examine the effects of local economic conditions and the availability of other postsecondary institutions on education and labor market outcomes. In a review of the research on the economic benefits of sub-baccalaureate education, Grubb (1999, p. 7) notes that "the sub-baccalaureate labor market appears to be quite local" in that employers needing workers with a sub-baccalaureate credential tend to search locally, and that sub-baccalaureate students look to local institutions for employment opportunities. This study uses the 1996-2001 Beginning Postsecondary Students Longitudinal Study (BPS:1996/2001) to examine the education and labor market outcomes of students who first enrolled in 1995-96 and majored in a vocational/technical program. BPS is representative of all beginning postsecondary students in the United States, including older students and those attending less-than-2-year institutions. The BPS sample consists of approximately 12,000 students who were beginning postsecondary education for the first time. The first follow-up of the BPS cohort (BPS:96/98) occurred in the spring and summer of 1998, approximately 3 years after they first enrolled, and the second follow-up occurred in 2001, about 6 years after they first enrolled.

## EFFECTS OF CUES ON QUESTIONNAIRES

***The Influence of Visual Layout on Scalar Questions in Web Surveys,* Leah Melani Christian, Washington State University, lmchristian@wsu.edu**

This paper examines how the visual presentation of response choices influences answers to ordinal scale questions and extends previous experimentation on paper surveys to the Internet, to determine whether the results of varying scale layouts are similar or different. The web survey of a random sample of Washington State University students during Spring 2003 included two sets of experimental comparisons; 1591 completed surveys were submitted from the 3004 requested obtaining a response rate of 53%. One experiment included a response scale with all categories labeled and compared a vertical linear layout using four-five categories to three nonlinear layouts where categories were double- or triple-banked in columns across the page. A second set of experiments compared 5- and 6-point fully labeled scales to polar point scales where the verbal labels were removed for the middle three categories to an answer box format where respondents reported a number in an answer space. Multiple replications of each experiment indicate significant differences in the means between formats as well as significantly different response distributions. These findings on the web tend to confirm previous findings on paper questionnaires and suggest that respondents to both paper and web surveys are similarly affected by visual layout and presentation (Christian and Dillman, In Press, Public Opinion Quarterly, Spring 2004). Strong evidence now exists, that the visual presentation and layout of response scales influence respondent answers to self-administered questionnaires and need to be considered when designing public opinion questions and surveys that use ordinal scale questions. These construction differences appear to be important in helping surveyors understand why responses may vary across modes. The increasing use of mixed-mode surveys suggests the need to understand how the mode of communication, visual or aural, can influence how surveyors design questions and how respondents answer those questions.

***The Effect of Cover Letter Appeals and Visual Design on Response Rates in a Government Mail Survey,*** **Cleo D. Redline, National Science Foundation, credline@nsf.gov, Julia Oliver, National Science Foundation, joliver@nsf.gov, and Ron Fecso, National Science Foundation, rfecso@nsf.gov**

Previous research has demonstrated that altruistic appeals (explaining how society serves to gain) have been shown to elicit greater response from academic-sponsored surveys. In contrast, egoistic appeals (how a person can expect to gain personally) are more effective when they originate from commercial institutions. However, empirical research is lacking as to whether an appeal beyond simply asking respondents to answer the survey is necessary at all, or if it is, which appeal works best with government surveys. Thus, we developed four cover letters that differed in their appeals. The first delivered an altruistic appeal, and the second, an egoistic appeal. The third letter was based upon a burgeoning body of research suggesting that authoritative appeals(especially invoking any mandatory nature of a survey) have been shown to impact response, and the fourth letter simply asked people to complete the survey. These appeals were tested against the original letter in the National Survey of College Graduates. Approximately 27,000 cases were assigned to each letter type. We also created an additional version of the altruistic letter in which each of its paragraphs started with a question in boldface. Preliminary results show that all of the test letters were in the expected direction of increasing response versus the original letter. Similar to academic-sponsored surveys, the altruistic appeal elicited the greatest response, with the egoistic eliciting the least (ignoring the letter with questions in boldface for now). An interesting finding is that the authoritative letter was second best at eliciting response. But the most interesting finding was that the treatment delivering questions in bold undid the gains of using the altruistic appeal in the first place. This result adds to evidence suggesting that simple alterations in the visual design of information can have powerful and unforeseen consequences on the underlying verbal message.

***The Efficacy of Cues in an Expenditure Diary,*** **Nhien To, Bureau of Labor Statistics, to_n@bls.gov, Eric Figueroa, Bureau of Labor Statistics, Figueroa_E@bls.gov, and Lucilla Tan, Bureau of Labor Statistics, Tan_L@bls.gov**

The Consumer Expenditure Diary (CED) is a nationwide survey of households currently used by the Bureau of Labor Statistics (BLS) to collect expenditures on small frequently purchased items. In the fall of 2000, BLS set out to research and design a more "user-friendly" diary (the Redesigned Diary) to stem the declining response rates and data quality, which some researchers attributed to the complicated structure of the diary currently used in production (the Current Diary). The Current Diary asks respondents to record their expenses under 42 detailed subcategories, within four broad categories. To reduce the respondent burden of navigating through the 42 subcategories, the Redesigned Diary was reduced to just the four broad categories. Analysis from the field test data indicated that the Redesigned Diary was comparable to the Current Diary in response rates, overall expenditures, and was highly favored by the field interviewers, but that respondents failed to record at a sufficient level of detail. This loss of detail was attributed to the elimination of the examples, or cues, that were found within the subcategories. To test this hypothesis, a team was chartered to evaluate alternative ways of adding cues to the recording pages, without adding back in the 42 subcategories. Two prototypes were designed: one with cues along the top of the recording pages and another with cues along the sides of the pages. These prototypes, along with a diary with no cues on the recording pages, were cognitively tested. This paper presents findings from further analysis of the field test data and data from the cognitive testing of the cued Redesigned Diary prototypes.

***Examining the Effect of Income Question Design on Family Income and Poverty Estimates,*** **Michael E. Davern, University of Minnesota, daver004@umn.edu, Timothy J. Beebe, University of Minnesota, beebe002@umn.edu, Holly Rodin, University of Minnesota, rodin016@umn.edu, kathleen Thiede Call, University of Minnesota, callx001@umn.edu, and Lynn A. Blewett, University of Minnesota, blewe001@umn.edu**

Surveys such as the Current Population Survey's Annual Demographic Supplement (CPS-DS) devote a great deal of the interview to collecting income data from the respondents. Health surveys, on the other hand, such as the National Health Interview Survey (NHIS), and the Behavioral Risk Factor Surveillance System (BRFSS), do not collect detailed income data. Health surveys generally rely on an "omnibus" family income question that asks for the total family income amounts with one central survey item. The main research question of this paper is whether there is a systematic difference between the summed income amounts from surveys like the CPS-DS, and the income amounts produced by surveys that ask about income using an omnibus income item like the NHIS, or BRFSS. Secondarily, if there is a systematic difference between the two measures, is there a bias that would result from using the omnibus income item to estimate the number of people below a certain level of poverty or eligible for a public program. To answer these questions we make use of the CPS-DS data from 2001 (the 2001 CPS-DS has an 84 percent response rate). The CPS-DS contains both a general omnibus family income item early in the survey as well as many individual survey items based on income sources and amounts later in the survey. We find a great deal of variation between the information yielded by the omnibus family income question and the aggregated income amounts from every source and every member within a family. These differences derive from predictable sources. Furthermore, the percent of people estimated to be in poverty is higher using the omnibus income item relative to the estimates derived from the aggregated items.

## WEB QUESTIONNAIRE DESIGN

***The Effect of an Explicit "Decline to Answer" Option in Web Surveys,*** **Ronald J. Broach, National Opinion Research Center (NORC), broach-ronald@norcmail.uchicago.edu, Syed Ahsan, National Opinion Research Center (NORC), ahsan-syed@norc.net, and Thomas B. Hoffer, NORC, hoffer-tom@norcmail.uchicago.edu**

Web surveys often include an explicit "Decline to Answer" response option in closed-ended questions. This explicit "Decline to Answer" option can take a variety of forms such as "Decline to Answer," "Refuse to Answer,' "Refuse/Don't Know," and "Prefer not to Answer." Hypotheses about the impact of explicit "Decline to Answer" options relate both to item response rates and mode effects in mixed mode surveys. At the item level, one hypothesis is that an explicit "Decline to Answer" option will decrease item nonresponse by eliminating accidental skips; another is that it will increase item nonresponse by making prominent the option to refuse. An important mode effect hypothesis is that the explicit "Decline to Answer" can be a source of mode effects for surveys employing multiple data collection modes since neither paper-based SAQs nor CATI questionnaires typically include explicit "Decline to Answer" options as a response category. The National Opinion Research Center (NORC) programmed the 2003 Survey of Doctorate Recipients (SDR) Web questionnaire without offering a "Decline to Answer" option as a response category for closed-ended questions. This setup allowed the user to continue past a question without answering by clicking the "Continue" button without selecting an option category. We compare the item non-response on selected items in this questionnaire with item non-response from similar questions on other NORC web-based studies where an explicit "Decline to Answer" option was provided. We also compare item non-response to selected items on the paper-based SAQ version of the SDR survey. We evaluate the impact of the explicit "Decline to Answer" option on overall item non-response in the survey and we discuss the value of additional programming that may be required to implement a Web instrument without an explicit "Decline to Answer" option.

***Using progress indicators in web surveys*, Dirk Heerwegh, KULeuven, dirk.heerwegh@soc.kuleuven.ac.be**
According to several authors, it is important for survey respondents to have an understanding of their progress within a questionnaire. This can be achieved by displaying a "progress indicator" indicating how much of the questionnaire has been completed. Empirical evidence on the effectiveness of such timers remains scarce and mixed (Conrad et al., 2003). A web experiment was set up to test the effects of progress indicators (n=2,520). The experiment included a number of factors that could potentially interact with the presence or absence of a timer (specific vs. vague time indications in the e-mail invitation and allowing a random subset of respondents to select whether or not to display the timer). A few observations could be made. Presenting the timer significantly reduced the item missing data rate, but break-off rates were not decreased. It was also found that it could be hazardous to allow respondents to select whether to display the timer, for not choosing the timer results in significantly higher break-off rates. Also, it was found that displaying a timer reduces the likelihood of participants saying the survey was too long, which in turn is negatively associated with the inclination to cooperate with a future study. Analyses of more exploratory nature revealed that timers tend to reduce the probability that respondents interrupt filling in the survey, which could indirectly increase data quality. Overall, it could be concluded that timers have limited abilities to increase data quality. However, more than three quarters of the respondents given the choice regarding timer display opted to have it displayed. This conveys that most respondents have come to expect timers and wish to receive feedback on their progress. It therefore urges future research to investigate how progress bars are best used in web surveys.

***Web Survey Design: Paging vs. Scrolling*, Andy Peytchev, University of Michigan, andrey@umich.edu, Mick P. Couper, University of Michigan, mcouper@umich.edu, Sean McCabe, University of Michigan, plius@umich.edu, and Scott D. Crawford, MSIResearch, scott.crawford@msiresearch.com**
A key choice in the design of web surveys is whether to place the survey questions in a multitude of short pages or in long scrollable pages. There are advantages and disadvantages of each approach depending on the length, content, and complexity of the instrument. A few studies have experimentally examined the two designs, but these have been limited by small sample sizes, restricted evaluation criteria, and the types of instruments used, yielding inconclusive or contradictory findings. The often unrealistic assumption that all questions are relevant for all respondents (absence of a skip pattern) further limits the applicability of these results. These findings may have also been affected by time, as vast changes in the technology and web experience of respondents have occurred since then. In March 2003, we conducted a survey of over 21,000 undergraduate students at the University of Michigan. Ten percent of the 10,000 respondents were directed to the scrollable version of the survey, containing a single HTML form for each of the major sections. The balance were assigned to the paging version, in which questions were presented in small logical groupings to be visible on the screen without scrolling. The instrument contained over 100 questions, including topics that vary in sensitivity and desirability such as tobacco, alcohol, drugs, and sexual behavior. The survey also permitted comparison of the effect of skip patterns by implementing skip instructions and hyperlinks in the scrollable design, and also recorded time at the end of each of the five topical sections. A variety of process and outcome measures were used to explore differences between the two designs. We will present the results of these comprehensive analyses and address issues of the relative suitability of the alternative design approaches for different types of Web surveys.

***It's Only Incidental: International Web Survey Considerations*, Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, Jonathan D. Klein, University of Rochester, Jonathan_Klein@urmc.rochester.edu, and Susan Behnke, Harris Interactive, sbehnke@harrisinteractive.c**
Across 3 experiments, Thomas, Behnke, Lafond and Smith (2003, AAPOR) documented that yes-no grids led to higher endorsement rates for behaviors than multiple response formats in web-based surveys. The current study sought to replicate this finding internationally with 2 additional experiments. Experiment 1 had over 25,000 respondents from 8 countries and in 5 different languages in a web-based survey. Experiment 2 had over 6500 respondents from 5 European countries. For both self-reported behavior (Experiment 1) and ownership (Experiment 2), the yes-no grid led to a significantly higher endorsement frequency compared to the multiple response format. This difference was observed across all countries, replicating the Thomas et al. findings.

**Saturday, May 15, 4:00 p.m. - 5:30 p.m. – AAPOR ABSTRACTS**

## MEDIA EFFECTS AND PUBLIC OPINON

***Media as a Third Force in the Public Opinion-Policy Nexus*, Erin Carriere, U.S. Department of State, e.carriere@gmx.net**
Literature regarding the relationship between public opinion and governmental policy is extensive, and has produced various schools of thought including the school wherein opinion oftentimes functions as a constraint on policy while also noting contingent factors such as media coverage. Media coverage can play a role in the opinion-policy relationship for many reasons including the idea that public support can not be assumed, and thus must be encouraged through effective presidential leadership. The latter is unlikely to occur without assistance from the media – the primary medium through which officials can communicate to the public both their policy objectives, and their rationale for those policies. Is public opinion toward Iraq within the U.S. and Germany a function of belief systems, direction provided by media or some combination thereof? Has U.S. media coverage undermined public support for the current U.S. Administration's policy toward Iraq? Alternatively, has German media coverage encouraged support for the German Administration's policy toward the U.S. and Iraq?

***The Implications of Televised Political Conflict for Informed Public Opinion*, Diana C. Mutz, University of Pennsylvania, mutz@sas.upenn.edu**
This paper presents results from two experiments examining viewer reactions to televised political programs. The purpose was to examine arousal responses to politicians engaged in face-to-face political disagreements, and to examine whether production characteristics of televised portrayals alter memory for the information after viewing. Using videotapes of political talk shows created expressly for these experiments, results showed that the less civil versions of the same exchange of political views created greater arousal in viewers as measured by skin conductance levels. Likewise, those who watched the talk show from a close-up camera perspective experienced greater arousal than those who watched the same exchanges shot from a medium camera distance. A second experiment focused on the consequences of heightened arousal for memory. Consistent with the literature on arousal, memory for the main emphasis of the exchange – the candidates' differing issue positions – was enhanced by the highly arousing, uncivil

presentations. But memory for details – the arguments underlying those same positions -- was suppressed by the highly arousing presentations. Although recall of issue arguments consistent with respondents' own opinions was not affected by the civility of the exchange, subjects were less likely to recall the opposition's arguments in the uncivil, as opposed to the civil, condition. We discuss the implications of these findings for the producers and consumers of political television.

***Scaling Perceptions of Political Bias Among Broadcast News Outlets*, John V. Bodle, Middle Tennessee State University, jbodle@mtsu.edu, Robert O. Wyatt, Middle Tennessee State University, rwyatt@mtsu.edu, Kenneth R. Blake, Middle Tennessee State University, kblake@mtsu.edu , Jane Marcellus, Middle Tennessee State University, jmarcell@mtsu.edu, and Zeny Sarabia Panol, Middle Tennessee State University, zspanol@mtsu.edu**

A 1998 Gallup poll found that 55% of the American public believes that their news carries an ideological bias, with a majority of these respondents believing this bias to be liberal. That study also reported the highest levels of public trust were reserved for CNN, public television news and local television news. But no previous study has placed national news networks on a continuum, scaling these perceptions of political bias. Data from a Fall 2003 random sample found (through ANOVA testing) that there is the perception of a liberal bias in national television news—and a conservative bias as well. Respondents placed CNN, ABC and CBS on the "left" or liberal end of the spectrum. Also, they perceive Pat Robertson's "700 Club" to be at the "right" or conservative end of the continuum, with the FOX News a bit to its left. Public Broadcasting and local television news were near the "neutral" point on the scale. Chi Square testing indicated that those with college degrees were significantly more likely to believe that CNN was politically "liberal" or "somewhat liberal" (53%) than were those with a high school diploma or less education (33%). Forty percent of Republications said that Fox News was "conservative" or "somewhat conservative" while Democrats were significantly less inclined (25%) to view it as such. That network's claim of "Fair and Balanced" news was supported by just 20% of respondents (labeling its news as "neutral" in terms of political bias). The study was from a random sample of Tennesseans (n=395) with a margin of error of plus or minus 5 percentage points. The sample was weighted to more closely match U.S. Census projections for age, race and gender proportions among people age 18 or older. It was conducted from Oct. 20 through Nov. 8, 2003.

***Holding Their Feet to the Fire: The Effect of Local News on Political Respresentation*, Marty Cohen, UCLA, Hans Noel, UCLA and John Zaller, UCLA, zaller@ulca.edu**

This paper shows that the roll call votes of Members of Congress (MCs) are more responsive to district opinion in cases in which market structure more closely overlaps congressional district boundaries. In contrast, MCs whose districts do not overlap media markets tend to be ideologically extreme -- that is, either party-line Democrats or party-line Republicans without regard to the shade of opinion in their district. This result holds in every session of Congress from 1972 to 2002. Why exactly does this pattern occur? We show that extreme party-line voting carries no electoral penalty when market structure discourages coverage, but a heavy electoral penalty when market structure facilitates coverage. Thus, extreme MCs are selected out of Congress, but only in cases in which their behavior is likely to be covered by local media. Although most of our findings are based on market structure data, we have direct measures of amount of media coverage in 1993-94. These data show effects that are in the same direction as the market structure data, except much stronger. This suggests that amount of news coverage, as facilitated by market structure, may be more important than market structure per se. These findings are, we believe, the first clear quantitative evidence that news coverage affects the quality of political representation.

## EXIT POLLS

***Exit Polls: What Are They Good For?*, Patrick Murray, Eagleton Poll, Rutgers University, patrick.murray@rutgers.edu, and Allison M. Kopicki, Center for Public Interest Polling, Eagleton Institute of Politics, akopicki@eden.rutgers.edu**

This paper will examine the results of two election surveys – a large national RDD sample of voters conducted prior to the 2002 election and the national exit poll results for that same election – to investigate if there are significant variations between results obtained with the two methodologies. The crash of Voter News Service's (VNS) exit polls during the 2002 election has been extensively discussed. Even before election day, there had been concerns about the system's perform. While no one anticipated a total failure, many news organizations had already been searching for alternatives to make sure that they would have some idea about the mind of the electorate as the results came in that night. The news bureaus at NBC and CBS hedged their bets on VNS by conducting a large pre-election survey in the days immediately prior to the general election. In most instances, their survey questions were identical to the content of the self-administered VNS exit poll forms. With the collapse of the exit polls, the two networks and their cable affiliates relied on this RDD survey to analyze the mood of the nation's electorate. However, such an approach differs significantly from the methodology of an exit poll. Not only are the modes of administration different, but the RDD survey relies on a less precise sampling frame in which "actual voters" are determined based on self-reports of turnout intentions. This leaves us with the question of whether the 2002 CBS/NBC pre-election poll accurately represented the views of the electorate or if the networks may have misled the public by reporting these survey results during their election night coverage. The decision to release the national exit poll data collected by VNS gives researchers an opportunity to explore this question and its implications.

***A Validity Check of the 2002 Exit Poll*, Michael P. McDonald, George Mason University, mmcdon@gmu.edu**

The 2002 exit poll was plagued by severe problems on election night that prompted Voter News Service, the organization that conducted the poll, to declare to news organizations on election night that the poll was unreliable and should not be used. Recently, at the urgings of AAPOR members, VNS released the exit poll for academic research. Is the information on the 2002 exit poll valid and will it thus provide valuable insights into voting behavior in this historic election? To assess the validity of the 2002 exit poll, I compare the demographics of the exit poll with two other polls: the 2002 Current Population Survey Voter Supplement File and the 2002 National Election Survey. I further compare the 2002 bias with the exit poll bias towards higher education in the 1998 election. The 2002 analysis is to be completed, and if a substantial bias is found on the 2002 exit poll, I intend to suggest a corrected weighting scheme.

***Votewatch: Examining Voting Problems Using a Mixed Method Approach*, Nicole C. Vicinanza, The Aguirre Group, nvicinanza@aiweb.com, Steven Hertzberg, Votewatch, Steven@votewatch.us, and Susan Gabbard, The Aguirre Group, sgabbard@aiweb.com**

During 2000 and 2002 public attention was focused on election problems that included ballot design issues, poll operation irregularities, electronic voting, voter roll purging and other voting anomalies. These types of problems have the potential to impact voter confidence in the U.S. electoral system and, ultimately, where elections are close and the number of problems encountered high, to impact the outcome of critical elections. However, not all voting anomalies are easily identifiable from the point of view of the individual voter. Using a combination of voter self report, poll monitoring, vote tally observation and analysis of available over-and-undervote data can provide insight that exit polling alone cannot. Votewatch, a citizen based, nonprofit, nonpartisan election monitoring organization, has collaborated with The Aguirre Group, a social science research firm to identify, document, publicly report and, ultimately, reduce voting anomalies. As part of this effort Votewatch is taking a mixed- methods approach, using exit-polling, on-line self reports, polling place and count observation, and follow-up analysis of over and undervote data to triangulate information on the tolerance (margin of error) of our election system. While pilot testing these methods during the California October 7th special election, the authors were able to quickly identify, corroborate and report on problems on voter confusion that could lead to undervoting in targeted precincts. In this presentation the authors will discuss the types of instruments and questions used, and the findings from methods triangulation during the California Special and presidential primary elections.

***Polls in Election 2000: Public attitudes, perceived impact, and support for restricting election-night projections.*, Vincent Price, University of Pennsylvania, Annenberg School for Communication, vprice@asc.upenn.edu, and Talia Jomini, University of Pennsylvania, Annenberg School for Communication, tjomini@asc.upenn.edu**

Are people who think others are heavily influenced by polls especially like to harbor negative views of election polling? If so, what might be the policy implications of such perceptions? This study investigates the perceived impact of election polls, focusing on the hotly contested 2000 presidential election. We examine public perceptions pre-election polls for evidence of "third-person effects," that is, the belief that polls affect other people but not oneself. We examine linkages between the tendency to exhibit such perceptions, general views of polls as good or bad for the country, and willingness to support censorship of polls in the form of banning election-night projections. Survey data from 683 individuals gathered during the final days of the 2000 election campaign are analyzed. Results indicate that most respondents paid attention to pre-election polls, with almost all (90%) believing these polls exerted some influence on voters. A large majority (63%) felt the polls had no influence on themselves while still affecting others. Respondents exhibiting these third-person perceptions were significantly more likely than others to believe that election polls are "a bad thing for the country," an effect that was especially pronounced among self-identified Democrats who perceived that the polls favored candidate Bush. Negative views of polls in turn were associated with increased support for prohibiting election-night projections. Additional analyses explore the relationship between perceptions of polls, trust in the media, beliefs that pollsters try to influence results, and support for election-night projections. In general, the results illustrate the dependency of negative views about polling on fears of untoward effects on voters, in particular the fear that polls and election projections might lend support to candidates opposed by the respondent.

## SCIENCE FACT AND PUBLIC OPINION

***Is the American Public as Informed about Science as They Say They Are?*, Robin J. Gentry, Joint Program in Survey Methodology, rgentry@survey.umd.edu**

This research explores the effect of social desirability responding on self-reports of informedness about science and technology in the 2003 Joint Program in Survey Methodology's Practicum survey (done on behalf of and with funding from the National Science Foundation). An experimental design was utilized in order to test the effects of mode and inclusion of a middle response option on social desirability. Respondents 18+ were recruited via an RDD screener questionnaire and all persons with Internet access were assigned to either a phone-administered main survey or an Internet-administered version of the same survey. Additionally, respondents were randomly assigned to answer an item about their science and technology informedness which either included or excluded a middle response option. Furthermore, because the respondents who answered via the Internet scored higher on a test of science knowledge, as measured later in that same survey, knowledge score was used as a covariate in the analysis to make the mode groups more comparable. After controlling for science knowledge, both mode and absence of a middle response option had a significant effect on self-reported informedness. Those respondents interviewed over the phone reported higher mean informedness than those interviewed via the Internet, providing support for the theory that increased social distance leads to less social desirability. Furthermore, when the data from the two middle response conditions was analyzed separately, no mode difference was observed in the middle response included condition but a significant mode difference (phone higher than Internet) was found when no middle response was offered. This provides support for the theory that respondents prone to socially desirable responding may over-utilize the middle response option when it is made available.

***Science Literacy as a Predictor of Sound Civic Judgment*, John C. Besley, Cornell University - Department of Communication, jcb56@cornell.edu**

Despite the effort put into measuring "civic science literacy" little focus has gone toward assessing the degree to which increased science literacy truly enhances civic-related attitudes. The research presented here attempts to begin to address this problem by showing that science knowledge might be said to be truly civic knowledge because of its negative relationships with anti-civic, intolerant attitudes such as racism, sexism, homophobia and acceptance of the suppression of free speech. Historically, each of these types of attitudes have been defended on scientific grounds. The research also reveals a relationship between science literacy and voting behavior. The combined samples from the 1993 and 1994 General Social Surveys are used for the primary analysis. Suggestions for future research are suggested.

***Factual Knowledge of Science among the American Public: Using Item Response Theory for Scale Reduction*, Carla M. Bann, RTI International, cmb@rti.org, Michael Schwerin, RTI International, schwerin@rti.org, and Cynthia Suerken, RTI International, suerken@rti.org**

Since 1979, the National Science Foundation has sponsored a biennial survey to assess public attitudes toward and understanding of science and technology. In an effort to reduce the length of the survey with hopes of improving response rates, this study developed a short form for the Factual Knowledge of Science (FKS) scale, one of the primary measures included in the survey. The FKS scale includes 18 questions designed to measure respondents' knowledge of scientific concepts. Because the FKS scale is used for longitudinal comparisons, a primary concern was that the short form should perform in the same manner as the long form and retain as much information as possible. Data from the 1997, 1999, and 2001 surveys were used to develop and validate the short form. First, the knowledge questions were classified into eight content areas: life science, evolution, geology/geography, astronomy, radioactivity, physics, and chemistry. Exploratory and confirmatory factor analyses indicated that the items form a single factor. Item response theory analyses were conducted to evaluate the difficulty and discrimination of each item. Items for the short form were selected to represent all eight content areas and maintain the distribution of difficulty levels included on the long form. Discrimination parameters were also used in the selection of items. The resulting short form contained 11 items, had a correlation of .95 with the long form, and accounted for 90% of its variance. Cronbach's alpha was nearly identical for the two forms. Group comparisons revealed that the short form detected the same patterns of differences between respondents based on gender, age, education level, and background in math and science as the long form. The results of this study support the reliability and validity of the short form, suggesting its suitability as an alternative to the current scale.

***Public Opinion on New Issues in Science and Biotechnology*, Carolyn L. Funk, Virginia Commonwealth University, clfunk@vcu.edu**
New developments in science, especially in the realm of biotechnology, have pushed the boundaries of what is technically possible. In the process, new ethical issues and concerns have developed about the role of science in society. The 2003 VCU Life Sciences Survey provides a relatively rare look at public opinion on these topics. This RDD telephone survey was conducted with 1003 respondents across the U.S. and is the third annual survey of its kind by VCU Life Sciences. Data from this survey will address public opinion toward the role of science in society and opinion on new technologies such as cloning, genetic therapy, and stem cell research. The analysis will look at opinion differences between subgroups of citizens with an eye to understanding the bases for opinion on these issues. Science is a complex topic and one on which the public typically holds limited information. Do those with more information or more education think differently about biotechnology or the benefits of science for society? Analysis of survey results will look at opinion differences depending on levels of education, information and interest in science. New developments in biotechnology appear to bring moral and religious concerns to the forefront of thinking about science. Analysis of survey results will look at opinion differences depending on religious beliefs and practices as well. This analysis seeks to further our understanding of public opinion on new developments in biotechnology and, more generally, on the role of science in society.

## QUESTION DEVELOPMENT ON SURVEY INSTRUMENTS

***Q-BANK: Development of a Cognitively-Tested Question Database*, Kristen Miller, National Center for Health Statistics, ktm8@cdc.gov, Beth A. Canfield, National Center for Health Statistics, canfield.16@osu.edu, and Lisa Moses, National Center for Health Statistics, bjz6@cdc.gov**
Cognitive interviewing is a frequently used method to pre-test survey questions. Research in this field has focused on the strengths and weaknesses of various data collection techniques, but failure to publish results along with non-standardized methods of data analysis have hampered the field's growth. This paper will describe the efforts of the Cognitive Methods Staff (CMS) at the National Center for Health Statistics (NCHS) in developing Q-BANK, a database of questions for national health surveys tested in their Questionnaire Design Research Laboratory (QDRL). The database catalogues tested questions and links each question to cognitive testing findings. Questions are searchable not only by content or subject matter (e.g. asthma questions, cancer questions, demographics), but also by question type (e.g. objective characteristics, behavioral reports, attitudes), response category type (e.g. yes/no, open-ended, quantity), and response error type (e.g. problems with terms, recall problems). A statistical tool has been developed that performs basic statistical procedures on questions in the database. Q-BANK, when completed, will centralize cognitive testing reports with links to specific questions and topic areas and will advance the field by: 1. providing an invaluable resource in the development of new questions 2. allowing question and response error comparisons across studies 3. performing analysis on the characteristics of questions contributing to specific response errors and serving as a research tool investigating response error; Q-BANK may give researchers a new methodology with which to study the question-response process.

***CATI Event History Calendar and Question-List Methods: Accuracy of Life Course Retrospective Reports*, Robert F. Belli, UNL--Gallup Research Center, bbelli2@unl.edu, Patricia Andreski, University of Michigan, pandresk@umich.edu, and Sangeeta Agrawal, University of Nebraska Medical Center, sagrawal@unmc.edu.**
In comparison to traditional standardized question-list (Q-list) interviews, paper and pencil Event History Calendars (EHCs) have been shown to provide better quality retrospective reports on social and labor histories for a two-year reference period. Because of disadvantages with paper and pencil EHCs, computer-assisted interviewing EHCs have been developed using windows-based software. Participants in the Panel Study of Income Dynamics (PSID) served as respondents in an experimental comparison between CATI EHC and CATI question-list (Q-list) methods on the quality of life-course retrospective reports. Respondents and interviewers were randomly assigned to conditions, with data collected on 313 EHC (94% cooperation rate) and 318 Q-list (97% cooperation rate) respondents via telephone. Both computerized EHC and Q-list instruments were equated in collecting data on the same life course histories. Using prospective panel data from the PSID as validation, the correspondence between the life course retrospective reports collected by computerized EHC and Q-list methods and the prospective reports are compared. Data quality outcome measures include the correspondence on the frequency and timing of residential changes, marriages and cohabitations, annual amounts of employment and unemployment, and annual judgments of health status. Although partnering revealed no significant difference between EHC and Q-list conditions, in comparison to the Q-list, the EHC led to significantly greater correspondence in 1) residential changes, 2) the amount of annual work for remote years, and 3) the decreasing slopes associated between health status and aging. Analyses of interviewer assessments revealed that interviewers found levels of burden significantly lower in the EHC interviews for both respondents and themselves. On average, EHC interviews ($M = 57.6$, $s = 28.7$) took 6 minutes longer than Q-list ones ($M = 51.5$, $s = 21.9$), $t(615) = 2.96$, $p = .003$. EHC interviews led to higher quality retrospective reports without having a substantive adverse impact on interviewing time.

***Improving Person-Item Fit: Cognitive Testing Questions about Assistive Technology and the Home Environment with Older Adults*, Barbara F. Wilson, National Center for Health Statistics, BWilson@cdc.gov, Barbara E. Altman, National Center for Health Statistics, BEA5@cdc.gov, Karen R. Whitaker, National Center for Health Statistics, KRS0@cdc.gov, Vicki A. Freedman, Polisher Research Institute, VFreedman@abramsoncenter.org, Jennifer C. Cornman, Polisher Research Institute, Jcornman@abramsoncenter.org, and Emily M. Agree, Johns Hopkins University, EAgree@jhsph.edu**
In the summer of 2003 the NCHS Questionnaire Design Research Laboratory conducted cognitive testing on a module of questions designed to collect information about the role of assistive technology and the home environment in enabling older Americans to age independently. Recognizing the importance of both technological accommodations and the fit between individuals and their environments, the module was designed to measure for a variety of living environments: 1) the frequency and breadth of assistive technology use; 2) environmental barriers and modifications to the home environment; and 3) the effectiveness of technology in facilitating social engagement and participation. Both brief and detailed items were developed. Twenty-eight people who use assistive technology such as wheelchairs, canes, vision aides and computer devices were recruited. Participants lived in a variety of community and residential care settings including a retirement facility, assisted living, apartment building, and private home. The majority of participants were age 50 and older. Two groups of eight participants were interviewed on each of two different versions of the instrument. Then, based on the results of the initial interviews, a revised version was tested with a final group of twelve respondents. Through the use of quotations and video

clips, this presentation will 1) demonstrate the challenges of developing questions that accurately measure each of the intended concepts while capturing the variety of respondents' experiences; and 2) provide examples of how useful questions about disability accommodations can be constructed through the use of neutral and positive language. Discussion will focus on steps taken in the instrument development process to improve the fit between respondent experience and survey items.

***Making Questionnaires Shorter: The Use of "Tailored Inapplicable" Response Options*, Roger E. Levine, American Institutes for Research, rlevine@air.org, and Jill Y. Allen, Kaiser Permanente, Jill.Y.Allen@kp.org**

"Tailored inapplicable" response options have been used to reduce the length of self-administered questionnaires. Rather than including a filter question (e.g., "Did you see a doctor in the past 12 months?"), a response option (e.g., "I did not see a doctor in the last 12 months") is tailored to fit an item or items that would normally follow the filter question. This obviates the need for the filter question. Tailored inapplicable response options have been used in the CAHPS® surveys. One of the concerns to the developers of these surveys was whether the long version (i.e., filter question and follow-up question) and the short version (i.e., the follow-up question with a tailored inapplicable response) would produce comparable response distributions. In a study of 4,400 respondents, substantial differences in the response distributions for most of long version-short version item pairs was observed (Damberg and Danielson, 2002). Forty-four cognitive interviews were conducted as part of another study of CAHPS® items. In these interviews, the tailored inapplicable items followed a filter question. Videotapes of these interviews were re-analyzed to provide insights into the etiology of "incorrect" responses to tailored inapplicable items. ("Incorrect" responses were responses to a tailored inapplicable item that were inconsistent with responses to the filter question.) The videotape review showed that individuals who "incorrectly" answered tailored inapplicable follow-up items responded to the follow-up questions as stand-alone items. This lead to the realization that some tailored inapplicable responses either failed to clearly specify the restrictions imposed by the filter question or were mismatches for the follow-up question. Associations between skip instruction errors and demographic characteristics were also investigated. Principles for developing and using tailored inapplicable items were developed and will be discussed. REFERENCES: Damberg, C. & Danielson, B. (2002) Memo to CAHPSÓ team members, NCQA (James Bost, Phyllis Torda), AHRQ (Chuck Darby), December 3, 2002.

## PUBLIC OPINION, FOREIGN POLICY AND THE IRAQ WAR

***The Particularly Prudent Public's Veto Power: Casualties and Salience Determine Foreign Policy Directions*, Brett E. Morris, University of Alabama, btmorris@comcast.net**

The American public is not inherently casualty averse. In fact, U.S. casualties do impact foreign policy via the public but in different ways according to the salience of the conflict (casualty totals/conflict nature). The following hypotheses may be used:
1. Battle-related deaths may be the single most important indicator of war costs but this measure is moderated by an assessment of salience as it relates to the value of the cost. Few other costs have any reality or tangibility with the public other than casualties. This represents a variable cost-tolerance relative to the perceived salience of the issue based on assessed national security impact. Differences will likely be identifiable between different groups within the mass public especially those most directly impacted by casualties. 2. The nature of the conflict largely defines the perception of threat. The larger the conflict and/or the nearer actual threat, the greater the salience (in conjunction with casualty rates).3. Individual experiences will vary according to temporal and cognitive proximity. Temporal proximity matters, and because the rate of casualty accumulation changes, so will the impact of casualties on opinion." (Gartner, Segura, & Wilkening, 1997) However, proximate war costs may accentuate cost analysis through information diffusion. (Krassa, 1990) This may derive from temporal or relational proximity (where and who). The greater the affinity the greater the strength of the response according to the unique set of experience, ideas, and relationships of each individual. Yet, some of these should be definable according to their demographics and psychographics. Opinion is a product of a social phenomenon and not merely a reflection of personal experiences alone. (Kinder & Kiewiet 1981; Gartner, et al. 1997) "Social context forms individual perspectives on politics and policy." (Tolbert & Hero, 1996)
4. Foreign policy decisions often relate more to domestic issues than international ones when the public is activated. This should be seen in a more extreme response to the foreign policy related conflict questions than to the domestic questions. 5. The greater the number of casualties in relation to the overall numbers of troops and in an inverse relationship to the threat posed by the conflict type, the greater the negative reaction, i.e. withdraw versus buildup, on support for the conflict. 6. Presidential cues lead public opinion in foreign policy matters including response to casualties. (Almond, 1960; Mueller, 1973; Neustadt, 1980; Jentleson, 1992) There may be arguments for other causes for policy changes during conflicts. However, the likelihood that such alternative contributing factors may exist does not completely mask the relevance of media and political actor roles given the likelihood that similar influences exist in most, if not all, combat situations. Even early research done by Verba (1967), suggested approval of an existing war may go either way given varying factors. The same degree of losses might lead to public cries for withdrawal or escalation depending on the context based on the salience which has not been studied. Current and past conflicts will be contrasted with relevant polling data to parse key differences.

***Misperceptions of public opinion on foreign policy and their consequences for support of specific policy decisions*, Alexander Todorov, Princeton University, atodorov@princeton.edu, and Anesu N. Mandisodza, Princeton University, anesum@princeton.edu**

In two experimental surveys of nationally representative samples, we found wide discrepancies between actual and perceived public opinion about the role of the U.S. in the world. While Americans strongly prefer a multilateral foreign policy, they substantially overestimate public support for a unilateral policy. Moreover, the misperceptions of public opinion affected subsequent judgments of specific policies. For example, controlling for attitudes, respondents who falsely perceived the unilateral view as the majority view were 1.84 times more likely to support a Presidential decision to invade Iraq without the approval of the UN Security Council than respondents who correctly perceived the unilateral view as the minority view. Correlational and causal experimental data provided convergent evidence that misperceptions of public opinion affected respondents' belief in the legitimacy of the current foreign policy, and that this belief was as strong predictor as respondents' attitudes of support for specific unilateral policies, namely, bombing a nuclear facility in North Korea without UN approval and the shift in the defense strategy of the U.S.. The policy implications of the findings are discussed.

***The Myth of Public Opinion and Foreign Policy*, David W. Moore, The Gallup Organization, david_moore@gallup.com**

The "myth" of public opinion about foreign policy is reinforced almost every week, with the results of new polls purporting to show the American public expressing its views about a wide range of foreign policy issues. Yet, common sense tells us that the public cannot possibly be so well informed on all of these issues that it has defined positions on each of them. Two years ago at AAPOR, a colleague of mine and I presented initial research results into what we called "permissive" vs. "directive" public opinion, showing that on a number of issues many people will express an opinion -- but then (in a follow up question) admit that they really don't care if their opinion prevails. Such lack of commitment to their views is what we termed "permissive opinion," while people who express a view and would be upset if that view did not prevail hold what we called "directive opinion." (This is not the same as feeling "strongly" or "not strongly" about their opinion.) This paper focuses on the widespread prevalence of "permissive opinion" on matters of foreign policy, challenging much of current research findings that seem to suggest the public holds clear opinions in these areas, and that political leaders should regard these "opinions" as expressions of the will of the people. Based on several national Gallup polls over the past year, especially its annual poll devoted to "Foreign Policy Issues," this paper examines how likely people are to admit that they follow opinion leaders on foreign policy issues rather than make up their own minds based on the "facts" as they have learned them in the news media. It also examines the relationship between people's attentiveness to foreign policy matters in general, and the frequency with which they hold "permissive" rather than "directive" opinions.

***Public Perceptions of the Military: The War in Iraq*, Stephen E. Everett, DSD Laboratories/U.S. Air Force, steve@everettgroup.com**
Before the attacks on 9/11/01, the American public thought highly of the U.S. military, when they thought of the military at all. Of course, that's all changed now. The public has watched American fighting men and women pursue the Taliban and bin Laden in Afghanistan and, now, attempt to bring order and peace to post-Saddam Iraq. Americans have grown accustomed to seeing its armed forces bring enormous technological advantage to a fight and win relatively quickly, with minimal U.S. casualties. Now that the post-combat operations in Iraq have proven to be more deadly than the major combat itself, the military are seen in a different light by the public back home. This paper proposal comprises three telephone surveys (n=1500 each) of the U.S. public, measuring their levels of awareness, knowledge and affective support for the American military in Iraq. The first survey was conducted in January 2003, before combat operations commenced in Iraq. The second data collection occurred in July 2003, after conclusion of "major combat operations" as declared by President Bush. The third survey will be conducted in early February 2004, after months of hit-and-miss attacks by "insurgents loyal to the old regime," as described by some in the U.S. Defense community. By comparing public perceptions of America's military forces in three very different situations -- and measuring public reliance upon media versus interpersonal sources in forming their opinions about the war in Iraq -- we will gain insight into the processes driving the American people's "refamiliarization" with their armed services. At a time when fewer Americans than ever before have had direct, personal experience in the active-duty military, it's essential to understand better how public opinion of the military is shaped -- and by what forces.

## NONRESPONSE IN MULTI-MODE SURVEYS

***Individual and Environmental Factors Affecting Unit Nonresponse and Drop-Out Rates in Web Surveys*, Danna Basson, UW-Madison, dbasson@ssc.wisc.edu, and Shelley J. Boulianne, UW-Madison, sjboulianne@wisc.edu**
With telephone, in-person, and mail surveys of individuals or households, respondents are normally contacted at home to participate in a survey. However this is not necessarily the case with web surveys. Respondents may receive the invitation to participate at home or they may receive it at school, at work, or elsewhere, depending on where they have access (or faster access) to the internet. Researchers have little control over the location or environment surrounding the survey completion, much like mail surveys, but unlike mail surveys, respondents may also have little autonomy in choosing the location and environment surrounding their Internet access and survey completion. Such environmental factors may affect unit nonresponse and drop-out rates from web surveys. In addition, respondent characteristics such as their familiarity with the internet, their internet-usage patterns, and demographic characteristics such as age may also be related to respondents' willingness to fill out a survey in its entirety. The aim of the research is to find out which factors affect the rate of unit nonresponse and the drop-out rate of respondents from web surveys. In addition, we examine respondents' thresholds for survey length in web-enabled surveys, which may also be different by location or environment surrounding completion. We want to find out when and which participants drop out of the survey at different stages of the questionnaire. The data used for this paper comes from the Survey2000 project collected by the National Geographic Society and Northwestern University. This is a large internet-based social science survey with over 80,000 respondents (80,015 surveys initiated, 54,937 completed). It is a web based survey and is not a random sample, but includes variables about demographic characteristics, general internet use, as well as where respondents filled out the survey.

***Web of Intrigue? Evaluating Effects on Response Rates of between Web SAQ, CATI, and Mail SAQ Options in a National Panel Survey*, karen H. grigorian, NORC, grigoria@norcmail.uchicago.edu, Thomas B. Hoffer, NORC, hoffer-tom@norcmail.uchicago.edu, and Scott Sederstrom, NORC, sederstrom-scott@norcmail.uchicago.edu**
Despite the widespread interest in utilizing web-based SAQ instruments as a primary mode of data collection, controlled experiments on the relative effectiveness are rare. The 2003 Survey of Doctorate Recipients (SDR) has implemented such an experiment and this paper will present findings on the effects of a web-first option and a "preference" (where the respondent chooses between web and mail modes) option on survey response rates compared to CATI-first and the standard mail-first modes. The SDR is a panel survey administered biennially to a national sample of some 40,000 doctorate-holders in the fields of science and engineering. Until 2003, the primary mode has been a mail SAQ with about 40 percent ultimately completed via CATI in follow-up efforts. In 2003, stratified random subsamples of about 2,000 cases each were allocated into the web-first, CATI-first, and preference experimental treatment. Stratification factors were sample member's doctoral cohort, prior survey outcome (complete, refused), and sector of employment (academe, business or industry, government). The experimental groups will be compared with a control group of about 28,000 cases administered the standard SDR treatment of advance letter, first mail questionnaire, postcard reminder, second mail questionnaire, and then transfer to CATI mode. The experimental groups will also be compared with each other. An interesting subset of the web-first subsample are contacted via e-mail, in order to assess whether response rate improves with e-mail contacts. Response rate differences will be assessed using simple t-tests as well as logit models for estimating interaction effects of mode and stratification variables. The 2003 survey began in October and data collection continues until April 2004; final response rate outcome data will be available immediately after close of the data collection.

***A meta-analysis of response rates in Web surveys compared to other survey modes*, Katja Lozar Manfreda, Faculty of Social Sciences, University of Ljubljana, katja.lozar@uni-lj.si, and Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana, vasja.vehovar@uni-lj.si**
One of the questions when discussing the usefulness of Web surveys is whether they gain the same response rates compared to other survey modes. A common perception exists that in general the Web survey response rates are considerable lower. However, answering this question is not straightforward, because it is not easy to draw a clear casual inference about the impact of the Web mode on nonresponse. It is particularly difficult to isolate this casual link from other factors, such as costs, mode effect and differences in solicitation procedures. To study this problem we propose a

meta-analysis of comparisons between Web and other survey modes. To isolate the impact of the mode we include only those studies where split-samples experimental designs were used. We first performed this study at the end of 2001 and included only the available comparisons done till then. However, studies fulfilling our requirements for inclusion were rather rare. The recent update expanded the meta-database and enabled a more in-depth quantitative meta-analysis about the differences in response rates. The results suggest that Web mode truly create higher nonresponse, especially for the general population of Internet users. This may be due to the fact that the Web survey methodology has not been yet developed to the extent of other modes. In addition, there exist increasing problems specific to Web surveys, such as disappearing novelty effect, over-surveyed users, spam problems, privacy concerns, and confusion with massive numbers of non-professional Web surveys. Our analysis also highlights that nonresponse is in a complex trade-off with other survey errors and survey costs. They both should be accounted for when discussing the usefulness of Web surveys.

## RESPONSE RATES IN HEALTH CARE SURVEYS

***Factors Affecting Response Rates to the Consumer Assessment of Health Plans Study Survey for Commercial and Medicaid Adult Beneficiaries,* Moh Yin Chang, Gallup Research Center, University of Nebraska-Lincoln, mohyin@bigred.unl.edu**

The Consumer Assessments of Health Plans Study (CAHPS) survey is a component of the health plan accreditation process administered by the National Committee for Quality Assurance (NCQA). It is also used by many health plans, major employers, and Centers for Medicare and Medicaid Services (CMS) to measure the performance of health care. This study aims to assess the determinants of nonresponse to CAHPS survey. In 2003, 307 Adult Commercial and 81 Adult Medicaid health plans of HMO, POS, and HMO/POS combined types submitted data to NCQA for accreditation, which consist of stratified random samples of 478,274 (average response rate = 43.7%) and 124,010 (average response rate = 41.2%) beneficiaries respectively. NCQA maintains standardized collection protocols in order to ensure that survey data can be used to draw valid comparisons about plan performance. Health plans can choose either mail-only or mixed mode method to administer the survey. Our data indicated which beneficiaries responded by mail, responded by phone, could not be located, and did not respond. Sampled beneficiaries' current city and state information are matched to 1990 U.S. census data on the percentages of residents of each respondent's zip code area who have at least a college degree, who receive public assistance, who live in urban areas and who identify themselves as Black, Hispanic, or of Asian descent, to compensate for missing information about the nonrespondents. Chi-square tests and logistic regression models, adjusted for stratification by plan, are used to test associations of individual and plan characteristics with availability of good contact information and survey response given good contact information.

***The Costs And Benefits Of Improving Response Rates In the CAHPS Medicare Fee For Service Survey,* Larry Campbell, RTI International, campbell@rti.org, and Linda L. Dimitropoulos, RTI International, lld@rti.org**

Survey researchers agree that nonresponse can bias survey data because nonrespondents may differ in some systematic way from respondents (Groves and Couper, 1998). For this reason, many researchers have gone to extraordinary expense to achieve what many would agree are marginal increases in response at best . Recent research has begun to call into question the "higher response rates at any cost" approach by asking whether it might not be a better use of research dollars to shift resources into more effective and efficient ways to maximize the quality of the data (Keeter, Miller, Kohut, Groves and Presser (2000); Teitler, Reichman and Sprachman (2003). Using data collected for the annual CAHPS Medicare Fee for Service Survey, this paper expands on this earlier work by examining the effect of the incremental response gained during the nonresponse follow-up effort on the CAHPS satisfaction measures, self-reported general health and self-reported mental health questions, and various demographic measures. The CAHPS Medicare Fee for Service survey is an annual survey of 178,000 beneficiaries of the original Medicare plan. The survey data are collected using the standard mail methodology including a lead letter, two waves of mailing and reminder postcards all sent at the appropriate intervals. The study design also includes a telephone follow-up with a third wave overnight mailing to sample members without known telephone numbers. Discussion will focus on an analysis of the relative costs and benefits of the resources allocated to the multi-modal non-response follow-up, including the resulting reduction of bias in the estimates, and factors to consider in evaluating the various options.

***An Overview of Trends in RDD Response Rates: National Immunization Survey, 1995-2002,* Meena Khare, NCHS/CDC, mxk1@cdc.gov, Michael P. Battaglia, Abt Associates Inc., mike_battaglia@abtassoc.com, and Jessica Cardoni, Abt Associates, Jessica_Cardoni@abtassoc.com**

Low response rates generally impact the quality of surveys. With the recent explosion in use of cellular phones, call screening and blocking devices, the large number of telemarketing calls received by most households, and concerns over crime and fraud, refusals and non-contacts in telephone surveys has increased substantially. Furthermore, it is uncertain as what will be the impact of the 'Do not call' (http://www.donotcall.gov) registry on the telephone survey response rates. The National Immunization Survey (NIS), a large random-digit-dialing (RDD) telephone survey, has also experienced a decline in response rates over eight years of the survey (1994-2002). Despite of an increase in cases with a hang-up-during–introduction and other types of refusals, overall response rates in the NIS are the highest among the telephone surveys in the U.S. In this paper we provide an overview of the trends in response rates and its components over eight years of the NIS data collection, and describe correlates of interview nonresponse in the 2002 NIS. We also provide a summary of additional research conducted to improve coverage and response rates.

***Temporal Patterns of Survey Response Rates and Reporting Rates in the U.S. Consumer Expenditure Interview and Other Panel Surveys,* Moon J. Cho, The U.S. Bureau of Labor Statistics, Cho_M@bls.gov, John L. Eltinge, U.S. Bureau of Labor Statistics, Eltinge_J@bls.gov, and Barry Steinberg, U.S. Bureau of Labor Statistics, Steinberg_B@bls.gov**

In the U.S. Consumer Expenditure Interview Survey (CEQ), consumer units (roughly equivalent to households) are asked to provide month-by-month reports of the amounts of money spent on each of a large number of items. Reported expenditures are recorded at a relatively fine level of detail defined by the six-digit Universal Classification Code (UCC). In panel surveys, it is often important to evaluate response rates at several levels, including the aggregate (unit) level, panel-specific and wave-specific levels and item-specific levels. This paper considers these issues in two ways. First, we provide a detailed review of the relevant literature, with special attention devoted to the abovementioned distinctions, and to survey characteristics and predictor variables associated with variability in response rates. Second, we present analyses of patterns of reporting rates in the U.S. Consumer Expenditure Interview Survey. The analyses place special emphasis on the relationships of reporting rates with interviewer characteristics, the wave, the reference month and the distance between the reference month and the interview month.

## DIGGING DEEPER INTO RESPONSE RATES

***Analysis of Behavioral Risk Factor Surveillance System Response and Outcome Rates*, Herbert Franklin Stackhouse, CDC, hls4@cdc.gov**
Background: The objective of the BRFSS is to collect uniform, state specific data on preventive health practices and risk behaviors that are linked to chronic diseases, injuries, and preventable infectious diseases in the adult population. Data are collected from a random sample of adults (one per household) through a telephone survey. Objective: To assess the quality of BRFSS data collection and the cooperation of respondents, final call disposition codes are assigned to each telephone number in the sample. The factors affecting the distribution of disposition codes by state may be grouped into differences in telephone systems, sample designs, surveyed populations, and data collection processes. Different outcome measures are variously affected by differences in these factors. Methods: This presentation will examine response rates, cooperation rates, completion rates, and refusal rates from the BRFSS for the years 2000-2002 in order to evaluate the success of BRFSS in gaining cooperation from the American public. Data will be examined at the state and national levels. The impact of changes in the coding of call dispositions and changes in the BRFSS design also will be analyzed. An analysis of these outcome measures is invaluable for determining the success of the data collection operations of BRFSS. Results: In 2002, the number of final disposition codes increased from 14 to 31. This change provided more nuanced information about the results of each call and necessitated a change in the calculation of the response rate. The median response rate increased from 51.1 percent in 2001 to 58.3 percent in 2002. This presentation will discuss the factors contributing to this increase. Conclusion: The audience of this presentation will be able to understand trends in respondent cooperation in the BRFSS and will also develop a comprehension of call dispositioning and outcome rates used to measure the performance of the survey.

***Can We Be Satisfied With Lower Participation Rates?*, Judith P. Kelly, Slone Epidemiology Center, jkelly@slone.bu.edu, David W. Kaufman, Slone Epidemiology Center, dkaufman@slone.bu.edu, Lynn Rosenberg, Slone Epidemiology Center, lrosenberg@slone.bu.edu, and Allen A. Mitchell, Slone Epidemiology Center, amitchell@slone.bu.edu**
Objective: To assess whether characteristics of telephone survey respondents differ according to whether a subject participates initially, or after one or more refusals. Methods: Data are from an ongoing RDD survey of current medication use in the continental U.S. Interview subjects are selected at random from within eligible households. Households that refuse to participate are recontacted. Demographic information and a history of medication use during the week before the interview are obtained. The distribution of each factor was compared according to number of initial refusals (0, 1, >2). Differences were tested using the X2 test. Results: There were 13,441 subjects: 82% never refused, 14% completed the interview after one refusal, and 4% were interviewed following >2 refusals. The participation rate was 67%; it would have been 55% if no refusal "conversions" had been made. No significant differences were observed for sex, race, Hispanic ethnicity, or region of the U.S. Statistically significant (but mostly small) differences were observed for age, education, income, household size, and source of interview: refusers were older, less educated, more likely to refuse or have an 'unknown' response to annual household income, have fewer households with only one member, and have more surrogate interviews. The focus of the survey, current medication use, was similar in refusers and nonrefusers (including total number of drugs, number of prescription drugs, and the six most commonly reported drugs). Conclusion: Subjects who are interviewed only after refusing at least once appear to be generally similar to initially cooperative subjects with respect to many demographic factors, with some important exceptions, such as age and education. Although the latter are associated with medication use, medication use did not differ according to whether a subject refused to participate. Thus, increasing the participation rate from 55% to 67% by the considerable effort required to 'convert' refusals does not appear to have affected validity.

***The Behaviour of Mail Survey Non-respondents*, Philip J. Gendall, Massey University, p.gendall@massey.ac.nz, Anna J. Finn, Massey University, a.j.finn@massey.ac.nz, and Janet Hoek, Massey University, j.hoek@massey.ac.nz**
Mail survey response rates are declining (or, if they are not declining, it is because more effort is being expended to maintain them at previous levels). There are some obvious reasons for this; people are busier, they are over surveyed, their privacy concerns have increased. However, surprisingly little is known about why or at what point in the mail survey process non-response occurs. For example, it is generally assumed that potential respondents read the covering letter before deciding whether or not to complete an accompanying questionnaire. But it is equally plausible that a mail survey package may be discarded as "junk mail" without even being opened. A better understanding of what happens when respondents receive a mail survey but do not respond to it would enable researchers using this survey method to concentrate their efforts to increase response rates on factors with the greatest potential. This paper reports the results of research designed to determine why non-response occurs in a mail survey, at what point it happens, and what may be done to overcome it. The study involved attempting to contact non-respondents to three separate mail surveys of the New Zealand general public, conducted in 2003, to determine why they had not responded to these surveys. The results provide estimates of the proportion of non-respondents at each of five stages in the survey response process – opening the outer envelope, reading the cover letter, starting the questionnaire, completing the questionnaire, and returning the questionnaire – and qualitative information on the reaction of non-respondents to various features of mail surveys, including those designed to enhance response. The paper concludes by discussing the practical implications of the findings for researchers concerned about mail survey response rates.

***The Impact of Changing from Passive to Active Consent in a Student Survey: A Case Study Examining Response Rates, Sample Bias, and Implications for Public Policies*, Matthew W. Courser, Pacific Institute for Research and Evaluation, mcourser@pire.org, Linda Young, Pacific Institute for Research and Evaluation, young@pire.org, David Collins, Pacific Institute for Research and Evaluation, collins@pire.org, and Rachelle Seeger, University of Louisville, resege01@athena.louisville.edu**
Surveys of student populations provide important data to policymakers and researchers on underage alcohol and drug usage, risky student behavior, and school safety, among other topics. Respondents in school surveys are minors and informed consent is a vital component of these surveys. Informed consent can be obtained using either active or passive consent procedures. Although more difficult and costly, active consent is increasingly required by school boards, federal agencies, and institutional review boards. Multiple scholarly analyses of the impact of active consent procedures on survey data have concluded that it can reduce survey data validity and generalizability. Work by Dent et al. (1993), Esbensen et al. (1999), Johnson et al. (1999) and others has found that the use of active consent procedures on student surveys results in lower response rates and over-representation of white, high-SES students from two-parent families. Work by Henry et al. (2002) also found significant under-estimates of the prevalence of risky behaviors by youth. Our paper analyzes the impact of two Kentucky school districts changing from passive to active consent procedures for an annual student survey. Both school districts' administrators used passive consent procedures in 2001, but required the use of active consent in 2002. This change forms the basis for a natural experiment that is a substantial improvement over previous methodologies used to assess the impact of active consent procedures on the quality of student survey data. We also compare survey results to two matched school districts that used passive consent both

years. Our paper investigates the impact of these changed consent procedures on response rates, sample bias, and estimates of ATOD use. We discuss the results of our analyses and the implications for evaluating intervention programs and influencing public policy issues. Finally, we discuss practical mechanisms for minimizing non-response in surveys using active consent procedures.



## INTERVIEWER REFUSAL AVERSION TRAINING: TESTING, ADOPTION AND NEW RESEARCH

***From Controlled Experiment to Production Environment: Refusal Aversion Training Adoption and Implications for Future Use and Research,*** **Eileen M. OBrien, U.S. Census Bureau, Center for Survey Methods Research, eileen.m.o.brien@census.gov**
Previous research shows that initial interviewer-level survey cooperation rates increase when interviewers receive structured training that isolates and offers progressive, realistic practice of specific steps in responding to concerns regarding a survey request. Though the theory-guided training method of Groves and McGonagle (2001) has proved valid across survey organizations, survey topics and modes in an experimental setting, little evidence has been provided on its migration to the production setting. This paper reports on the adoption of the refusal aversion training protocol in two large-scale demographic surveys conducted by the United States Census Bureau, modifications made for administrative reasons, and implications and considerations for future use and research.

***Implementation of Refusal Aversion Training in the National Survey of Family Growth,*** **Robert M. Groves, University of Michigan, rgroves135501MI@comcast.net**
Following the refusal aversion training outlined in Groves and McGonagle (2001), " Theory-Guided Interviewer Training Protocol Regarding' Survey Participation," a component of the interviewer training of the National Survey of Family Growth instructed new interviewers in the refusal aversion techniques. This training instructed the interviewers to listen to the concerns of sample persons, classify them into one thematic group, and address the concerns with pertinent descriptions of the study. A prior weakness in the training was the identification of an evaluative tool that predicted response rate performance at an interviewer level. An examination at the end of the training was used to assess the absorption by the interviewer of this and other training lessons. Performance criteria tracked on interviewers included average number of work hours per week during a 12-month data collection period, hours per completed interview, and various response rate components. This paper examines whether evaluations at the end of training were predictive of later performance on response rate and efficiency components.

***Testing an Automated Refusal Avoidance Training Methodology,*** **David Cantor, Westat, cantord1@westat.com, Bruce Allen – Westat, Sid J. Schneider – Westat, Tracey Hagerty-Heller – Westat, Angela Yuan - Westat**
Interviewer training to avoid refusals has traditionally relied on tailoring the messages to the concerns of the individual respondent (Groves and Couper, 1998; Schaeffer, 1991). For many telephone interviews, tailoring is difficult because relatively little information is provided to interviewers before a refusal occurs. Research has shown that practice and drilling interviewers to respond as quickly as possible plays an important role in avoiding refusals (Groves and McGonagle, 2001; Mayer and O'Brien, 2001). Practice may take many different forms, including role playing, "games" and observing others. Recently, Westat has developed automated refusal avoidance training for telephone interviewers. The purpose of the training is to provide interviewers with an opportunity to develop and practice their refusal avoidance techniques. Interviewers, seated at a CATI station, call into an Interactive Voice Response (IVR) system to listen and respond to a set of recorded scenarios where survey respondents object, refuse and ask questions. The conversations are recorded and interviewers/supervisors are able to listen and evaluate their responses. This tool potentially offers a relatively inexpensive way for interviewers to get practice and for supervisors to get a realistic assessment of how the interviewer will perform once they are making "live" calls. This paper will report results from a study that will evaluate the effectiveness of this training tool. The evaluation will randomly assign approximately 100 interviewers to two groups. Both groups will receive the standard refusal avoidance training (classroom lecture and role-playing) while only the second group will participate in a series of practice sessions with IVR system. Cooperation rates between the two groups, direct observations of interviews (e.g., using behavioral coding), and feedback from interviewers will be assessed to measure success.

***The ART of Persuasion: A Controlled Experiment to Evaluate the Impact of Avoiding Refusal Training (ART) on Response in Britain,*** **Mark W. McConaghy, Office for National Statistics, UK, mark.mcconaghy@ons.gov.uk and Siobhan Carey, Office for National Statistics, UK**
In the U.S. several training courses for interviewers, specifically tailored to avoiding refusals—called Avoiding Refusal Training (ART) have been piloted both for face to face and telephone interviewing (Groves and McGonagle, 2001, O'Brien et al 2002, Shuttles et al, 2003). Two main principles underlie the approach; firstly, increasing an interviewers 'experience' in dealing with reluctant households by improving their ability to spot, at an early stage, the reasons/excuses most commonly offered by reluctant householders and to supply appropriate replies to these and secondly, training interviewers to engage with reluctant respondents in conversational 'turn taking' so that reluctance/indifference is addressed in a series of conversational utterances and doorstep interaction is prolonged. As the number of conversational couplets increases so does the likelihood of compliance with the interview request. Survey response in the UK has been on a steady decline over the past 10 years. Based on the experiments conducted in the U.S., the Office for National Statistics was interested to assess whether ART would offer a means of developing interviewer skills and thereby improve respondent cooperation. This paper presents the preliminary results of a controlled experiment conducted on the multi-purpose General Household Survey. The experiment builds on work undertaken in the U.S. and adds some new dimensions such as collating respondent objections through a quantitative exercise, controlling for area effect through the use of shadow quotas, examining the learning styles of the each interviewer engaged on the training and testing whether it is the ART format which is effective as opposed to other types of training.

## IMPROVING RESPONSE RATES FROM MEDICAL PROVIDERS

***An Assessment of HIPAA Compliant Methods for Achieving High Cooperation Rates from Medical Providers on a Medical Record Abstraction Program Evaluation*, Brian M. Evans, RTI International, evans@rti.org, Brian Burke, RTI International, bjb@rti.org, and R. Suresh, RTI International, suresh@rti.org**

A prevention program was undertaken as a consequence of bioterrorist attacks involving the distribution of Bacillus anthracis in mailed packages and letters in the fall of 2001. As of December 5, 2001, the Centers for Disease Control and Prevention (CDC) has identified a total of 22 cases of anthrax that were presumed to result from workplace exposures related to these acts of bioterrorism. Post-exposure prophylaxis for approximately 10,000 persons was undertaken. The CDC has contracted with RTI International to conduct telephone interviews and medical record follow-up of all persons for whom post-exposure antibiotic prophylaxis was recommended. RTI obtains consent from respondents who report potential possible severe adverse events (PSAEs) to the antibiotics and/or vaccination for the purpose of obtaining medical records from their providers for analysis. The evaluation consists of four longitudinal follow-ups conducted at the following four intervals after the initial receipt of the post-exposure prophylaxis: 60 days, 6 months, 12 months, and 24 months. On April 14, 2003, new Health Insurance Portability and Accountability Act (HIPAA) regulations were put into effect, limiting the release of medical records by health care providers. CDC and RTI were concerned that these HIPAA revisions would adversely impact medical record collection activities resulting in lower response rates from medical providers. RTI faced this challenge by changing procedures to specifically allay concerns about the applicability of HIPAA regulations in obtaining records from medical providers. RTI achieved a 56% response rate in the initial 60-Day Program Evaluation, a 74% response rate in the 6-Month Follow-up, and an 86% response rate in the 12-Month Follow-up. Preliminary results indicate that the medical providers were more willing to cooperate if the applicability of HIPAA was clarified, even though the new HIPAA regulations required more stringent procedures to obtain medical records.

***The Effect of Mode on Response Rates and Data Quality in a Survey of Physicians*, Mary E. Losch, University of Northern Iowa, mary.losch@uni.edu, Nancy Thompson, University of Iowa, nancy-thompson@uiowa.edu, and Gene Lutz, University of Northern Iowa, gene.lutz@uni.edu**

Physicians represent a survey target group that is difficult to reach and often has low compliance rates. Inclusion of incentives has been shown to increase response rates but few systematic studies have compared the effect of mode on physician response rates. Some earlier studies found little evidence that web administration improved response rates even though ease of completion and efficiency have been listed as factors affecting likelihood of response. Additionally, some evidence suggests that responses may differ based on mode of administration. In this study, mode of initial administration was manipulated in a 3-group experiment. Physicians were randomly assigned to web, paper, or choice (either web or paper) in initial survey recruiting. In the follow-up, both web and paper were offered to all respondents. The effect of mode on initial response rates will be presented and discussed. Comparisons of data quality between web and paper responses will also be presented.

***Exploration of Physicians Who Choose to Respond Online*, Jordon Peugh, Harris Interactive, jpeugh@harrisinteractive.com, and Kinga Zapert, Harris Interactive, kzapert@harrisinteractive.com**

Given the proliferation of the Internet, survey researchers are turning more often to Web-based surveys (either exclusively or in conjunction with traditional methods), including for research with hard to reach professionals such as physicians. This trend has raised a number of questions as to its impact on sample representativness. A recent mail survey of physicians (sampled from the American Medical Association database) conducted by Harris Interactive and the Commonwealth Fund allowed physicians to complete either the paper version of the survey or to complete the survey online. A total of 1,837 physicians completed the survey (response rate of 52%). Of these, 157 (9%) completed the survey online. This survey asked about a wide range of topics including observation of medical problems and errors, use of technology, satisfaction with current practice, and other topics. Using data from this study, we explore the following questions: 1) Is the profile of physicians who choose to respond online different from those who respond via mail?; 2) Are the views of physicians who choose to respond online different from those who respond via mail?; 3) If differences exist, do they persist after controlling for demographic factors and practice profiles; and 4) Do differences vary by topic. By analyzing the results of this survey by participants' chosen method of response, this paper addresses selected concerns about potential biases in online survey research, while also providing information about the characteristics of physicians who prefer to respond to surveys online. This information will allow us to better evaluate the viability of recruiting physicians for online surveys, whether there are any inherent biases in using this method, and whether some topics may be more appropriate than others for online surveys of physicians.

***Getting their attention: The effect of prenotification letters on physician response rates*, Dana L. Essex, Ingenix, dana.essex@ingenix.com, Scott Welsch, Ingenix, scott.welsch@ingenix.com, Laura Fletcher, Ingenix, laura.fletcher@ingenix.com, and Donovan Crew, University of Minnesota, donovan.crew@ingenix.com**

Concerns about response rates in applied survey research remain justified as studies with rigorous methodology, such as the Consumer Assessment of Health Plan Survey (CAHPS® 3.0H), experience decreased response rates in 2003. Physician satisfaction surveys, a necessary requirement for health plans pursuing accreditation, are a particular challenge to health plans as physicians are difficult to contact and reticent to cooperate. An annual physician satisfaction survey effort was undertaken in the fall of 2003 by a nationwide group of thirty-five commercial health plans to meet accreditation requirements. Widely used and recommended methods for effective survey research were implemented in the 2003 project. A random sample of 800 physicians per plan was selected for the study, totaling 24,601 physicians nationwide. A random sample of 3000 physicians was selected from the aggregate national sample and randomly assigned to one of two groups; 1) to receive a prenotification letter mentioning the incentive mailed with the survey, or 2) to receive a prenotification letter not mentioning the incentive. The prenotification letters were on health plan letterhead and signed by the national medical director. The remainder of the aggregate sample served as the comparison group. The letters were sent one week prior to the first survey mailing. The questionnaires were mailed in two waves with a small incentive ($1) included in the first mailing. Response rates for both prenotification groups were identical. Response rates for both groups were also higher than the response rate for the comparison group and were marginally significant. These results suggest prenotification letters may be helpful for increasing physician response rates in those projects where every other traditional effort was made to boost response rates. The presentation will also include national and health plan non-response analyses and other psychometric analyses relevant to the topic.

## MODE EFFECTS

***Response Effects of Survey Mode Controlled for Nonresponse Errors*, M Chris Paxson, College of Business and Economics, cpaxson@wsu.edu, and John Tarnai, Social & Economic Sciences Research Center, tarnai@wsu.edu**

The literature on response effects suggests that different survey modes may influence how people respond to surveys. In particular, questions about sensitive topics may be more susceptible to being influenced in telephone and face-to-face surveys, than in mail and internet surveys. However, studies of response effects of survey mode are generally confounded by differential nonresponse errors for different survey modes. We were interested in controlling nonresponse errors in a study that examined response effects of survey mode. To do this, we designed an experiment on ethical behavior, which involved randomly assigning businesses students to one of four survey mode conditions: telephone, face-to-face, mail, and internet. Students in each condition completed a brief questionnaire about their behavior and opinions of a variety of ethical situations. Students completed each questionnaire individually by the assigned survey mode. In the telephone and face-to-face mode, a member of the research staff asked the questions by telephone, or face-to-face. After completing the survey, students were asked to complete a self-administered questionnaire about how their ideal of the most ethical person in the world would complete the same questionnaire. Over 120 students will complete this experiment. The results to date, show clear differences on the most sensitive questions by survey mode, in the expected directions. Students are significantly less likely to admit to violations of ethical behavior in the telephone and face-to-face survey modes, and more likely to admit such behavior in the mail and internet survey modes. We discuss the implications of these response effects for designing survey mode studies in the future.

***Effects of Mode of Interview, and moderating variables on Erectile and Ejaculatory Function Measures.*, Joseph A. Catania, University of California, San Francisco, jcatania@psg.ucsf.edu, Raymond Rosen, UMDNJ- Robert Wood Johnson Medical School, Rosen@UMDNJ.edu, Sharon Jacobs, Sanofi-Synthelabo, sharon.jacobs@us.sanofi.com, josephine sallis, sanofi-synthelabo, josephine.sallis@us.sanofi.com, and Arkady Shpilsky, Sanofi-Synthelabo, arkady.shpilsky@us.sanofi.com**

Sexual health has attained greater acceptance as a field of study. This shift is reflected in the recent increase in various pharmacological treatments for sexual dysfunctions among men and women. In this context, greater attention is now being devoted to improving self-report sexual health assessment methods in health surveys. A central problem in this respect is that that sexual dysfunctions are socially stigmatized and, therefore, difficult or impossible to for some people to discuss. Although past studies have examined methods for improving self-reports of sexual behavior little of this work has concerned sexual dysfunctions. We examine the effects of mode of administration (CASI, ACASI, CAPI) on assessments of erectile and ejaculatory dysfunction in older men, and the moderating effects of age, social desirability, and mood on these relationships. We conducted a randomized experiment ($N = 249$) of men over age 50 years. In logistic regression models, we found that mode had no effect in the ejaculation model, but two significant interactions with mode occurred in the erection model: Age x Mode ($p = .04$), and social desirability x Mode ($p = .02$). The results were not typical in that more stigmatized behavior was reported with CAPI and ACASI, but not CASI and age and social desirability effects were more prominent under CASI. The results are discussed in terms of social support theory in the context of reporting sensitive health problems, threat to self-esteem, and order effects. In sum, the results suggest that ACASI and CAPI are reasonable options to offer men in assessing erectile dysfunction in sexual health surveys.

***Mode Effects on Item Nonresponse: Gallup-European Social Survey Mixed Mode Experiment*, Mandi Yu, University of Nebraska-Lincoln, yumandi@bigred.unl.edu, Moh Yin Chang, University of Nebraska-Lincoln, mohyin@bigred.unl.edu, Ping He, University of Nebraska-Lincoln, hep@bigred.unl.edu, Linda Smathers, University of Nebraska-Lincoln, llsmathers@earthlink.net, and Allan L. McCutcheon, University of Nebraska-Lincoln, amccutcheon1@unl.edu**

The Gallup Organization Europe (Gallup) and the European Social Survey (ESS) jointly conducted a mixed mode experiment in Hungary during 2003. This experiment employed a crossover design with two phases of data collections. The survey modes tested were face-to-face, telephone, self-administered paper and web-based self-administered interviews. A 'quota' sample of 1987 respondents were randomly assigned to one mode in the first phase and were re-interviewed using the same questions with another mode in the second phase, the web mode was not included in the crossover design. The questions were selected from the ESS and Eurobarometer questionnaire. Two forms of questionnaire with alternative wording and format were fully crossed with survey mode during the second phase of data collection. Traditionally, the main mode of survey data collection in Hungary has been the face-to-face interview method. The current research examines how other survey modes, telephone interview, self-administrated paper and web-based self-administrated, affect response shifts and item nonresponse rates. The effects of mode and socio-demographic characteristics on people's changes in responses are tested using multinomial logistic regression. The influences of question sensitivity, alternative response scales, question wording and format on item nonresponse vary by survey modes. Generally, the response shifts between face-to-face and telephone mode does not significant differ from the response shifts between telephone interview and self-administrated paper questionnaires. The overall item nonresponse levels are lower for interviewer-mediated questionnaires, e.g. face-to-face and telephone interviews had higher item nonresponse than self-administrated paper surveys. Alternative formatting in questions improve response rate significantly. Employment status is found to affect people's likelihood to provide answers to work related questions. In addition, substantial variations exist among respondents with regard to their propensity to response to a particular survey mode.

***Interview Mode Effects in NLSY97 Round 4 and Round 5*, Yongyi Wang, National Opinion Research Center at the University of Chicago, wang-yongyi@norc.net, and Parvati Krishnamurty, National Opinion Research Center at the University of Chicago, krishnamurty-parvati@norc.net**

The incidence of telephone interviewing has been increasing in successive rounds of NLSY97. There are concerns about the accuracy of responses to sensitive questions when the interview is conducted by telephone compared to when these questions are self-administered as part of an in-person interview. This study explores the impact of interview mode on respondents' willingness to reveal sensitive information in NLSY97 round 4 and round 5. The dependent measures for this study include sex behavior, smoking, drug use, destroying, stealing, attacking and arrest. Within each round, controlling for the differences in demographic characteristics, respondents tend to underreport negative behaviors on most SAQ items when interviews are conducted by telephone. They are also less willing to respond to these sensitive questions, resulting in more missing data. We also linked the two rounds together by looking at how individual respondents responded to the same questions in round 4 and round 5. The results show that for respondents who did not switch interview mode across rounds, the distributions of response differences do not differ much regardless of whether the interviews were conducted consistently in-person or by phone. If the respondents did switch interview modes across rounds, the distribution of response differences are significantly different for some sensitive items, depending on whether the switch is from in-person to phone or the other way round. This evidence also supports the existence of interview mode effects.

**RACE**

***Agreement between Self-reported and Administrative Race and Ethnicity Data among Medicaid Enrollees,*** **Donna D. McAlpine, University of Minnesota, mcalp004@umn.edu, Timothy J. Beebe, University of Minnesota, beebe002@umn.edu, and Kathleen Thiede Call, University of Minnesota, callx001@umn.edu**

Collecting data directly from Medicaid enrollees via surveys in an important component of monitoring access to and the quality of health care. The fact that many of these surveys utilize lists of enrollees as their sampling frame underscores the importance of understanding the reliability of racial and ethnic administrative data, especially if the survey is focused on investigating racial and ethnic disparities. The purpose of this study is to examine the agreement between self-reported and routinely-collected racial and ethnic data residing in Medicaid enrollment databases. A stratified probability sample of 4902 adult and parents of child enrollees was drawn from the administrative file, with over-samples of Somali, Hispanic/Latino, African American, Hmong, and American Indian enrollees. The survey was administered between April and July 2003 and collected information about the use of preventive and other health services, barriers to the use of services, health status, and socio-demographics. The final response rate was 54%. Overall, when compared to self-report data, the administrative measure based on recorded race and ethnicity correctly classified approximately 92% of respondents. The proportion of cases where the self-report of race/ethnicity matched the administrative data was highest for Asian/Pacific Islander (98%) and lowest for Native Americans (85.3). The majority of individuals identified as 'other' or unknown race/ethnicity on administrative data self-identified as white (62%). In order to obtain reasonable information from relatively small Medicaid racial and ethnic subpopulations, investigators will likely have to rely on the racial and ethnic designations in the enrollee administrative data for oversampling purposes. If the Medicaid agency's administrative data on race and ethnicity is inaccurate, the sampling strategy relying on that information could be compromised.

***Identity and Latinos: Quien Somos? Results From the Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos 2002,*** **Dulce C. Benavides, Pew Hispanic Center, dbenavides@pewhispanic.org**

The terms people use to describe themselves are an important measure of how they see themselves and how they relate to the world and society in which they live. Identifying oneself as White, African-American, Asian, Hispanic or Latino is important in the United States where individuals are routinely categorized into racial and ethnic groups. Although the majority of Latinos identified themselves as White, the 2000 census shows a greater variability of identification. The Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos of 2002 asked respondents several questions on labels and categorization. When asked about racial identity, more than half (56%) of Latino respondents used "Hispanic" or "Latino" when asked to pick among the standard racial categories used by the census bureau. This indicates that Latinos are not bound by the standard racial categorization used in the U.S. because the terms Hispanic and Latino are typically categorized as labels of ethnicity, not race. One area of interest that the 2002 survey explored was identity. Several questions emerged from the data. What do Latinos call themselves? Is the pan-ethnic label of "Hispanic/Latino" a popular designation, does it supercede other labels? Do different self-identification labels shape the views of those who bear them? This poster will present findings from the 2002 and 2003 Pew Hispanic Center/Kaiser Family Foundation National Surveys of Latinos. The poster presentation will explore the likelihood of various factors influencing the use of the pan-ethnic terms Latino and Hispanic. Factors such as language preference, especially bilingualism will be explored.

***Standing at the Crossroads of Identity and Identification: Latinos and Political Party Affiliation,*** **David J. Dutwin, International Communications Research, ddutwin@icrsurvey.com, Mollyann Brodie, Kaiser Family Foundation, mbrodie@kff.org, Melissa J. Herrmann, International Communications Research, mherrmann@icrsurvey.com, and Rebecca Levin, Kaiser Family Foundation, RebeccaL@kff.org**

For some time now political strategists have focused their efforts on wooing voters either by pointing out certain personality traits or by associating favorable issue platforms of their candidates. In the past few elections, and in those to come, however, a new battleground has developed, one that promises to have significant long-term impact on the nature of partisan politics: the contesting of party identification of racial identities, specifically, Latinos. Due to this increased importance, a number of public opinion researchers have begun to research the relative affinities of Latinos to the major political parties. This research has tended to assume two things: First, that the static model of party preference is more important than a developmental model, and second, that models used in most Anglo party preference studies can be successfully applied to Latinos. Yet while such models show a number of statistical relationships, their overall explanatory power has been poor. In this paper the authors develop a model of party identification that is specifically designed to tap into dimensions of Latino identity, and in the process challenge the assumptions of the static model of party identification. Using the 2002 National Survey of Latinos (with its representative sample of nearly 3,000 Latinos), it is found that in addition to traditional measures of party identification, Latinos are significantly and substantively attracted to one party over the other based on their acculturation into American culture, the retention of traditional Latino ideals, and their self-identification along ethnic lines as well as their placement of Latino identity within American culture. Implications for future party identification and political strategy are far ranging and discussed.

***Encouraging Reflection and Participation Around Racial Tolerance: A Quasi-Experiment of Media Consumption and Citizen Deliberation,*** **Dhavan V. Shah, University of Wisconsin-Madison, dshah@wisc.edu, Hernando Rojas, University of Wisconsin - Madison, hrojas@wisc.edu, Jaeho Cho, University of Wisconsin-Madison, jaehocho@wisc.edu, Heejo Keum, University of Wisconsin-Madison, hkeum@wisc.edu, Michael G. Schmierbach, University of Wisconsin-Madison, mschmierbach@wisc.edu, Homero Gil de Zuniga, PhD Student at University of Wisconsin-Madison, hgildezuniga@wisc.edu, and So-Hyang Yoon, University of Southern California, sohyangy@usc.edu**

Scholars have long debated the role of media and discussion in encouraging tolerance and engagement. Conclusions range from the dismissal of effects to the assertion of powerful influences, from claims of "media malaise" to the promise of "virtuous circles." Of course, results of research exploring these issues may vary by context and methods of study. This is particularly true because most past research is plagued by at least one of two methodological weaknesses: the difficulty of assessing causality in cross-sectional survey designs, or the problems of generalizing conclusion from controlled experiments. Acknowledging these weaknesses, we rely on data from a quasi-experimental study employing a posttest-only control group design, in which randomly selected public television members and partners were recruited into various forms of "real world" exposure to and discussion about "Two Towns of Jasper," a documentary highlighting the racial divisions in Jasper, Texas following the racial killing of James Byrd, Jr., who was dragged to his death behind a pickup truck. Some participants were invited to a preview screening followed by facilitated discussion on local race relations. Others were invited to watch the documentary from their own households. Yet others formed a control group. Thus, this design involved a similar subset of people in different experiences, minimizing preexisting differences and maximizing the potential to observe effects. A mail survey with incentive administered after the event that yielded 924 responses for a 31% response rate. It allowed comparisons between three groups: event participants, home viewers, and the unexposed. Controlling for pre-existing differences, results reveal that event participants become more sensitive to local racial divisions and more efficacious, talkative and participatory around the issue of race, than those who simply watched the program, who in turn scored higher on these measures when compared to those that were un-exposed to the program.

### ROUNDTABEL: AFTER RESPONSE RATES, WHAT?

**Peter Mariolis, Centers for Disease Control and Prevention, PMariolis@cdc.gov**

Recent studies suggest that response rates between 30% and 70% are not good indicators of bias in telephone surveys. These findings are resisted in part because there exists no generally accepted alternative to response rates as a means of assessing bias. Also, bias due to non-coverage, measurement error, item nonresponse, and data processing are not addressed at all by response rates. These findings and considerations raise the issue of how one assesses or documents bias. Given that a single response rate can no longer be treated as a sufficient indicator of bias or lack therof (at least in telephone surveys), what other approaches to assessing or documenting lack of bias are feasible? One approach is to present a variety of alternative measures that might be good indicators of non-sampling bias in telephone surveys. Another might be to emphasize the steps taken to minimize bias in the description of a survey. The purpose of the discussion would be to identify and explore various strategies for assessing and documenting non-sampling error in surveys, with a focus on telephone surveys.

### ROUNDTABLE: DISCUSSION OF OMB GUIDANCE FOR FEDERAL GOVERNMENT SURVEYS

**Brian A. Harris-Kojetin, U.S. Office of Management and Budget, bharrisk@omb.eop.gov, Clyde Tucker, Bureau of Labor Statistics Richard A. Kulka, RTI International**

U.S. Federal agencies conduct and sponsor a wide variety of surveys to gather information from individuals, businesses, and state, local, and tribal governments. Surveys are also frequently used in program evaluations or other research studies conducted or sponsored by Federal agencies. Under the Paperwork Reduction Act, Federal agencies that conduct or sponsor surveys must submit an Information Collection Request (ICR) to the Office of Management and Budget (OMB) for approval prior to collecting any information. OMB is in the process of developing guidance that will assist agencies in the preparation of ICRs that include surveys and the use of statistical methods. OMB is developing this guidance by composing a series of questions and answers (Q&A?s) that commonly arise in the OMB review of ICRs (often referred to as OMB clearance packages). This guidance is intended to clarify what some may perceive as 'rules of thumb' that OMB analysts use in deciding whether or not to approve an agency request to conduct a survey. It should also serve to assist agencies in enhancing the information provided in their ICRs to facilitate the review process. Some of the topics addressed in the guidance will include issues of great interest to AAPOR such as response rates, incentives, data collection modes, questionnaire design, and sampling. OMB will be circulating the draft guidance for interagency and external peer review. The roundtable session will provide a forum for AAPOR members to learn more about the draft guidance and an opportunity to share their views and comments. A brief presentation providing an overview of the development of the guidance to date will be made. Two discussants will also give presentations with their comments and perspectives on the draft guidance. The remainder of the session will be an open discussion.

### ROUNDTABLE: LABORATORY PROCEDURES FOR INSTRUMENT TESTING: ARE "BEST PRACTICES" EMERGING FOR COGNITIVE INTERVIEWING AND USABILITY TESTING?

**Johnny Blair, Abt Associates, Inc., johnny_blair@abtassoc.com, Sue Ellen Hansen, University of Michigan, Elizabeth D. Murphy, Census Bureau, Gordon Willis, National Cancer Institute**

Laboratory procedures for testing survey instruments vary considerably between organizations. Although much attention has focused on cognitive interviews, the growing use of web-based surveys has blurred the line between cognitive interviewing and usability testing. There has been research comparing alternative cognitive interviewing techniques (e.g. Conrad and Blair 2003; Willis and Schechter 1997). Recent work by Tourangeau and colleagues and by Dillman and his colleagues has implications for testing web instruments. But while these lines of research continue, practitioners have to develop interview protocols, select techniques, analyze and report findings. Are areas of consensus on best practices emerging? To what extent are practitioners following similar or different procedures, and what logic drives their choices? This roundtable will bring together university, government and private sector researchers to discuss the state of best practices in laboratory testing. The goal is to discuss practice and the logic underlying the paths different laboratories have taken. The roundtable forum is ideal for identifying areas of agreement and difference. Johnny Blair (Abt Associates Inc.) and Sue Ellen Hansen (Institute for Social Research, University of Michigan) will lead the discussion. At least three other representatives from government, university or privately run labs will participate. The discussion will follow the sequence of tasks necessary to design and conduct testing. The result should be informative to both those who conduct testing and those who use its findings. This informal summary of the state of the art will contribute to practice, to understanding the procedures underlying laboratory pretesting and will likely suggest areas where research and comparative studies will benefit the profession.

### INTERVIEWER TRAINING

***Measures of Personality Type and Interviewer Performance: Tools for Interviewer Training***, **Christina L. Abbott, Franlkin & Marshall College Center for Opinion Research, christina.abbott@fandm.edu, Berwood A. Yost, Franklin & Marshall College's Center for Opinion Research, berwood.yost@fandm.edu, and Jennifer L. Harding, Franklin & Marshall College's Center for Opinion Research, jharding@fandm.edu**

This is a follow-up study to one presented at the 2003 AAPOR conference designed to help streamline interviewer selection and training by using personality type as a predictor of job compatibility and work performance. In the Spring 2003 study, the Myers-Briggs Type Inventory (MBTI) was used to identify the predominant personality type among an interviewing staff consisting of undergraduate students at Millersville University. This research related 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 results suggest that interviewer personality type is an important characteristic to consider. We found, consistently, that interviewers with the E-S type performed best and were most satisfied. However, the research findings were limited because the quantitative indicator of performance used did not yield a significantly large enough data set to make any firm conclusions and interviewing staff was limited to Millersville University students. This study extends the previous research by addressing several serious limitations in the original research. First, the interviewing staff under study has changed to include students from several area colleges and community members. Second, in addition to using quantitative measures of performance (i.e., refusals per completes; completes per hour; refusals per hour), global measures of performance have been included. These measures can be used to compare interviewer performance across studies. This paper will discuss the development and utility of a global interviewer performance measure.

***A Closer Look at Interviewer Selection and Training - Are We Asking Too Much of Our Bilingual Interviewers?*, Man-chi Mandy Sha, NORC, sha-mandy@norc.net**

The growing needs for non-English interviewing have inspired recent literature and presentations on bilingual interviewer selection and training. They pointed out the importance of assessing language skills, evaluating performance by native versus non-native speakers, and conducting special training. While we have begun to recognize the significance of ensuring bilingual interviewers' qualifications, do we realize that we may be asking too much of them? NORC's Culture Methodology Program takes a closer look at how selection and training process differs for bilingual and English-speaking interviewers. The variables we identified include language proficiency, length of training, CAI (Computer Assisted Interviewing) support, cognitive processing demands, and on-the-fly activities during interviewing. These differences merit the attention of survey researchers as they may affect interviewer attrition and data quality.

***A System for Detecting Interviewer Falsification*, Joe Murphy, RTI International, jmurphy@rti.org, Rodney K. Baxter, RTI International, rbaxter@rti.org, Joe Eyerman, RTI International, eyerman@rti.org, David Cunningham, RTI International, dbc@rti.org, and Peggy Barker, Substance Abuse and Mental Health Services Administration, pbarker@samhsa.gov**

The National Survey on Drug Use and Health (NSDUH), a federally sponsored annual survey that gathers data on substance use and abuse among the non-institutionalized household population of the United States, has developed a detailed system for the detection of interviewer falsification. This process includes phone, mail, and in-person field verification procedures, and the review of interview and interviewer-level process data to identify cases and interviewers requiring extra verification efforts. While these components of the system successfully identify a majority of potential falsifiers, more savvy falsifiers may be able to remain undetected if they are aware that their process data are being scrutinized. To address this gap, the NSDUH has recently added a new component to the falsification detection system: the regular review of interview response and question-level timing data. Based on what is known about the area in which an interviewer is working and the types of cases he or she is assigned, a likely range of interview responses is calculated. Response distributions are compared to this likely range at the interviewer level to identify interviewers whose responses appear to be highly unlikely, given their caseloads. These additional measures make it even more difficult for falsifiers to remain undetected, since they would need to have a specific understanding of the prevalence and correlates of substance use in order to enter likely responses. Similarly, question-level timings for particular items that require certain interviewer-respondent interactions are compared to a "gold standard" to detect outliers. Once potential falsifiers are identified, the work of the suspected interviewers is subject to 100% and/or in-person verification. This paper will detail the structure and operationalization of this system and will present examples of its effectiveness on NSDUH.

***Improving Cooperation of Asian Households Through Cultural Sensitivity Training for Field Interviewers*, Jennie W. Lai, Nielsen Media Research, jennie.lai@nielsenmedia.com, and Charles D. Shuttles, Nielsen Media Research, Chuck.Shuttles@NielsenMedia.com**

Using an area probability sampling design, Nielsen Media Research conducts in-person interviews to first enumerate and, subsequently, recruit households for its meter panel to measure television viewing across the United States. It is increasingly difficult in the current climate to gain the cooperation of respondents in general, but it is especially challenging for the Asian population due to its diversity within each segment. In order to combat the low cooperation among the top Asian segments, an Asian Cultural Sensitivity Training curriculum was devised and introduced to the Nielsen field personnel (interviewers) to teach them about the specific rules and norms for social interaction with each particular Asian segment. The purpose was to raise awareness of the wide variety of customs and etiquettes of the six most populated Asian segments nationwide, i.e., Asian Indians, Chinese, Filipinos, Japanese, Koreans, and Vietnamese, to the in-person research interviewers for enumeration and recruitment. The objective in developing this training is to expose the field personnel to the cultural diversity of each Asian segment in hopes of improving the cooperation for these segments. The training also included the creation of a 24-page manual for field interviewers and a Web-based approach to teaching them basic social phrases in each language. This paper session will present the curriculum of this Asian Cultural Sensitivity Training, including general background of each Asian segment, customs, etiquettes, pertinent holiday traditions, basic greetings, etc., and other instructional materials used to accompany the training.



## WHAT AAPOR CAN DO TO SUPPORT YOUNGER MEMBERS

**Sandra Berry, RAND Corporation, berry@rand.org**

AAPOR Council and the AAPOR Endowment Committee are interested in learning more about how the organization can serve the professional needs of younger members and include younger members in the planning process for AAPOR. This Roundtable will include a discussion of what benefits AAPOR does provide, will collect information about how younger members view the role of AAPOR in their professional lives, and will solicit ideas for how AAPOR can enhance their professional knowledge and opportunities. The goal of the Roundtable is to begin a dialogue between younger members, AAPOR Council and the Endowment Committee to enhance planning for member benefits and to foster participation of younger AAPOR members.

## PANEL: PUBLIC OPINION ABOUT ENERGY

***Awareness of ENERGY STAR® as a Gauge of Program Activities*, Shel Feldman, Shel Feldman Management Consulting, sfeldma2@chorus.net**

A long-standing problem for advocates of energy efficiency programs has been identifying a consistent, sensitive metric for assessing public awareness of and interest in their issue. Over the years since the oil embargos brought issues of energy use, conservation, and efficiency to prominence, numerous questionnaire items and batteries have been developed and applied in an effort to determine pertinent public attitudes and beliefs. These have ranged from generic questions about the need for conservation to highly specific items regarding interest in the efficiency programs of individual electric utilities. In part, the lack of a common survey protocol has mirrored the absence of unified strategies and action programs in the energy efficiency community. The development and expansion of the ENERGY STAR® program both as a national initiative of the U.S. Department of Energy and the

Environmental Protection Agency and as a vehicle for regional and local programs has provided a common focus for questions of awareness and understanding of pertinent issues, particularly in New England, New York, Wisconsin, California, and the Pacific Northwest. After briefly describing the program for those who may be unaware of its characteristics and reach, this presentation will review the design and key results of an annual national survey that has tracked awareness and understanding of the program since 2000. Among the issues to be discussed are the effects of regional and local programs on public awareness and the effects of mass media on awareness compared with the effects of point-of-sale materials. In addition, the review will describe the use of oversamples and tracking studies as feedback to policymakers in states with strong ongoing programs, such as Wisconsin. This information should provide audience members with an appreciation of the value of this metric and encourage them to use it in their own survey work.

***Residential Conservation Behavior During and After the 2000-2001 California Energy Crisis*, Sylvia Bender, California Energy Commission, sbender@energy.state.ca.us**
From the fall of 2000 through late summer of 2001, Californians experienced an energy crisis on a scale not seen in the United States since the late 1970s. Large-scale conservation marketing campaigns accompanied by financial incentives were directed at residential consumers, who were experiencing price increases, threats of rolling blackouts, and widespread media coverage of the political turmoil and uncertainty surrounding the energy supply system. Consumers responded with a dramatic conservation response. In 2001, Californians reduced overall electricity usage by almost 7 percent and lowered their peak electric needs on the hottest summer days by 8 to 14 percent, compared to 2000. The crisis and its aftermath presented a unique opportunity to gather information about conservation decision-making and continuing behavioral change. Combining responses from detailed telephone surveys with data from household electric bills, it was possible to compare how consumers did (and didn't) act to conserve energy during and after the crisis. Findings on how their actions were influenced by news coverage, marketing efforts, conservation programs, and individual beliefs and motivations are presented. Although consumers were certainly interested in containing costs, a common expectation has been that action will not occur without price increases. During the 2001 energy crisis, actual price increases were sporadic and uneven. For some people, behavioral changes were not induced by cost concerns, but rather by civic concerns and altruistic motives. Voluntary conservation continued to produce at least one half of the level of 2001 savings in 2002. Consumer responses in 2002 indicated that Californians continue to believe that energy issues are real and that energy conservation is important. In California, at least, the energy system seems to have been "problematized"—entering the realm of other problems such as traffic congestion and air quality.

***Public Opinion about Energy Development: Nimbyism vs. Environmentalism*, Eric R. A. N. Smith, U.C. Santa Barbara, smith@mail.lsit.ucsb.edu, Kristy Michaud, U.C. Santa Barbara and Juliet Carlisle, U.C. Santa Barbara**
Nimbyism (Not in My Backyard responses) and environmentalism are distinct concepts, but they are confounded in many public opinion studies. Do people object to proposed developments because the developments are too close to where the people live or because they are environmentalists? Few studies have addressed this question, and no clear answers have been found. In this study we address the question by analyzing the data from a public opinion survey of Californians which showed that 25 percent of Californians support new oil drilling along the California coast near Santa Barbara, 33 percent support oil drilling in the Arctic National Wildlife Refuge, and 44 percent support drilling in a "remote area off the California coast." Our data set also includes measures of environmentalism, of the causes of environmentalism, and of proximity to Santa Barbara, to the coast, and to other oil-drilling sites in California. In addition, we have a content analysis of the major newspapers in the state, which allows us to test the hypothesis that news coverage of proposed drilling in Santa Barbara and ANWR triggers environmentalist responses. More broadly, these data allow us to distinguish nimbyism and environmentalism, and to test alternative theories explaining them.

***Customer Perceptions about Energy in "Times of Change"*, Ed Kolodziej - The Response Center**
The electric energy market across the country is undergoing continual change. Therefore, it is important to regularly assess customers' perceptions about their energy delivery company. The impact of events like the August 14, 2003 blackout on customers' perceptions of satisfaction, value, etc. adds another dimension. This paper will deliver key measures from around the US, compare results to 2002 and offer comparisons to other selected industries. On a regular basis, *The Response Center* collects key metrics from some 12 to 14 service industries. Since a number of these industries are in some form of change or restructuring, they deliver an interesting dynamic of the US consumer market. With the events of this past year, we expect to see some movement in these measures for the electric utility industry, particularly in the northeast US. In further support of the assessment of the ongoing metrics, we also conducted a survey strictly focused on the impact of the blackout, perceptions of the experience, and feelings about the consumers' electric delivery company. In combination, these studies should provide some interesting insights. The post-fielding analysis of the blackout survey and the multi-industry nationwide survey is currently being conducted.

## FIELDWORK EFFECTS ON SURVEY RESULTS

***Written Versus Oral Consent In Telephone Surveys On Sensitive Subjects: Meaning And Consequence*, John M. Boyle, Schulman, Ronca & Bucuvalas, Inc., j.boyle@srbi.com, and Patricia Vanderwolf, Schulman, Ronca & Bucuvalas, Inc., p.vanderwolf@srbi.com**
Persons engaged in primary research on sensitive topics are often required to obtain informed consent for these interviews. In some cases, IRB's require written consent before a respondent may participate in a survey. Since most surveys are now conducted by telephone, the requirement for written consent poses significant problems for research. The argument against written consent is threefold. First, the elements of informed consent can be incorporated into an oral consent, with respondent understanding and agreement documented by an interviewer. Second, the absence of written consent may not imply unwillingness to participate in a telephone survey. Third, any correlation between non-return of written consent forms and survey end points (e.g., morbidity and mortality, literacy, mobility, and salience of the topic) may produce serious bias in the written consenter sample. Unfortunately, there is very little quantitative data on the effects of written consent on participation and bias in telephone surveys. This paper draws upon the experience of two large-scale surveys on sensitive topics conducted among normal populations to address these issues. The Survey of Sexual Assault on Active Duty U.S. Air Force Women involved a long telephone survey on sensitive topics (physical and sexual assault, sexual harassment, and other traumatic events) among a large sample (n=2018) of active duty women. A second telephone survey of "Subjects Experimentally Exposed to Anticholinestrase Agents" also involved a long, potentially sensitive interview among male veterans. Both surveys required advance mailing of informed consent statements. The first study did not permit contact if a signed consent form was not returned, except for a sub-sample to test for bias. The second study permitted contact efforts among non-returns, who did not refuse. The findings of the two study demonstrate that non-return does not imply refusal to participate, while it does introduce serious bias into the survey results.

***House Effects in a Household Transportation Telephone Survey*, J. Neil Russell, Bureau of Transportation Statistics, Neil.Russell@bts.gov, and Jonaki Bose, Bureau of Transportation Statistics, jonaki.bose@bts.gov**
Interviewer effects have been studied extensively in the literature while fewer studies have focused on "house effects", or the effects of multiple data collection agencies on the quality of survey data. The limited number of house effect studies stems from fewer situations of multiple survey organizations collecting data during the same time period and from the same population of inference. The Bureau of Transportation Statistics (BTS) sponsored the Omnibus Household Survey (OHS), which provides various transportation measures. Two commercial survey firms contracted by BTS collected OHS data, and this provided a unique opportunity to study this phenomenon. For the OHS, each survey organization collected data from a random national sample during the same time period, used the same computer assisted telephone interview (CATI) instrument, interviewer manual and training procedures, and procedures for data collection quality control. However, each organization had its own personnel policies, management, and unique physical facilities; each hired, trained, and supervised its own interviewers. This paper provides an overview of the survey and its data collection procedures, and then compares national estimates for certain sociodemographic and transportation-related measures by each of the two survey organizations to help determine whether differences exist that could suggest the presence of a survey-organization effect. Using one month of data, initial bi-variate analysis showed only one sociodemographic measure (number of persons in household, $p = .002$) was significantly different out of eight characteristics. None of the 16 transportation measures were significantly different. This may suggest a lack of house effects in the data. The study then uses an additional 12 months of data to ascertain possible house effects. The results from the OHS are also compared to other house effect studies, and future research is proposed to better understand this phenomenon.

***Using Response Propensity Models to Guide Survey Administration*, Robert M. Groves, University of Michigan, rgroves135501MI@comcast.net**
Face to face interviewing has traditionally involved thousands of individual interviewer decisions regarding allocation of time to attempt interviews with sample cases. This dispersion of responsibility to the interviewer level in face to face surveys is in sharp contrast to the centralized control, often based on software systems, of sample administration in centralized telephone interviewing facilities. With the maturation of computer assisted personal interviewing (CAPI), software designed to track interviewer activities became a reality. One use of administrative software attached to CAPI is to study the factors that predict the likelihood of a sample case being interviewed. Given estimated coefficients in such response propensity models, field management has the ability to examine patterns within the active sample cases. This paper examines the estimation of such propensity models using a discrete hazards model specification. It then describes the use of such models to direct field resources to sample segments of remaining cases. Finally, it describes and evaluates the use of such models to form strata in a second phase sample for nonresponse reduction.

## THE PUBLIC'S OPINION: SURVEY FINDINGS

***The Graying of America and Support for Funding the Nation's Schools*, Eric Plutzer, Penn State University, exp12@psu.edu, and MIchael B. Berkman, Penn State U, mbb1@psu.edu**
Surveys spanning more than 35 years show that older Americans are less likely than younger citizens to endorse increased spending on public schools. The conventional explanation for this generational cleavage presumes that citizens' interests change as they approach or transition into retirement – the absence of school age children and fixed incomes combine to lower their interest in supporting spending increases for public education. We show that the conventional wisdom is incorrect, based on a confusion of age and cohort effects. Cohort-period analysis shows that every cohort becomes more supportive of educational spending, rather than less, as they reach their 60s and 70s. The implications are important, for they suggest that the predicted "gray peril" to educational spending will not occur. Rather, our results suggest that public support for educational spending will continue its remarkable rise.

***The Meaning of Equality in U. S. Public Opinion*, Jeffrey H. Whitten, University of Southern California, jwhitten@usc.edu**
Utilizing data from the National Election Study Cumulative File, this paper finds that while the 6 item NES scale is an adequate measure of egalitarianism, it is not the only one. Acceptably fitting structural equations models also exist specifically for equal rights and two domain specific types of egalitarianism, economic and racial. Finally, the results indicate that, at the levels observed in the data, that egalitarianism and liberalism are observationally equivalent.

***Reliability of Attitudes on Smoking in Public Places: Analyses from the 1993 Tobacco Use Supplement to the Current Population Survey*, Kristen M. Olson, University of Michigan, olsok@isr.umich.edu, Gordon Willis, National Cancer Institute, willisg@mail.nih.gov, and Anne Hartman, National Cancer Institute, hartmana@mail.nih.gov**
Measurement of general population attitudes appear on virtually every major health-related survey. However, few studies have evaluated the reliability of survey items on policy and health-related measures, and those that do generally focus on behavioral questions. This paper examines the test-retest reliability of attitude measures related to smoking bans in public places, using data collected during the fielding of the 1993 Tobacco Use Supplement to the Current Population Survey (TUS-CPS). This study investigates the following questions: (1) Overall, what levels of reliability do attitudinal items related to smoking restrictions exhibit?; (2) Do smokers and nonsmokers vary in reliability to these questions?; (3) Do older or less educated respondents have less reliable responses?; and (4) Do respondents who provided more internally consistent responses at the time of the initial interview have more reliable responses than other respondents? We found that attitudes on smoking restriction in public locations generally demonstrated poor test-retest reliability. Never smokers and former smokers were less reliable reporters than current smokers when they reported that smoking should be allowed in public locations during the original interview, but more reliable reporters than current smokers if they initially responded that smoking should not be allowed in these locations. Older and less educated respondents are generally less reliable reporters than younger and better educated respondents. Respondents who provided consistent reports to this series of questions at the original interview were more likely to provide the same reports in the reinterview. Despite the underlying inconsistencies in reporting, in no case did the qualitative nature of the results fundamentally change at reinterview. The paper closes with a discussion of several issues to be taken into account when considering whether attitudinal items on topics such as smoking bans demonstrate adequate reliability.

***Ten Years After Amendment Two: Colorado Voter Attitudes on Gay Rights 1992-2002*, Floyd Ciruli, Ciruli Associates, cirulif@aol.com**
Colorado became a major battleground for the culture wars of the last decade when in 1992 the right of a community to protect gay and lesbian citizens was put to the test. Fifty-three percent of Colorado voters said "no" when they approved the anti-gay rights initiative, Amendment 2. Its passage surprised political observers, lead to a boycott of the state by national gay rights supporters, and to immediate litigation. After its overturn by the U.S. Supreme Court in 1996, gay rights arguments largely shifted to legislative debates about gay marriage, adoption and hate crimes.
A December 2002 in-depth survey probed Colorado voter attitudes 10 years later. Survey questions related to Amendment 2 and gay rights in general. Specifically, the survey asked voters if, after 10 years, they would approve or disapprove an amendment to limit gay rights. It also:

- compared 1992 Colorado voter opinions with those of 2002
- compared opinions of Coloradans who voted in the 1992 election with new voters who entered the electorate since 1992 (30% growth in population)
- compared Colorado voters to national attitudes on gay rights

Analysis of the survey evaluates the dynamics of change in Colorado voter opinion. In addition, a voter survey conducted in the summer of 2003 after the Lawrence vs. Texas decision, examined Colorado voter reactions to the decision and changes in gay rights attitudes in general and specifically toward gay marriage.

## IMPROVING WEB SURVEY ACCURACY

***Using an E-Mail Invitation to Screen Survey Respondents*, Natalie Abi-Habib, The Urban Institute, nabihabi@ui.urban.org, Timothy A. Triplett, The Urban Institute, ttriplet@ui.urban.org, and Adam Safir, The Urban Institute, asafir@ui.urban.org**
This article reports the results of an experiment in which approximately half of a randomly drawn split ballot sample was asked a key screener question in their initial e-mail invitation, while the second half of the sample was asked the same question at the beginning of the survey instrument. The sample consisted of registered users of the National Survey of America's Families (NSAF) online public use data who agreed to be contacted for survey purposes. The expectation was that placing a screener question in the e-mail invitation would increase the overall number of respondents, but that it could also lead to an increase in the number of eligible respondents incorrectly screening themselves out, whether intentionally or otherwise. However, the experiment showed that asking the screener in the e-mail invitation had no effect on the response rate, proportion of eligible respondents screening out, or survey estimates.

***Dropout on the Web: Influence of changes in respondents' interest and perceived burden during the Web survey*, Mirta Galesic, Joint Program in Survey Methodology, mgalesic@survey.umd.edu**
Dropouts in Web surveys may pose a serious threat to data quality, yet their causes are often unknown. This study aims to shed light on how respondent's motivation changes throughout the survey and how that affects dropping out. While most existing studies examine survey response at a single point in time, we try to grasp the dynamics of respondents' behavior by registering their perceptions of survey situation throughout the survey. The questionnaire consisted of an introductory part followed by 20 Web pages with several questions apiece. The pages differed in content and format of the questions, as well as in number of questions and average completion time. The order of the pages was randomized. At the end of each page, respondents were asked how interesting the questions on that page were and how much effort they invested in answering them. Changes in interest and perceived burden were analyzed for groups of respondents who dropped out at each page. The results show that interest usually decreases and perceived burden increases just before the respondent drops out. These changes in interest and burden are related to characteristics of the questions, respondents, and survey design. Respondents' tendency for dropout can be observed even before the dropout actually happens, through lower levels of interest, higher levels of effort, and higher item nonresponse in question blocks that precede the point of the dropout. Global evaluations of survey experience are not affected by overall duration of the questionnaire, but mostly by certain key moments during the questionnaire, most notably the maximum and ending levels of interest and effort. The results could help in practical work and open new paths to theoretical explanations of survey behavior.

***Propensiy Score Adjustment as An Alternative Weighting Scheme for Web Survey Data*, Sunghee Lee, Joint Program in Survey Methodology, University of Maryland, slee@survey.umd.edu**
Survey methodology field is experiencing challenging expansion – Web surveys. The Web is currently changing the structure of everyday communication, and the survey field is catching this trend by pervasively adopting the Web as a data collection mode. Popularity of Web surveys and increasing demands for well-established Web survey methodology have triggered researchers' inquisitiveness to explore the Web as a survey mode. Unfortunately, the development of Web survey methodology does not seem to meet its demands, and most existing methodological Web survey studies are heavily focused on the aspects of questionnaire design and usability. While findings from those studies are helpful in improving the Web survey design features, their implications for survey inferences are limited, because of their qualitative nature. Missing from the current literature are statistical improvement of Web survey data. Propensity score adjustment has been suggested as an alternative for statistically surmounting inherent problems in Web surveys. However, the link between Web surveys and propensity score adjustment is not well understood as studies that have examined the performance of propensity score adjustment do not seem to document the statistical procedures or to clearly address the scope of adjustment. Moreover, there has been a minimal amount of evidence for its performance, and the implications are inconclusive. This study attempts to investigate the propensity score adjustment for Web surveys academically. It will first provide a clear description of applcation procedures of propensity score adjustment for Web survey data by presenting Web survey protocols and stages of correction. Then, it will explore the applicability of propensity score adjustment by focusing on volunteer panel Web surveys by comparing the performace of different weighting schemes with respect to bias reduction.

***On the Convergent Validity of Attitude Measurement in Phone and Online Surveys.*, Randall K. Thomas, Harris Interactive, rthomas@harrisinteractive.com, David Krane, Harris Interactive, dkrane@harrisinteractive.com, and Humphrey Taylor, Harris Interactive, htaylor@harrisinteractive.com**
The Harris Poll has run parallel online and phone surveys in most months over the past 5 years. We identified a set of attitudinal questions that ran in parallel and then compared the means that were obtained for both modalities (on an adjusted 0 to 1 scale). We found that the results obtained online were significantly correlated with results obtained by phone, so much so that the correlation was comparable to that which would be obtained with two samples from the same population using the same modality of measurement. Though the correlation established that the order of means was relatively invariant across modes, we found that the average online mean was significantly lower (about 5% of scale range). Chang and Krosnick (2001, AAPOR) indicated that online methodology may be associated with higher validity which led us to also examine the data from both modalities for differential validity.

## PANEL: DATA PRIVACY AND CONFIDENTIALITY: AN EXAMINATION OF TRUST IN SURVEY RESEARCH USING MILITARY SAMPLES

***Army Personnel Surveys: Trust in Confidentiality?* Kelly S. Ervin, Lynn M. Milan, & Frances T. Kennedy**
**U.S. Army Research Institute for the Behavioral and Social Sciences**
The relationship between a soldier's trust in assurances of confidentiality and the quality of data provided by that soldier is of key interest to Army survey researchers. There is some evidence that Soldiers do not believe in the standard assurances of confidentiality that are included on Army surveys. These Soldiers do not trust that their responses to these surveys will be kept confidential and admit to omitting and/or falsifying their responses to questions that they perceive as sensitive (Savell, 1993; Savell & Bright, 1996). In this context, sensitive questions are those questions in which respondents fear reprisal for giving a "wrong" answer or for admitting to undesirable behavior. It has been found that assurances of confidentiality do not necessarily lead to honest and candid responses (Singer, Hippler & Schwarz, 1992; Singer, Von Thurn & Miller, 1995) and, in fact, can lead to purposeful deceit (Ong & Weiss, 2000). We address this concern using data from the Army Personnel Survey Office (APSO) Survey on Officer Careers (SOC). The SOC survey requests that respondents provide their social security numbers (SSNs). We hypothesized that there would be differences in responses to sensitive questions for those respondents who provided social security numbers compared to those who did not. Our hypothesis was supported. For example, Soldiers who did not provide their SSNs expressed that they had significantly lower morale than did Soldiers who provided their SSNs, $\chi^2(4, N = 18{,}823) = 62.33, p = .000$. We propose to present the complete analysis of this study and discuss implications for future research using Army personnel surveys.

***Nonresponse Research in the Department of Defense*, James R. Caplan, Defense Manpower Data Center**
Typically, response rates are used as indicators of data quality because researchers fear that lower response indicates greater bias. It is extremely difficult to even estimate nonresponse bias, but easier to measure nonresponse. Because response rates across most populations have declined over the past twenty years, this possible problem has become more visible. At DoD, at this time, we have conducted the following studies: Eight Web-based surveys of Active Duty, reserve component, and civilian DoD employees consisting of cross-sectional samples of 32,000 to 71,000 persons were conducted followed by follow-up one-page paper surveys to nonrespondents to determine reasons for nonparticipation. Response rates for military members held relatively constant at 30% to 34%. Civilian response rate was 54%. An additional 5% to 7% of sample members answered the nonresponse questionnaires. Reasons for nonresponse were overwhelming related to lack of access to computers or lack of time to respond (especially deployed military members). Qualitative analysis of e-mail, postal mail, and phone calls by sample members confirmed that finding. Because of complete record data on all populations and sample members, DMDC was able to compare demographics of respondents to nonrespondents. Consistent findings were that nonrespondents tended to be lower grade, shorter term, and minority members. These groups have less access to computers, and so are oversampled in studies. Differences in attitudes expressed by these groups will be discussed. Such differences were more related to grade level than minority status. One comprehensive study of nonresponse sent paper questionnaires of the complete survey to Web nonrespondents. No differences in attitudes on key variables were found between Web and paper administration. Details on these findings will be presented along with the conclusion that nonresponse on employee questionnaires of DoD communities does not indicate bias.

***Trust and Completion of Surveys in the U.S. Navy*, Murrey G. Olmsted & Kimberly Whittam, Navy Personnel Research, Studies, & Technology**
Over the past several years, the U.S. Navy has been engaged in the process of transitioning much of the survey research enterprise to the Internet. This change of format has occurred as the everyday use of the Internet has increased in the life of the average Sailor. At the present, over 90 percent of Sailors have regular access to the Internet. A number of major initiatives such as the Navy/Marine Corps Intranet and the Information Technology for the 21st Century (IT-21) seek to provide universal access to for all personnel over the next few years. The Institute for Organizational Assessment at the Navy Personnel Research, Studies, and Technology Department (NPRST) is actively pursuing a variety of research on the validity and reliability of large-scale Internet-based personnel surveys. When transitioning surveys to the Internet, changes introduced by the new method may cause respondents to act differently than they would to traditional paper surveys. An area of particular interest is how these changes affect the trust of respondents in the organization. A number of previously published studies have shown potential respondents tend to not participate when they have trust concerns about how an organization will handle their data, the safety of their data, or whether they believe that data will be used effectively to affect change. To evaluate this issue, this presentation will compare the findings from two Navy surveys that have fielded parallel paper and Internet versions. These surveys include two editions of the Navy-wide Personnel Survey which both included Internet survey options; one edition included this option as an experiment, the other as a choice response option. The presentation will cover issues such as response rate, completion patterns, response to personal identifiers, and differences in item/scale responses between the paper and Internet versions of the surveys.

***Addressing Trust In The Anonymity And Confidentiality Of Web Surveys Through Usability Testing*, Kristofer Fenlason, Kyle Lundby, & Carrie Christianson DeMay, Data Recognition Corporation**
The continued migration of surveys from paper to Web affords researchers a number of advantages (e.g., reduced cycle time -- Kraut & Saari, 1999; greater control over survey flow – Dillman, 2000). However, survey practitioners are encountering respondent concerns about anonymity and confidentiality in this newer electronic mode -- Kraut & Saari, 1999; Thompson, et al., 2002). As with paper-based surveys, lack of trust in the anonymity and confidentiality of Web surveys may lead to undesirable outcomes such as: reduced willingness to complete the entire survey or certain items, diminished trust in the survey program (e.g., Kuhnert & McCauly, 1996), or biased answers. Survey practitioners have a longstanding interest in identifying and addressing factors that could affect perceptions of anonymity and confidentiality in paper-based surveys. Approaches have included incorporating assurances of confidentiality in communications (e.g., pre-survey announcements, cover letters) and avoiding the use of identifiers on surveys. While these can be effective approaches with paper-based surveys, the interactive and real-time nature of Web surveying raises additional challenges that make assessing user reactions to Web surveys so difficult and important (Dillman & Bowker, 2001). Usability testing may enable survey practitioners to assess the potential impact of these characteristics on respondents before fielding a survey. Although the body of published research about Web-survey usability is growing (e.g., Couper, Traugott, & Lamias, 2001; Couper, 2000) there is, as yet, no robust body of work specifically examining how usability testing might be applied to anonymity and confidentiality concerns. In this paper we briefly introduce a previously developed framework (Fenlason, Waller and DeMay, 2002) for organizing and addressing threats to anonymity and confidentiality in Web surveys. We then apply this framework to examine where and how usability testing might be targeted to address these concerns, providing practical recommendations and speculating about future research needs.

***Maintaining Confidentiality in a Report Generator for a Longitudinal Research Project*, Jacqueline A. Mottern, Marta E. Brown, Marian E. Lane, & Michael A. White ,U.S. Navy Personnel Research, Studies and Technology**
Support for longitudinal research is often difficult both to obtain and to sustain in large part because sponsors want data in a shorter time period and with periodic updates uncommon in a pure research setting. In an organization such as the Navy, this is complicated by the fact that commanders usually serve for a short time period—usually two or three years. Commanders who commit resources, either manpower or money, want to have results while they are still in command and can reap benefits from the project itself. A key concern in providing real-time results is maintaining the confidentiality of the respondents. In an effort to reconcile the "wants" of the sponsors with the responsibility of protecting the respondents, the Navy's 1st Watch project has developed and deployed a web-based report generator, The 1st Watch 12 O'clock Report, for the five questionnaires in a five-year longitudinal research project on first term enlisted retention and attrition. Key commands have password-protected access to the report and can generate simple frequencies (with up to 5 levels of stratification) and graphs of individual items in the questionnaires, as well as reports on specific sub-sets of the data. Confidentiality of respondents is maintained through removing identifying information from a query database, and only aggregated group data are provided. Databases supporting the report generator are updated weekly and comparisons of data over time are possible.

## VARIOUS APPROACHES TO NONRESPONSE

***Exploring Survey Nonresponse in the UK: The Census-Survey Nonresponse Link Study*, Roeland A. Beerten, UK Office for National Statistics, roeland.beerten@ons.gov.uk, and Stephanie Freeth, Office for National Statistics, stephanie.freeth@ons.gov.uk**
Like other survey organisations, the UK Office for National Statistics (ONS) has seen a decline in response rates on major UK government surveys during the last few decades. In order to investigate the factors that affect nonresponse ONS has been carrying out research on survey nonresponse following the three last decennial Censuses of the population in Britain (1971, 1981 and 1991). In 2001 the most ambitious study in connection with the 2001 Census was set up. Addresses sampled for surveys taking place around the time of the Census have been linked with census records at both the household and the individual respondent level. In addition, and for the first time, observations made by the interviewer at the time of the interview, interviewer attitudes, area characteristics and survey design features have also been linked. Thus, a large number of variables are available to investigate the factors that affect both contact and co-operation. This work builds on previous research and extends the work of Groves and Couper (1998) by including individual respondent-level information. This paper presents an overview of the study and the methods being used by ONS to investigate the relative contribution of different factors affecting nonresponse. We will provide an overview of the various data sources, the data linking process, the analysis strategy, and we will present the first results from our analysis.

***Discovering Rare Urban Populations for Community Health Surveys: Area Probability vs. GIS-based Telephone Sampling Approaches*, Edward Marks English, NORC, english-ned@norcmail.uchicago.edu, and Whitney E. Murphy, National Opinion Research Center, murphy-whitney@norcmail.uchicago.edu**
Efficiently discovering rare populations of interest is an obstacle often encountered in survey research. This paper examines disparate approaches used by the CDC-sponsored REACH 2010 Risk Factor Survey to interview rare populations in two urban settings. In the first instance an area probability methodology was utilized to interview Cambodian households in Lowell, Massachusetts in 2002. Cambodians comprised a very small portion of the city's population but even less so of the total households, which had a significant impact on data collection costs. The second round of the survey used a stratified telephone sampling procedure which will be compared to the field method.

In the second instance a GIS (Geographic Information Systems) – based telephone sampling approach was utilized to identify African-American and Hispanic households in Hillsborough County, New Hampshire. These two populations together comprised 4% of the total county population. Using a sophisticated sampling method, we were able to realize a racial eligibility rate of 11% among sample households which allowed telephone interviewing to be conducted instead of a more costly field interviewing approach. This paper examines the cost and effectiveness of each approach, explores possibilities of other methods (such as adaptive sampling), and discusses their applicability to discovering rare populations in similar urban settings.

*Survey Letters: A Respondent's Perspective,* **Ashley Landreth, U. S. Census Bureau, ashley.denele.landreth@census.gov**
Federal survey efforts rely on letters sent to respondents to create interest and encourage response, but they also serve as vehicles for conveying informed consent messages. The survey research community has explored the issue of survey letters' in terms of their influence over cooperation rates, with both positive results (Groves & Couper, 1998; Dillman, 2000) and those that failed to yield significant results (Lynn et al., 1989; Dillman, 2000). Other researchers have turned their attention to exploring letter features respondents find most salient (Bowers and Gonzalez, 2002), information respondents expect to see in a letter (White, Martin, Bennett, and Freeth, 1998), and letter content analysis (Luppes, 1995). Aside from these examples, the published research lacks a consideration of respondents' reactions to and interpretations of survey letters. With cooperation rates at stake, what do we really know about how respondents perceive and react to messages within survey letters? What do we know about their informational needs or limitations when asked to participate in a survey? Research with letters (i.e., focus groups and cognitive interviews) from two demographic surveys produced design principles for survey letters' content and presentation order. These design principles facilitated the creation of two sets of survey letters and materials intended for use in a split-panel experiment with a self-administered mail survey, the American Community Survey (ACS), which measured response rate effects caused by shifting the mandatory survey to a voluntary survey. 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 mail survey, produced information about respondents' processing strategies, informational needs, as well as themes in the letters' content that impeded comprehension.

*CASI Supplemental Survey Nonresponse,* **Jibum Kim, NORC, jbk7000@naver.com, Tom W. Smith, NORC, smitht@norc.uchicago.edu, Seokho Kim, University of Chicago, kim-seokho@norc.net, Jeong-Han Kang, University of Chicago, jkang@uchicago.edu, and Jeniffer Berktold, NORC, berktold-jennifer@norc.net**
Supplemental surveys are used as data extenders and cost minimizers. Since 1980, the General Social Survey (GSS) has included supplemental surveys, such as the International Social Survey Program (ISSP) modules or sensitive questions, such as sex behavior. These self-administered supplemental surveys are conducted after the core survey of the GSS is completed. Despite the wide use of the ISSP modules, less attention has focused on supplemental survey nonresponse. In 2002, the GSS core survey using CAPI was followed by CASI supplemental survey. For the first time, therefore, we have the opportunity to examine the correlates of CASI supplemental nonresponse. About 16% (N=431 of 2765) did not complete the supplemental surveys. Using logistic regression, we find that those who are old, black, living in South, those who did not report income, were not born in U.S., or do not use computers are more likely to be non-respondents. Furthermore, among respondents asked to complete the social network questions (N=1372), those who are married, female, or living without parent at age 16 are also more likely to be non-respondents. Future studies using the social network questions in the GSS should consider the effects of these correlates on the variables of interest for any bias.

## ROLE OF THE INTERVIEWER

*Time Is Money: Pace of Interviews and Accuracy of Recall,* **Matthias E. Kretschmer, ZMG Zeitungs Marketing Gesellschaft, mkretschmer@gmx.net**
Advertisement recall is a core variable in marketing research and thus accuracy of ad recall is eminent to any marketing survey. Literature about experiments (Schwarz, 1999) suggests that giving respondents time to think and respond, giving feedback (Cannell), or handing visual keys of brands increases the quality of recall. Telephone interviews is the only method that is reasonable for weekly tracking survey of the general public. Due to the unnatural situation imposed by a telephone conversation - which reduces communication to verbal channels - interviewers have to be very careful and well trained to achieve a high level of accuracy and quality. One central issue is the pace of the interview. Zouwen, Dijkstra, and Smit (1991) presented the results of longitudinal interviewer effects, where interviewer behaviour changed over the course of doing several interviews. This research addresses the accuracy and quality of response in a non experimental environment. More specifically, we look at three questions: First, whether the length of each interview decreases over sequences of interviews conducted by interviewers. Secondly, if the quality of responses correlates with the pace of the interview. And lastly whether accuracy and quality of the response decrease in a sequence of interviews conducted by an interviewer.In our weekly tracking survey, we assess advertisement recall as well as evaluation of advertisement campaigns and of clients. In 2003, more than 500 interviewers conducted 18,000 telephone interviews which last on average about 30 minutes. Interviewers increase the pace of interviews by approximately 25 seconds with every interview they conduct. This process is linear for about 14 interviews a week. Speeding up the interviews does not equate to a more efficient performance but rather it comes at the cost of pushing the respondents to answering at a faster pace. Shorter time of interviews lead to reduced advertisement recall.

*Using Interviewer Observations as Predictors of Contactability in Face to Face Surveys - A Cross-Country Comparison,* **Sonja I. Ziniel, Graduate Program in Survey Methodology - University of Michigan, sziniel@isr.umich.edu**
The success of contacting a household depends among other factors on the compatibility of the call schedule and the at-home patterns of the persons living in the sample unit. In face-to-face interviews, interviewer observations, such as the existence of access impediments, could be used to suggest alternative call scheduling for groups of sample units with different physical access impediments. This paper addresses thus the following questions: 1. Do various observable attributes of sample areas and housing structures predict the amount of effort required to obtain contact with a sample household? 2. For groups requiring more attempts to achieve first contact, are there different calling schedules that reduce the overall number of calls needed for a first contact? 3. Are the calling schedules reducing the overall number of calls to first contact similar across different countries; or are successful calling schedules for different groups rather country-specific? The database to address these questions will consist of the National Survey of Family Growth data (NSFG), Cycle 6 (2003) as well as of the data of the European Social Survey (ESS), Round 1 (2003) that includes 23 European countries. Both surveys ask interviewers as part of the field administration to record observations about the existence of physical impediments and provide together with their call records a suitable database to address these questions.

***The Role of the Interviewer in Cognitive Interviewing Evaluations of Questionnaires*, Paul C. Beatty, National Center for Health Statistics, pbeatty@cdc.gov**

The basic parameters of cognitive interviewing for improving survey questionnaires (e.g., prompting participants to think out loud, probing about interpretations of questions, and so on) have been well established for a number of years. However, these basic parameters are general enough to allow considerable latitude in practices—thus, activities that share the label of "cognitive interviewing" could in reality be quite different. Current cognitive interviewing practices reflect two distinctive paradigms, with different conceptualizations of the role of the interviewer. The first is closely tied to psychological methods of protocol analysis and considers the interviewer to be primarily a data collector. Such interviewers are expected to intervene in the data collection process as little as possible, thereby allowing systematic analysis across interviews. The second is a more active form of in-depth interviewing in which the interviewer is charged with exploring meanings of responses in a less structured manner. Such interviewers would make active decisions about issues to explore based on particulars emerging from each interview. As background, this paper will show how these somewhat divergent practices came to be incorporated under the same label. Its main emphasis will be on exploring the practical implications of these paradigms in terms of what interviewers should actually do in cognitive interviewers, what sort of background would be ideal for them to meet their objectives, and how interviewer behavior shapes the evidence that is used to make questionnaire design decisions. It will also explore some of the tradeoffs involved in scripted vs. unscripted probing, propose guidelines for choosing probes, and criteria for determining whether or not probes are working effectively. The theoretical arguments raised in this paper will be complemented by examples from cognitive interview studies conducted at NCHS.

***Interviewers' feedback on NHANES outreach strategies and materials*, Yinong Chong, Centers for Disease Control and Prevention, ychong@cdc.gov, Pat Montalvan, Westat, Inc, MONTALP1@WESTAT.com, and Kathryn Porter, Centers for Disease Control and Prevention, kporter@cdc.gov**

Over the past four decades, the National Health and Nutrition Examination Survey (NHANES) has developed various strategies to help household interviewers obtain high survey participation. Current practices include securing national and local community support and endorsements, enhancing the study publicity and media campaign, and continuous development and improvement of printed materials aimed at potential participants and a broader community audience. How useful are these outreach programs and materials for doorstep interaction and refusal conversion? How do interviewers use these materials? Do they use different materials for different situations and population groups? Do potential participants show any signs of actually reading these materials? These were some of the issues addressed in this first time systematic evaluation of all outreach strategies and materials used by NHANES in-person interviewers. Data was collected by administering paper-and-pencil questionnaires to about 30 interviewers working in 2001 and 2003 respectively. Each query received a 100% response rate. Data showed that interviewers deemed a variety of outreach efforts and materials as very useful. Ranked at the top were outreach efforts significantly enhancing the visibility and legitimacy of the study, such as study publicity and endorsement letters. Outreach materials addressing important survey questions and health issues of common interests were also ranked at the top. Data also clearly demonstrated that many interviewers used these materials frequently and creatively, often tailoring their material usage to suit different audiences and situations. It is also evident that interviewers effectively used printed materials to prepare themselves in anticipation to various questions, concerns and even suspicions among different participants. The study concluded that effective outreach programs and high quality materials have contributed significantly to NHANES interviewers' success in maintaining an over 80% interview rate over the years.

***Nonverbal cues of respondents' need for clarification in survey interviews*, Frederick G. Conrad, University of Michigan, fconrad@isr.umich.edu, Michael F. Schober, New School for Social Research, schober@newschool.edu, and Wil Dijkstra, Free University, w.dijkstra@nias.knaw.nl**

Survey respondents can interpret ordinary survey concepts in numerous ways (e.g., Belson, 1986; Suchman & Jordan, 1990), which can lead to answers that don't match survey designers' intentions (Conrad & Schober, 2000; Schober & Conrad, 1997; Schober, Conrad & Fricker, in press). In telephone surveys, respondents sometime indicate their need for clarification through verbal disfluencies like ums, uhs, and pauses (Bloom & Schober, 1999, among others). In face-to-face interviews, where interviewers have access to more cues of respondents' understanding and need for clarification (nods, raised eyebrows, averted gaze), interviewers have different opportunities for communicating the intended meaning of questions. The current 2 x 2 experiment contrasts Dutch respondents' cues of need for clarification in (1) face-to-face and telephone interviews, and in (2) strictly standardized interviews (e.g. Fowler & Mangione, 1990) and conversational interviews (e.g. Schober & Conrad, 1997). Standardized interviewers avoided clarifying survey terms so that all respondents were presented with the same stimulus; conversational interviewers could clarify survey terms to ensure that respondents understood as intended. Eight experienced interviewers carried out 42 interviews (6 factual and 11 opinion questions). Interviewers' and respondent's faces were videotaped and digitized. After the interview, respondents completed a paper-and-pencil questionnaire with the original questions plus standard definitions of the key concepts, enabling them to answer according to the survey designers' conceptions. Thus response change indicates when respondents' understanding in the first interview differed from what the survey designers intended. Despite the availability of visual cues, respondents' understanding in face-to-face interviews was no better than in telephone interviews. Analyses compare how need for clarification is resolved in the two modes, e.g. "uh-huh"s may increase when nods cannot be seen, for cases where responses changed vs. those where they did not. Results can help train conversational interviewers, design speech interfaces and explain certain mode effects.

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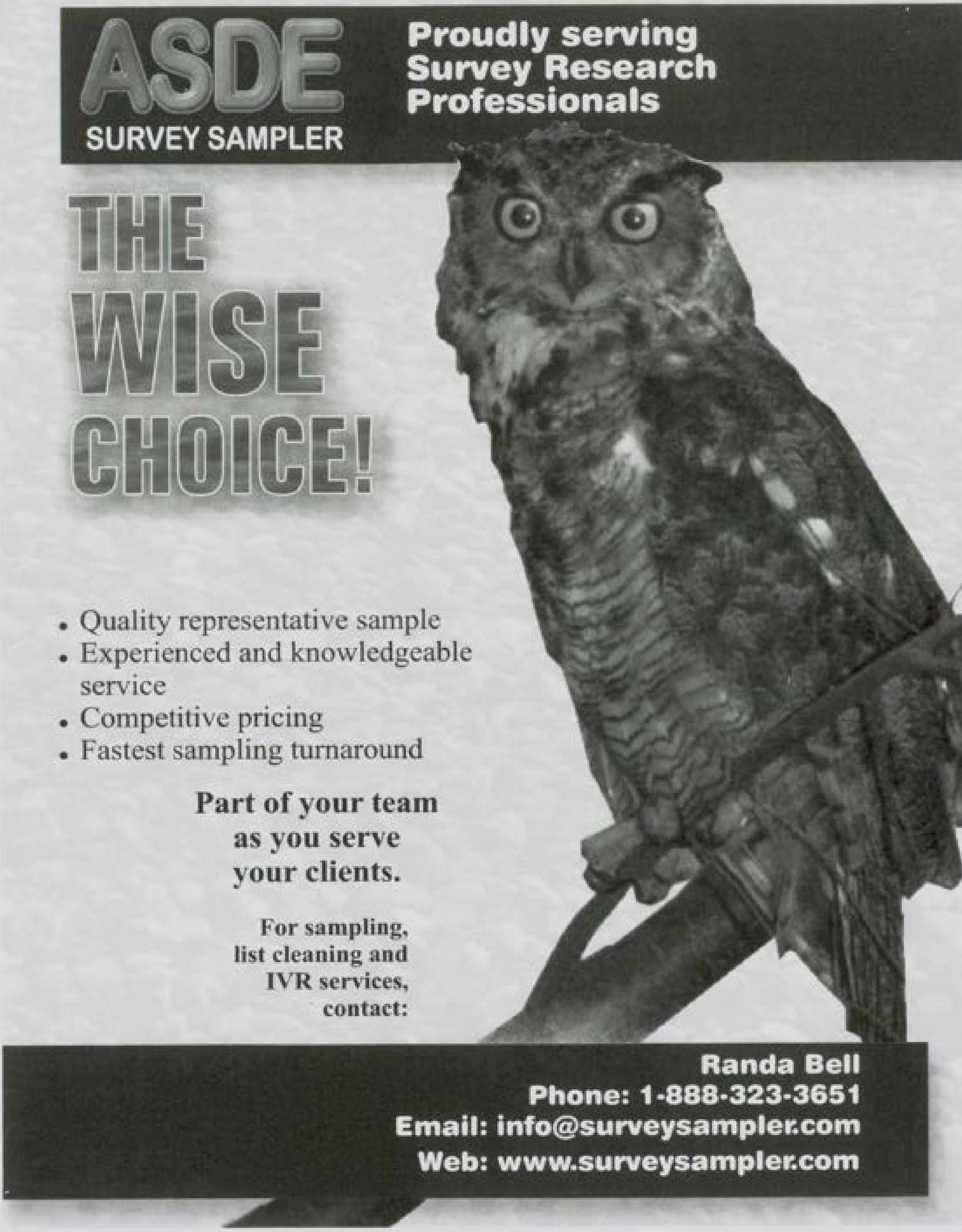
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Montreal, Canada

# -※- AAPOR Executive Office -※-

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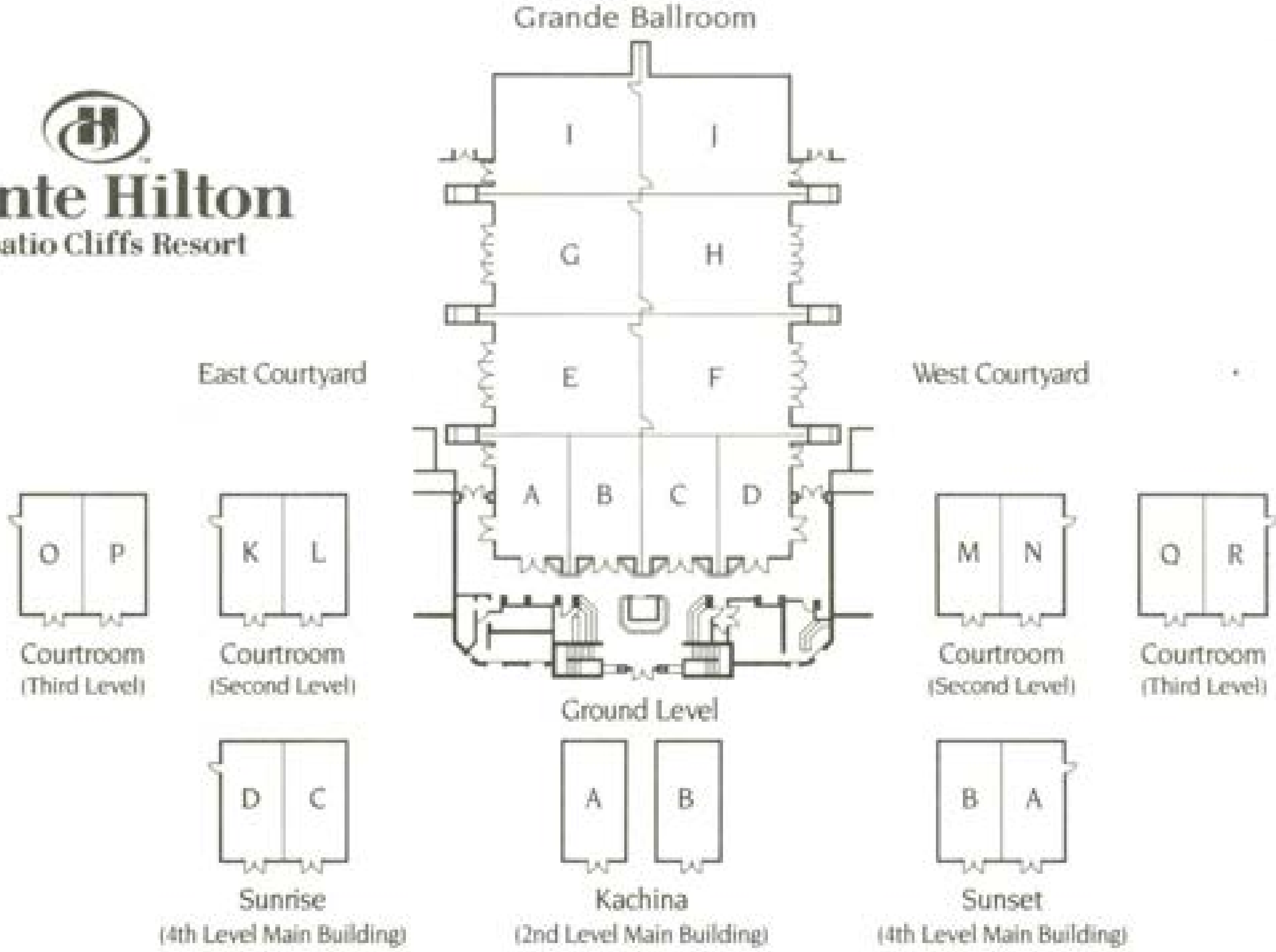
# *Meeting Facilities*

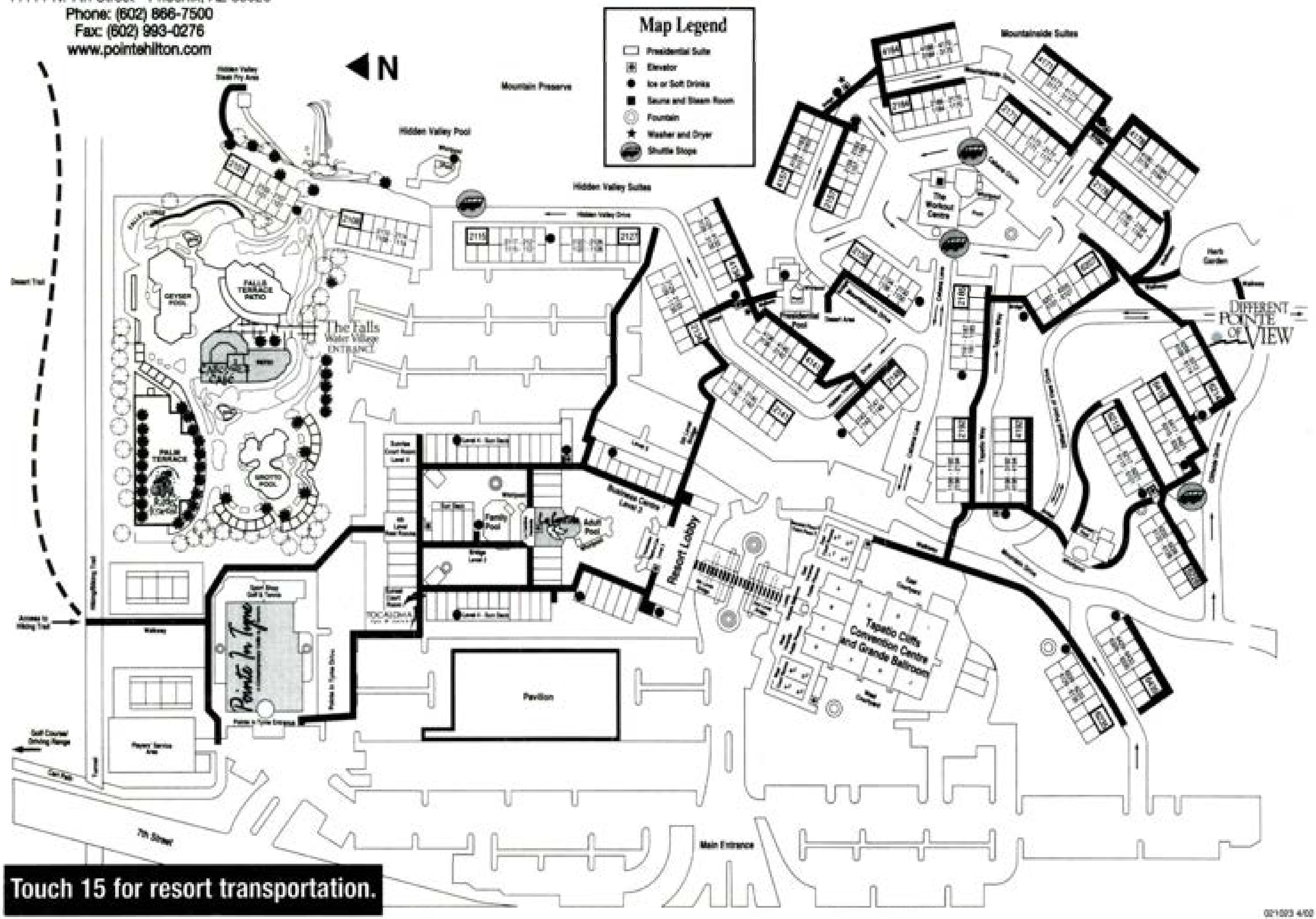
## Pointe Hilton Tapatio Cliffs Resort

Pointe Hilton
Tapatio Cliffs Resort



Pointe Hilton
Tapatio Cliffs Resort
11111 N. 7th Street • Phoenix, AZ 85020
Phone: (602) 866-7500
Fax: (602) 993-0276
www.pointehilton.com

# RESORT MAP




**Touch 15 for resort transportation.**

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