

FIFTIETH AAPOR CONFERENCE PROGRAM

DIDACTIC SESSIONS

The Current Art of Questionnaire Design

Nancy A. Mathiowetz, Division of Statistics and Research Methodology, Agency for Health Care Policy and Research

Public Opinion Resources on the Internet

Tom W. Smith, National Opinion Research Center, University of Chicago, and Scott Althaus, Northwestern University

PLENARY SESSION

SURVEYS AND SEX: SCIENCE, POLITICS, AND RESPONSE TO THE NATIONAL HEALTH AND SOCIAL LIFE SURVEY

Organizer and Chair: Tom W. Smith, National Opinion Research Center, University of Chicago

Speakers: Edward O. Laumann, Department of Sociology, University of Chicago, and Stuart Michaels, National Opinion Research Center, University of Chicago

Discussants: Ronald W. Wilson, National Center for Health Statistics, and Sandra H. Berry, Survey Research Group, RAND Corporation

PANEL: CUSTOMER SATISFACTION

Organizers: Norbert Schwarz, Institute for Social Research, University of Michigan, and Tracy Wellens, U.S. Bureau of the Census

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

Customer Satisfaction Measurement Issues in the Federal Government

Tracy Wellens and Elizabeth A. Martin, U.S. Bureau of the Census

How Do Respondents Answer Satisfaction Questions?

Norbert Schwarz, Institute for Social Research, University of Michigan

Customer Satisfaction Measurement Issues in the Private Sector

Jacob Ludwig, Princeton Survey Research Associates

Discussant: Seymour Sudman, University of Illinois

NEW DEVELOPMENTS IN SURVEY SAMPLING

Chair: Robert G. Mason, Survey Research Center, Oregon State University

The Relative Magnitude of Interviewer Effect and Sample Design Effects on Survey Precision

Colm O'Muircheartaigh, London School of Economics, and Pamela C. Campanelli, Survey Methods Centre, Social and Community Planning Research, London

Pre-identification of Nonworking and Business Telephone Numbers in List-Assisted Random-Digit-Dialing Samples

Michael P. Battaglia, Abt Associates, Inc.; Amy Starer and Jerry Oberkofler, GENESYS Sampling Systems; and Elizabeth R. Zell, Centers for Disease Control and Prevention

Substitution in Telephone Surveys: An Empirical Study

Gösta Forsman, MAI, Linköping University, Linköping, Sweden

Now You See It, Now You Don't: The Impact of Sampling Frame on Sample Estimates

John M. Boyle, Schulman, Ronca and Bucuvalas, Inc., and Carla Jackson, Tennessee Valley Authority

Discussant: Robert M. Groves, Joint University of Maryland/University of Michigan Program in Survey Methodology

THE 1994 ELECTIONS: WHAT HAVE WE LEARNED?

Chair: Robert M. Eisinger, University of Chicago

The Public Opinion Basis of the 1994 Election

Scott Keeter, Virginia Commonwealth University

The "Angry White Male" in the American South: Testing Assumptions about Politics and Ideology in the 1994 Elections

Mark Stephen Jendrysik and Jose Miguel Sandoval, Institute for Research in Social Science, University of North Carolina

Florida's Undecided Voters in the 1994 Elections: Turning to the New Right or to Middle American Individualism?

Hugh Gladwin and Douglas McLaughen, Institute for Public Opinion Research and School of Journalism and Mass Communication, Florida International University

Interpreting the 1994 Election Results: A Direct Test of Competing Explanations

Alfred J. Tuchfarber, Stephen E. Bennett, Andrew E. Smith, and Eric W.

Rademacher, Institute for Policy Research, University of Cincinnati

A Public Opinion Model to Predict Changes in Congressional Elections

David W. Moore, Gallup Organization

Discussant: Cliff Zukin, Eagleton Institute of Politics, Rutgers University

REPORTING RACE AND ETHNICITY, UNDERSTANDING PREJUDICE AND SEGREGATION

Chair: C. D. D. Walker Cohen, Princeton University

The Reporting of Race and Ethnic Origin in Government Surveys and Censuses: Research Issues for the 1990s and Beyond

Manuel de la Puente, Center for Survey Methods Research, U.S. Bureau of the Census

The Societal Context of the Current Population Survey Supplement on Race and Ethnicity

Ruth B. McKay, Bureau of Labor Statistics

Whites' Racial Attitudes by Mouth and by Mail

Maria Krysan, University of Michigan

Toward a Typology of Education Effects

Charlotte Steeh, University of Michigan

Segregation and Turnout in Urban America

Kurt C. Schlichting, Fairfield University, Peter S. Tuckel, Hunter College, City University of New York, and Richard Maisel, New York University

Discussant: Lawrence D. Bobo, University of California, Los Angeles

EVALUATING NEW TECHNOLOGIES: ON-RAMPS TO THE COMING SUPERHIGHWAY?

Chair: Young I. Chun, Bureau of Labor Statistics

Pathfinder: A Benchmark Consumer Study for New Media

Carol P. Stowell, Arbitron Company

Popular Interest in Interactive Media

Mark Gallops, Time Inc.

How and Why People Watch TV: Implications for the Future of Interactive Television

Barbara Lee, Barbara Lee Research, and Robert S. Lee, Lubin School of Business, Pace University

Multi-Media in Teaching: Student Opinions

Ananda Mitra, Wake Forest University

Using Survey Research Data for Concept Testing in High-Tech Markets: A Structural Modeling Approach

Ruby Roy Dholakia and David R. Fortin, University of Rhode Island

Discussant: W. Russell Neuman, Murrow Center, Fletcher School, Tufts University

HOW AMERICANS VIEW HISTORY AND PUBLIC OPINION: HISTORICAL TREATMENTS

Chair: Helen M. Crossley, Research Consultant, Princeton, New Jersey

Exploring the Past Using Survey Research: Procedures and Problems

Christopher Botsko and John M. Kennedy, Center for Survey Research, Indiana University

Popular Opinion about Public Opinion: What We Know and Why We Should Care

Ellen M. Dran, Center for Governmental Studies, Northern Illinois University, and Anne Hildreth, State University of New York, Albany

Media as Opinion Resources: Are the 1990s a New Ball Game?

Doris A. Graber, University of Illinois at Chicago

Discussant: Peter V. Miller, Northwestern University

PANEL ON STRATEGIES FOR REDUCING UNIT NONRESPONSE IN LARGE-SCALE RDD SURVEYS

Organizers: Paul J. Lavrakas, Northwestern University, and Michael P. Battaglia, Abt Associates

Chair: Paul J. Lavrakas, Northwestern University

Using Advance Respondent Letters in Random-Digit-Dialing Telephone Surveys

Donald P. Camburn, Abt Associates, Paul J. Lavrakas, Northwestern University, Michael P. Battaglia, Abt Associates, and James T. Massey and Robert A. Wright, National Center for Health Statistics

Answering Machine Messages as Tools for an RDD Telephone Survey

Kymn M. Kochanek, Donald P. Camburn, Ann-Sofi Rodén, and Marilyn Sawyer, Abt Associates; Charles D. Wolters, KLEMM Analysis Group; James T. Massey, National Center for Health Statistics; and Elizabeth R. Zell and Pamela L. Y. H. Ching, Centers for Disease Control and Prevention

The Use of Real-Time Language Translation Services in RDD Telephone Surveys

Kymn M. Kochanek, Abt Associates, and Elizabeth R. Zell, Centers for Disease Control and Prevention

Calling Local Telephone Company Business Offices to Determine the Residential Status of a Wide Class of Unresolved Telephone Numbers in a Random-Digit-Dialing Sample

Michael P. Battaglia, Gary Shapiro, and Donald P. Camburn, Abt Associates; and James T. Massey and Linda I. Tompkins, National Center for Health Statistics

Discussant: Johnny Blair, Survey Research Center, University of Maryland

TREND ANALYSIS: EXPLOITING CHANGE TO INFER CAUSATION

Chair: Nicholas J. Tortorello, Roper Starch Worldwide

The Political Values of the American Public

Cliff Zukin, Margery Brown, and Cynthia Smith, Eagleton Institute of Politics, Rutgers University

Measuring Social Capital in America: Individual and Aggregate Time-Series Models of Interpersonal Trust

John Brehm, Duke University, and Wendy Rahn, University of Wisconsin and Duke University

Forecasting the 1996 Election: Democrats Hold White House

Helmut Norpoth, State University of New York at Stony Brook

The Dynamics of Public Opinion regarding Clean Fuel Vehicles: An Analysis of Trends in Survey Data and Media Content from 1993 to 1995

Jane G. Torous and Thomas F. Golob, Institute of Transportation Research, University of California, Irvine

The Transduction Paradigm for Public Opinion Formation: A Natural Science Perspective

David P. Fan, University of Minnesota

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

PANEL ON THE 1994 ELECTIONS: A VIEW FROM THE STATES

Organizer and Chair: Fred Solop, Northern Arizona University, for the National Network of State Polls

A View from Virginia and the Commonwealth Poll

Scott Keeter, Department of Political Science and Public Administration, Virginia Commonwealth University, and Director, the Commonwealth Poll

A View from Ohio and the Ohio Poll

Alfred J. Tuchfarber, Institute for Policy Research, University of Cincinnati, and director, the Ohio Poll

Elections '94: A View from Arizona

Fred Solop, Northern Arizona University

A View from Florida

Suzanne Parker, Survey Research Laboratory, Florida State University

Discussants: Robert Oldendick, Institute of Public Affairs, University of South Carolina, and Michael R. Kagay, *New York Times*

SATISFACTION: DOES THE CONCEPT GENERALIZE ACROSS STUDIES?

Chair: Sherry Marcy, DataStat, Inc.

Customer Satisfaction by Industry among Demographic and Socioeconomic Groups

Barbara Everitt Bryant, School of Business Administration, University of Michigan

A Corporate Employee Satisfaction Survey: View from a Systemic Assessment

Judith M. Tanur, State University of New York at Stony Brook, and Brigitte Jordan, Xerox Palo Alto Research Center

Threats to Effective Customer Satisfaction Surveys

Mary Jane Heavener and Carla P. Jackson, Tennessee Valley Authority

Discussant: Arthur Sterngold, Institute for Management Studies, Lycoming College

SURVEY AND MARKET RESEARCH MEET THE INTERNET

Chair: Robert S. Lee, Lubin School of Business, Pace University

Using E-Mail to Measure Presidential and Congressional Approval

Jan Werner, Jan Werner Data Processing; Richard Maisel, New York University; and Katherine Robinson, Prodigy Services

A Study of Civic Life on the Internet

Bonnie Fisher, Michael Margolis, and David Resnick, Center for the Study of Democratic Citizenship, University of Cincinnati

Internet Signatures Collection: An Approach to Conducting "Research"

Sandy Tse, University of South Australia, and Philip Tsang and Noel Witney, Charles Sturt University, Wagga Wagga, Australia

Archiving of Private-Sector Public Opinion Databases: The Role of the Centre for the Study of Public Opinion

Robert Burge, Centre for the Study of Public Opinion, Queen's University, Kingston, Ontario, Canada

Discussant: Tom W. Smith, National Opinion Research Center, University of Chicago

PANEL ON AAPOR'S HISTORY I: "A MEETING PLACE," HOW IT ALL BEGAN, AAPOR AND THE WORLD

Organizer: Herbert I. Abelson, Survey Research Center, Princeton University

Chair: Burns W. Roper, Roper Starch Worldwide

Reflections On "A Meeting Place"

Warren Mitofsky, Mitofsky International

How It All Began

Donna Card Charron, Decision Research

Common Sense, Theory, Technology, and the Social Environment

Jack Elinson, Columbia University

AAPOR and the Polls

Kathleen A. Frankovic, CBS News

Government Relations

Herbert I. Abelson, Princeton University

AAPOR and the Media

Albert E. Gollin, New York, New York

Discussant: Eleanor Singer, Survey Research Center, Institute for Social Research, University of Michigan

POSTER SESSION I

Assessing Data Quality: Reliability and Validity of Responses in a Survey of Eighth, Tenth, and Twelfth Grade Students and Their Parents

Sameer Y. Abraham, Lance A. Selfa, and Hiroaki Minato, National Opinion Research Center

Accuracy of Recall in a Panel Survey of Criminal Victimization: Effects of Question Domain and Recurrence of Victimization

Scott R. Beach and Martin S. Greenberg, University of Pittsburgh

An Experiment Testing Question Order Effects—Particularly Primacy Effects—in a Population of Older Volunteers

Rachelle L. Cummins, American Association of Retired Persons

Working with Institutional Review Boards in Order to Conduct a Survey in the Hospital Setting

J. Michael Dennis and Mary C. Burich, Abt Associates

Presidential Polling in the Eisenhower White House

Robert M. Eisinger, University of Chicago

Political Activists among the Older Population—Are Their Views Different?

Edward L. Evans and Robert H. Prisuta, American Association of Retired Persons

Two Methods for Measuring the Dimensions of Public Opinion

Salma Ghanem and Dixie Evatt, University of Texas, Austin

The Strong, Largely Unknown Support of the American People for the United Nations: Do Politicians and Pollsters Fail to Ask Important Questions?

Alan F. Kay, Americans Talk Issues Foundation

Managing Complex Samples Using Computer-Aided Sample Management

Sherry Marcy, DataStat, Inc., and Jacob Ludwig, Princeton Survey Research Associates

Differences in Respondents: A Study of Refusals Converted Using Letters

Janet I. McConeghy, Northern Illinois University, and Linda K. Pifer, International Center for the Advancement of Scientific Literacy, Chicago Academy of Science

On the Relationship between Mortality Statistics and Death Certificate Format

David J. Mingay, National Opinion Research Center, University of Chicago; Albert F. Smith, Cleveland State University; and Jared B. Jobe and James A. Weed, National Center for Health Statistics

Damned Lies, Lies and Time Estimates

John P. Robinson, University of Maryland

Survey Research, Strategic Planning, and Change: A Case Study of the Accounting Profession

Gary Siegel, School of Accountancy, DePaul University

Trends in Survey Non-response around the World

Tom W. Smith, National Opinion Research Center, University of Chicago

Polling on Foreign Policy Crises: Ascertaining the Questions to Ask

Richard Sobel, Center for International Studies, Princeton University

Survey Introductions: Use of the Advance Organizer in Survey Research

Deborah Stone, Bureau of Labor Statistics

PANEL: CAPI—WHAT WORKS AND WHAT DOES NOT?

Organizer and Chair: Karol Krotki, Institute for Social Research, Temple University

Panel Members: Karl R. Landis, Institute for Social Research, Temple University;

William L. Nicholls II, U.S. Bureau of the Census; Robert L. Santos, Survey Research Center, Institute for Social Research,

University of Michigan; Sandra Sperry, Westat, Inc.; Michael F. Weeks, Research Triangle Institute; and Mark S. Wojcik, National Opinion Research Center

DK RESPONSES: WHAT DO WE KNOW ABOUT "DON'T KNOW"?

Chair: Phil Gendall, Massey University, Palmerston North, New Zealand

A Framework for Evaluating "Don't Know" Responses in Surveys

Paul Beatty and Douglas Herrmann, National Center for Health Statistics

The Quality of Survey Data as Affected by Question Difficulty and Respondents' Cognitive Capacities

Bärbel Knäuper, Robert F. Belli, A. Regula Herzog, and Daniel H. Hill, ISR, University of Michigan

I Don't Feel Like Answering That One: The Role of Affective Orientation in Item Nonresponse

Daniel G. McDonald, Cornell University

General Attitudes versus Informed Opinions: DK Filters Revisited

Arthur H. Sterngold, Institute for Management Studies, Lycoming College, and

Robert O. Herrmann and Rex H. Warland, Pennsylvania State University

Discussant: McKee J. McClendon, University of Akron

EXIT POLLING: FOUR CRITIQUES

Chair: Robert Oldendick, Survey Research Lab, Institute of Public Affairs, University of South Carolina

The Impact of the Interviewer on Exit Poll Data Quality

Murray Edelman and Daniel M. Merkle, Voter News Service

Issue Voting in Exit Poll Reports: How Much of It Is Artifact?

George F. Bishop and Bonnie Fisher, Behavioral Sciences Laboratory, University of Cincinnati

Who Votes . . . Early?

Kenneth M. Goldstein, University of Michigan

The Pressure to Answer Survey Questions Revisited: Reports of Fictitious Votes in a 1994 Exit Poll

Eric W. Rademacher, Timothy J. Holp, Bonnie Fisher, and George F. Bishop, University of Cincinnati

Discussant:

Warren J. Mitofsky, Mitofsky International

PUBLIC ATTITUDES TOWARD GOVERNMENT AND THE STATE OF THE NATION

Chair: Clyde Tucker, Bureau of Labor Statistics

Public Attitudes toward Data Sharing by Federal Agencies

Eleanor Singer, Survey Research Center, Institute for Social Research, University of Michigan, and Nora Cate Schaeffer, University of Wisconsin—Madison

Direct and Indirect Sources of Public Perceptions about the Economy

Carolyn L. Funk and Patricia A. Garcia, Rice University

What Does the Public Know about Entitlements?

Karen Donelan and Robert J. Blendon, School of Public Health, Harvard University, and Craig A. Hill, National Opinion Research Center

The Impact of Self-Interest on Public Opinion toward Health Care Reform

Sophia Chan, University of Wisconsin

Discussant: Barbara Everitt Bryant, School of Business Administration, University of Michigan

PANEL ON AAPOR'S HISTORY II: PUBLICATIONS, MEMBERSHIP, CONFERENCE, CULTURE, GOVERNANCE, AND FINANCES

Organizer: Herbert I. Abelson, Survey Research Center, Princeton University

Chair: Leo Bogart, New York, New York

Remembering Central City—a Firsthand Account

John C. Maloney, John C. Maloney & Associates, Inc.

Looking Back on AAPOR Publications: Some Conclusions Based on Personal Experiences

W. Phillips Davison, Princeton, New Jersey

Membership

Helen M. Crossley, Research Consultant, Princeton, New Jersey

Annual Conference Program

Harold Mendelsohn, University of Denver

Change and Diversity in AAPOR Culture

Gladys Engel Lang and Kurt Lang, University of Washington

Governance and Finances

Laure M. Sharp, Westat, Inc.

Discussant:

Herbert E. Krugman, Stamford, Connecticut

EVALUATING COMPUTER ASSISTANCE: CAPI, CASI, AND AUDIO-CASI

Chair: Kristen L. Conrad, Chilton Research Services

The Effects of Interviewer Experience on Response Rates in a Longitudinal CAPI Survey

Richard L. Apodaca, Andrew N. Williams, and Ruth T. Malloy, Westat, Inc.

Evaluation of a Computer-Assisted Self-Interview (CASI) Component of a CAPI Survey

Mick P. Couper and Benjamin Rowe, Survey Research Center, Institute for Social Research, University of Michigan

Respondent Preferences toward Audio-CASI and How That Affects Data Quality

Susan H. Kinsey, Jutta S. Thornberry, Chris P. Carson, and Allen P. Duffer, Research Triangle Institute

A Comparison of Three Methods of Data Collection: CAPI, CASI, and Audio-CASI

Roger Tourangeau and Tom W. Smith, National Opinion Research Center

Discussant: Karol Krotki, Institute for Social Research, Temple University

ATTACKING NONRESPONSE AND ATTRITIONChair: Janet I. McConeghy, Public Opinion Laboratory, Northern Illinois University
Once Reluctant, Always Reluctant? Effects of Differential Incentives on Later Survey Participation in a Longitudinal Study

Jennie E. Lengacher, Colleen M. Sullivan, Mick P. Couper, and Robert M. Groves, Survey Research Center, Institute for Social Research, University of Michigan

Who Are We Losing? Panel Attrition in a Dual-Frame Local Area Telephone Survey

Judith A. Schejbal and Paul J. Lavrakas, Survey Laboratory, Northwestern University

Response Rate Effects of a Shorter Time Period for Pre-survey Treatments

Sharon J. Riley and J. Scott Willoth, Arbitron Company

Respondent Motivation, Response Burden, and Data Quality in the Survey of Employer-Provided Training

James Kennedy and Polly Phipps, Bureau of Labor Statistics

Results from the Spanish Forms Availability Test

Peter Wobus and Manuel de la Puente, Center for Survey Methods Research, U.S. Bureau of the Census

Discussant: Sameer Y. Abraham, National Opinion Research Center

GRAPHIC DESIGN AND LAYOUT: PUTTING THE BEST FACE ON SURVEY RESEARCH

Chair: Sandy Tse, University of South Australia

Little Things Matter: A Sampler of How Differences in Questionnaire Format Can Affect Survey Response

Tom W. Smith, National Opinion Research Corporation, University of Chicago

Diary Design Issues and Challenges

Diane S. Woodard and Wendy Welles, Arbitron Company

How Pre-notice Letters Influence Response to Mail Surveys under Varied Conditions of Salience

Don A. Dillman, Joye J. Dillman, Rodney C. Baxter, Renee Petrie, Kent Miller, and Lisa Carley, Social and Economic Sciences Research Center, Washington State University

The Effect of Questionnaire Cover Design in Mail Surveys

Philip Gendall, Massey University, Palmerston North, New Zealand

Outside-the-Box Thinking about Survey Mailing Packages

Robert Patchen, Diane S. Woodard, and Marla D. Cralley, Arbitron Company

Discussant: Albert D. Biderman, American University

PANEL ON AAPOR AND THE EARLY STATE POLLS: REFLECTIONS ON HISTORY

Organizer and Chair: Robert P. Daves, Minnesota Poll, *Minneapolis Star Tribune*
The Texas Poll, The Nation's First State Poll

Nancy Belden, Belden & Russonello

The Minnesota Poll

Robert P. Daves, Minnesota Poll, *Minneapolis Star Tribune*

The Field Poll

Mervin Field, Field Institute

The Iowa Poll

Glenn Roberts, Glenn Roberts Research

MASS MEDIA AND POLITICS: FOUR CASE STUDIES

Chair: Tim Counts Jr., University of South Florida

News Media Use and the Informed Public: A View from the 90s

Mark Levy and John P. Robinson, University of Maryland

Media Thrust in the German Bundestag Election 1994: Content and Effects of the German News Media

Wolfgang Donsbach and Bettina Klett, Dresden University of Technology, Dresden, Germany

Mass Media and Political Acculturation: Media Behaviors and Political Value Orientations among Chinese Immigrants

Seth Geiger, Frank Magid Associates; Teri Jory, Department of Political Science, University of California at Santa Barbara; and Zixia Han

The "New" Media and the Politics of Generation X

Larry Hugick and Susan Kannel, Princeton Survey Research Associates

Discussant: Gladys Engel Lang, University of Washington

UNDERSTANDING VIOLENCE, CRIME, AND PUNISHMENT, MACRO TO MICRO

Chair: Scott Richard Beach, Center for Social and Urban Research, University of Pittsburgh

The Ecology of Violence in the United States

Robert S. Lee, Lubin School of Business, Pace University

The Impacts of Suburban Crime Fears on Geographic Mobility and Policy Preferences

Cheryl Katz and Mark Baldassare, School of Social Ecology, University of California, Irvine

My Hair's-Breadth Escape from a Singapore Flogging: The Michael Peter Fay Incident as a Case Study in American Media Coverage of Foreign News

G. Ray Funkhouser, Fort Washington, Pennsylvania

Impact of Interviewer's Gender on Survey Responses about Domestic Violence

Stephen Miller, Lieberman Research, Inc.

Toleration for Slapping a Spouse: The Influence of Question Order

David W. Moore, Gallup Organization, and Murray Straus, Family Research Laboratory, University of New Hampshire

Discussant: Janice M. Ballou, Center for Public Interest Polling, Eagleton Institute, Rutgers University

CONSTRUCTING ITEMS AND RESPONSE CATEGORIES: EXPERIMENTAL EVIDENCE

Chair: David J. Mingay, National Opinion Research Center, University of Chicago
Issues in Using Bipolar Response Categories: Numeric Labels and the Middle Category

Nora Cate Schaeffer, University of Wisconsin—Madison, and Kristin Barker, Linfield College

Presented Item Order in Ranking Tasks: What Does It Tell Respondents?

Michaela Wänke, Universität Heidelberg, and Sabine Einwiller, Universität Mannheim

Seeking the Truth through Negativity

Mort David, David & Associates, Inc., and Patty McGrath, Audits & Surveys, Inc.

Discussant: Roger Tourangeau, National Opinion Research Center, Washington, DC

SAMPLING AND REACHING SPECIAL POPULATIONS I

Chair: William L. Nicholls II, U.S. Bureau of the Census

A Strategy for Recruiting a Probability Sample of Rare and Hard-to-Reach Populations: Surveying New York City Residents Living with HIV/AIDS

Peter Messeri, Angela Aidala, David Abramson, and Cheryl Heaton, School of Public Health, Columbia University; Dorothy Jones-Jessop, Medical and Health Research Association of New York City; and Deisha Jetter, New York City Department of Health

Strategies for Designing Samples for Telephone Surveys of Hispanic Households

John W. Hall Jr., Mathematica Policy Research, Inc.

An Evaluation of Targeted Oversamples of Black Households: More Black Respondents—but Does Data Quality Suffer?

Mark Jendryak and Beverly Wiggins, Institute for Research in Social Science, University of North Carolina

Childhood Immunization Coverage in a National Survey of Mothers of Two-Year-Olds

Joan W. Law and Keith R. Smith, National Opinion Research Center

Discussant: Colm A. O'Muircheartaigh, Methodology Institute, London School of Economics

PREELECTION POLLS I

Chair: Harry W. O'Neill, Roper Starch Worldwide

Building an Understanding of Identification and Segmentation of Voters in Pre-election Polls: A Continuation

Janice Ballou, Center for Public Interest Polling, Eagleton Institute of Politics, Rutgers University

Measuring the Strength of Candidate Preferences

Patrick R. Cotter and James G. Stovall, Southern Opinion Research and the University of Alabama

Pre-election Polls and the Framing of News Coverage of the 1994 Illinois Gubernatorial Campaign

Paul J. Lavrakas, Trevor N. Tompson, Sarah L. Eck, Jon W. Bay, and Rakesh Agrawal, Survey Laboratory, Northwestern University

Mail Surveys Win Again: Some Explanations for the Superior Accuracy of the Columbus Dispatch Poll

Penny S. Visser, Jon A. Krosnick, and Jesse F. Marquette, Ohio State University

Discussant: Murray Edelman, Voter News Service

PANEL ON PUBLIC OPINION RESEARCH: THE CHANGING SHAPE OF AN INDUSTRY

Organizer and Chair: Norman M. Bradburn, National Opinion Research Center, University of Chicago

Technological Innovation and the Future of Public Opinion Research

Anna G. Greenberg and Barbara A. Rudolph, National Opinion Research Center

The Changing Technology of Public Opinion Research

Reginald Baker, National Opinion Research Center

Discussants: Robert M. Groves, Joint University of Maryland/University of Michigan Program in Survey Methodology; Edward A. Schillmoeller, A. C. Nielsen Company; and Kathleen A. Frankovic, CBS News

GENDER DIFFERENCES I

Chair: Cecile Gaziano, Research Solutions, Inc.

Cultural and Gender Differences in the Response Editing of Health Survey Questions

Diane O'Rourke, Timothy Johnson, Noel Chavez, Seymour Sudman, Richard Warnecke, and Loretta Lacey, University of Illinois, and John Horm, National Center for Health Statistics

Gender Differences in Survey Responses to Sensitive Questions

Heather Hammer, Heather Hammer Research Consulting

Gender Differences in Reporting Drug Use and Perceived Risk of Drug Use

Rashna Ghadialy and Mary Foote, National Opinion Research Center, Washington, DC

Willingness to Go Public with Opinion: Psychological Factors and the Gender Gap

Lewis R. Horner and Joan L. Connors, University of Minnesota, and Robert P. Daves, Minneapolis Star Tribune

Discussant: Dianne Rucinski, National Opinion Research Center

NEW APPROACHES TO VENERABLE THEORIES OF COMMUNICATION AND POLITICS

Chair: Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

Field Theory, Operant Conditioning, and the Explanation of Political Behavior

Clyde Tucker, Bureau of Labor Statistics, and Keith Billingsley, University of Georgia

Opinion Thresholds, Social Weighting and Social Groupings

Carroll J. Glynn and Eunkyung Park, Cornell University

The Third-Person Effect Hypothesis and Issues in Media Messages: Influence of Personal Relevance

Joan L. Connors, School of Journalism and Mass Communication, University of Minnesota

Measuring the Third-Person Effect of News: The Impact of Question Order, Contrast, and Knowledge

Vincent Price and David Tewksbury, University of Michigan

Toward a Unified Theory of Human Communication

W. Russell Neuman, Edward R. Murrow Center, Fletcher School, Tufts University

Discussant: Kurt Lang, School of Communications, University of Washington

NEW COGNITIVE APPROACHES TO SURVEY RESEARCH

Chair: Joye J. Dillman, Washington State University

The Role of Debriefing Questions in Questionnaire Development

Jennifer C. Hess, U.S. Bureau of the Census, and Eleanor Singer, Survey Research Center, Institute for Social Research, University of Michigan

Can Cognitive Information Be Collected through the Mail? Comparing Cognitive Data Collected in Written versus Verbal Format

Wendy Davis, Theresa DeMaio, and Andrew L. Zukerberg, U.S. Bureau of the Census

Literacy and the Self-Administered Form in Special Populations: A Primer

Eleanor R. Gerber and Tracy R. Wellens, Center for Survey Methods Research,
U.S. Bureau of the Census

The Misremembering of Important Past Events

Robert F. Belli, Howard Schuman, Steven Blixt, and Benita Jackson, Survey
Research Center, Institute for Social Research, University of Michigan

Events, Instruments, and Reporting Errors: Accuracy in Reporting about Child Support

Jennifer Dykema and Nora Cate Schaeffer, University of Wisconsin—Madison
Discussant: Norbert Schwarz, Institute for Social Research, University of Michigan

SAMPLING AND REACHING SPECIAL POPULATIONS II

Chair: Gösta Forsman, Department of Mathematics, University of Linköping,
Linköping, Sweden

Effective Techniques for Tracking High-Risk Families: Heroin Addicts and Their Children

Lindsay S. Dobrzyski, Marilyn J. Hoppe, Richard F. Catalano, and Kevin P.
Haggerty, Social Development Research Group, University of Washington

Telephone Interviews of Adolescents: Problems and Prospects in a Substance Abuse Prevalence Survey

John Tarnai, Rosie Pavlov, and Chris Frigon, Social and Economic Sciences
Research Center, Washington State University

Collective Data on Illegal Drug Use from a Rural Prenatal Population

Susan Sprachman, Mathematica Policy Research, Inc.

How Do I Find out If I Have Anyone with a Disability Working for Me?

Rachel A. Hickson, New Jersey Developmental Disabilities Council, and Paul K.

O'Leary, Bureau of Economic Research, Rutgers University

Discussant: R. Paul Moore, Research Triangle Institute

PREELECTION POLLS II

Chair: Hugh Gladwin, Institute for Public Opinion Research and School of Journalism
and Mass Communication, Florida International University

Improving Pre-election Poll Measurement Accuracy: Treatment of Third-Party Candidates in a Split-Ballot Experiment

Robert P. Daves, *Minneapolis Star Tribune*, and Steven E. Schier, Carleton
College

Question Wording in Pre-election Vote Intention Questions: Does Wording Affect Support for Third-Party Candidates?

David G. Wegge and Ramona M. Montoya, Survey Center, St. Norbert College

Dealing with Undecided Respondents: A Comparison of Different Methods

Janet Hoek and Philip Gendall, Massey University, Palmerston North, New
Zealand

Social Desirability Distortion in Pre-electoral Polling: Experimental Survey Evidence from Mexico and New Mexico

Miguel Basanez, Instituto Tecnológico Autónomo de México (ITAM), and Kenneth
M. Coleman and Hank C. Jenkins-Smith, University of New Mexico

Discussant: John W. Brennan Jr., *Los Angeles Times*

GENDER DIFFERENCES II

Chair: Diane Mobley, Arizona State University

Gender Differences in Attitudes toward Domestic Violence

Stephen Miller, Lieberman Research, Inc.

New Household Technologies and Consumers' Use of Time

John P. Robinson, University of Maryland, and W. Russell Neuman, Edward R.
Morrow Center, Fletcher School, Tufts University

Gender Differences in Environmental Attitudes: Equity, Information, and the Survey Response

Robert E. O'Connor and Richard J. Bord, Pennsylvania State University
Discussant: Marie Crane, M. Crane & Associates, Inc.

MEDIA REPORTING AND PUBLIC CONSUMPTION OF POLLS

Chair: Diane S. Woodard, Arbitron Company

What's in a Poll? Components of Poll Reports and Their Effect on Perceived Credibility

Stephen E. Everett, Center for Mass Media Research, University of Colorado
Numbers from Nowhere? Media Reporting and the Disclosure of Public Opinion Polls

Kimberly Downing and Karen Fougnes, Center for Public Interest Polling,
Eagleton Institute of Politics, Rutgers University

Experiments on Journalistic Treatment of Survey Findings

Peter V. Miller and Michael Roloff, Northwestern University

How Poll Consumers Evaluate Opinion Poll Accuracy: Prior Attitudes and Attitude Accessibility

Daniel M. Merkle, Voter News Service

What the "Sex Survey" Said

Dianne Rucinski, National Opinion Research Center, and Peter V. Miller and Diane Hotinski, Northwestern University

Discussant: Philip Meyer, University of North Carolina

SYSTEMATIC HISTORICAL STUDIES OF CULTURE AND VALUES

Chair: Damarys Canache, University of Pittsburgh

Radio, Generation Replacement, and the Increased Audience for Classical Music

Nicholas Zill, Westat, Inc., and John P. Robinson, University of Maryland
Change in Political Values between 1917 and 1974 in Germany: Empirical Evidence from Examination Essays Written in a Frankfurt School

Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA),
Mannheim

Holocaust Ignorance and Denial

Tom W. Smith, National Opinion Research Center, University of Chicago

Discussant: Charles R. Wright, Annenberg School for Communication, University of Pennsylvania

POSTER SESSION II

Responses to Mail Surveys by Local Government Officials

Mark Baldassare and Abby Kanarek, University of California, Irvine

Willingness to Borrow for College as Influenced by Future Income and Risk

James Richard Caplan, Organizational Consultants

Interpersonal Style and Focus Group Participation: A Conceptual Model

Donna L. Eisenhower and Cheryl L. DeSaw, Mathematica Policy Research, Inc.

Kids and Callbacks: A Guide to Developing Self-Administered Questionnaires for High School Students

Edward P. Freeland and Anne B. Ciemnecki, Mathematica Policy Research, Inc.

Thought- and Information-Induced Polarization: The Mediating Role of Involvement in Making Attitudes Extreme

Helen C. Harton and Bibb Latane, Florida Atlantic University

Disability and Use of Marijuana or Cocaine among 19- to 44-Year-Olds: United States, 1991

David W. Keer, National Center for Health Statistics

The Relation between the Syntactic and Semantic Complexity of Survey Questions and Answer Quality

Leslie A. Miller, Bureau of Labor Statistics, and Douglas J. Herrmann, National Center for Health Statistics

Response Rates to Mail and Telephone Surveys: Differences among U.S. Practicing Physicians

Albert C. E. Parker and Scott McGuire, MayaTech Corporation

Does a "Public" Exist for World Opinion?

Frank Louis Rusciano, Rider University, and John Crothers Pollock, Trenton State College

Using Triangulated Research Methods for Measuring Cross Perceptions

Gary Siegel, School of Accountancy, DePaul University

Survey Research as a Public Relations Tool

Nicholas J. Tortorello, Roper Starch Worldwide

Use of a Videotaped Message for Pre-survey Notification: Preliminary Results of an Experiment in Survey Promotion

Diane K. Willimack and Jack Rutz, National Agricultural Statistics Service, U.S. Department of Agriculture

PANEL ON THE GROWING CYNICISM ABOUT POLITICS IN AMERICAN LIFE

Organizers: Susan Herbst, Northwestern University, and Robert M. Eisinger, University of Chicago

Chair: Robert M. Eisinger, University of Chicago

Panelists: Lawrence D. Bobo, University of California, Los Angeles; Kathleen A. Frankovic, CBS News; Jeffrey Goldfarb, New School for Social Research; and Derek McGinty, "The Derek McGinty Show," talk radio, WAMU-FM, Washington, DC

METHODS IN FOCUS: MULTIMETHOD APPROACHES, PROXY REPORTING, AND CODING

Chair: Rachelle L. Cummins, American Association of Retired Persons

Multi-Method Approach to Evaluating a New Tax Payment Procedure

Dwayne Norris, Kerry Levin, and David Cantor, Westat, Inc.; Deborah Stone, Bureau of Labor Statistics; and Karen O'Connor, Internal Revenue Service

The Quality of Proxy Reports for the Current Population Survey (CPS)

Brian A. Kojetin, Bureau of Labor Statistics, and Paul Mullin, Institute of Government and Public Policy, University of Illinois

Using Proxy Respondents in a Nationwide Travel Survey

R. Paul Moore, Research Triangle Institute

Practical Considerations in Sample Size Selection for Behavior Coding

Andrew L. Zuckerberg, Dawn R. Von Thurn, and Jeffrey C. Moore, Center for Survey Methods Research, U.S. Bureau of the Census

A Comparison of Interviewer and Office Coding of Occupations

Jean Martin and Diane Bushnell, Office of Population Censuses and Surveys, London, and Roger Thomas and Pamela C. Campanelli, Survey Methods Centre, Social and Community Planning Research, London

Discussant: Don A. Dillman, Social and Economic Research Center, Washington State University

RESEARCH ON HEALTH: OPINION AND POLICY

Chair: Mollyann Brodie, School of Public Health, Harvard University

Consumers Rate Their Health Care: A Three-Nation Survey

Robert J. Blendon, Karen Donelan, and John M. Benson, School of Public Health, Harvard University, and Robert Leitman and Humphrey Taylor, Louis Harris and Associates

Demographic Characteristics and Health-Related Risk Perception

Leandro L. Batista and Dulcie M. Straughan, University of North Carolina

Measuring Public Sensibilities in End-of-Life Medical Decision Making: A Factorial Vignette Survey

Charles E. Denk, Center for Survey Research, University of Virginia; John Benson, Program in Public Opinion and Health Care, School of Public Health, Harvard University; and John C. Fletcher, Center for Biomedical Ethics, University of Virginia

Dimensions of Early Support for the Clinton Health Care Plan among Older Persons

Robert H. Prisuta, American Association of Retired Persons

Health Care and Deficit Reduction: Attitudes of Key Groups in the 1994 Election

Robert J. Blendon and John M. Benson, School of Public Health, Harvard University

Discussant: Diane Colasanto, Princeton Survey Research Associates

PHENOMENOLOGY OF SURVEY RESEARCH: LANGUAGE, DISCOURSE, ETHNOMETHODOLOGY

Chair: Leslie A. Miller, Rollins College

Getting a Word in Edgeways: Questionnaires as Texts and Discourse

Janet A. Harkness, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

Effecting Clarification in Telephone Surveys

Mary V. Coit, Department of Linguistics, Georgetown University

Truth or Useful Fiction: The Moral Barrier to Understanding Public Opinion

Richard D. Heyman, Discourse Analysis Research Group, University of Calgary

Discussant: Edward P. Freeland, Mathematica Policy Research, Inc.

COGNITIVE APPROACHES TO ITEM RESPONSE

Chair: Michaela Wänke, Universität Heidelberg

Education Moderates Response Effects in Surveys

Sowmya Narayan and Jon A. Krosnick, Ohio State University

The Lingering Prime: Testing the Effects of Early Primes on Subsequent Attitudes

Andrea Chronister, Rutgers University

Asking for Family Income: Evidence of Response Effects

Maria Elena Sanchez, Agency for Health Care Policy and Research

Discussant: Norman M. Bradburn, National Opinion Research Center, University of Chicago

NEW COMPUTER TECHNOLOGIES FOR SURVEY RESEARCH

Chair: Johanna Zmud, NuStats International

Implementation of a National Area Probability Sample Application of Innovative Computer Techniques

Karol P. Krotki and Lorraine Porcellini, Institute for Social Research, Temple University

Survey Research in Cyberspace: Breaking Ground on the Virtual Frontier

Bonnie Fisher, Michael Margolis, and David Resnick, University of Cincinnati

Using Facsimile Letters to Minimize Data Collection Costs and Increase Response Rates in an Establishment Survey

Geraldine M. Mooney, Patricia Nemeth, and Robbi Rubin, Mathematica Policy Research, Inc., and Steve Rioux, University of Washington

Physicians' Participation in a Disk-by-Mail Survey

Lorayn Olson and Mindy Schneiderman, American Medical Association

Building an Automated Question Bank

Stuart A. Davis, Institute for Water Resources, U.S. Army Corps of Engineers; Ali M. Ghassemzadeh and Mansour B. Farahmand, George Mason University; Allan S. Mills, Virginia Commonwealth University; and Jonathan W. Brown, U.S. Army Corps of Engineers, Buffalo District

Discussant: Karen L. Goldenberg, Bureau of Labor Statistics

PANEL ON PUBLIC JOURNALISM AND THE POLLS: RETHINKING OUR ROLES

Organizer and Chair: Philip Meyer, University of North Carolina
Replacing Conflict with Connection: Toward a New Theory of News
 Carol Reese Dykers, Salem College
Public Journalism and Public Life: Why Telling the News Is Not Enough
 W. Davis "Buzz" Merritt, Wichita Eagle
The Impact of Public Journalism on Traditional Newsroom Beliefs
 John Bare, University of North Carolina
Media Fads and Fashion: The Case for Traditional Journalism
 Mike Finney, Omaha World-Herald
 Discussant: Leo Bogart, New York, New York

THE ROLE OF KNOWLEDGE IN OPINION DYNAMICS AND POLITICAL BEHAVIOR

Chair: Frank Louis Rusciano, Rider University
Looking out My Back Door: The Neighborhood Context and Perceptions of Relative Deprivation
 Damarys Canache, University of Pittsburgh (co-winner, student paper competition)
Risk Beliefs: Distinguishing Community Matters
 Leandro L. Batista and Dulcie M. Straughan, University of North Carolina
Double Jeopardy Patterns for Political Parties
 Hans S. Solgaard, Marketing Institute, Copenhagen Business School, and Marcus Schmidt, Southern Denmark Business School
The Most Important Problem: Problems, Problems, and More Problems
 Kathleen Carr, Herbert F. Weisberg, and Barry Burden, Ohio State University
Can Collective Opinion Redeem an Ill-Informed Public?
 Scott Althaus, Northwestern University
 Discussant: Joan S. Black, J. S. Black & Associates

CHAPTERS IN THE HISTORY OF PUBLIC OPINION RESEARCH

Chair: Charles D. Cowan, Resolution Trust Corporation
The Growth of Academic and Not-for-Profit Survey Research Organizations
 Diane O'Rourke, Seymour Sudman, and Marya Ryan, Survey Research Laboratory, University of Illinois
A Twenty-Five-Year Review of Knowledge Gap Research
 Cecilie Gaziano, Research Solutions, Inc.
Presidential Debates Polling in General Elections, 1960–1992
 Sidney Kraus and Melanie Ross, Cleveland State University
Recent Trends in Japanese Public Opinion Surveys
 Nicolaos E. Synodinos, University of Hawaii, and Shigeru Yamada, Kokushikan University
 Discussant: Donna Card Charron, Decision Research

EXPERIMENTS FOR METHODS DEVELOPMENT, MODELING, AND INCREASING RESPONSE

Chair: Carmen J. Vincent, Westat, Inc.
Incorporating Experiments into Surveys: Recent Developments
 Thomas Piazza, Survey Research Center, University of California, Berkeley, and Paul M. Sniderman, Stanford University
Attitude Chaining
 Robert Mason and Virginia M. Lesser, Oregon State University
A Decision-Theory-Based Model of Survey Reporting of Sensitive Behaviors
 Kenneth A. Rasinski, Keith Smith, Alison K. Baldwin, and Karen Olseth, National Opinion Research Center, and Gordon B. Willis and Jared B. Jobe, National Center for Health Statistics

Using Alternative Treatments to Raise Response Rates, or Everything You Always Wanted to Try but Were Afraid to Test

Marla D. Cralley and Diane S. Woodard, Arbitron Company

The Effect of Pre-notice Letters and Reminder/Thank You Letters on Reducing Nonresponse in an Establishment Survey: An Experimental Study

Young I. Chun, Bureau of Labor Statistics and University of Maryland, and

Kenneth W. Robertson, Bureau of Labor Statistics

Discussant: Jacob Ludwig, Princeton Survey Research Associates

TELEPHONE AS METHOD: TOOLS, OBSTACLES, REWARDS

Chair: Jean Martin, Office of Population Censuses and Surveys, London

Call Scheduling for Household Telephone Interviews

Janet I. McConeghy and Gary L. McConeghy, Northern Illinois University

A Profile of Answering Machine Owners and Screeners: Results from a Nationwide Survey of Face-to-Face Interviews

Peter S. Tuckel, Hunter College, City University of New York, and Harry W.

O'Neill, Roper Starch Worldwide

The Effects of Toll-Free 800-Lines on a Survey of High School Students

Anne B. Ciemnecki and Rita A. Stapulonis, Mathematica Policy Research, Inc.

Evaluating Telephone Debit Cards as a Premium Alternative

Jennifer Novak and James T. Alvey, Arbitron Company

Using Data Imputation for Controlling Non-telephone Bias in a Household Travel Survey

Johanna P. Zmud and Carlos Arce, NuStats International

Discussant: Judith A. Schejbal, Survey Laboratory, Northwestern University

COGNITIVE APPROACHES TO PUBLIC KNOWLEDGE AND OPINION AND POLITICAL BEHAVIOR

Chair: Donna L. Eisenhower, Mathematica Policy Research, Inc.

How Do You Measure "Awareness"? Experiences with the Lead-Based Paint Survey

Susan Ciochetto, U.S. Bureau of the Census, and Barbara A. Haley, U.S.

Department of Housing and Urban Development

Toward a Cognitive Model of Political Communication: How Individual Cognitive Abilities Impact Information Gain for Politics

Teri Jory, University of California, Santa Barbara, and Seth Geiger, Frank Magid Associates

Exposure to Diverse Views and Communal Activity

Mira Sotirovic, University of Wisconsin—Madison

The Implications of Context Effects for Elite Leadership of Public Opinion

Diana C. Mutz and Mira Sotirovic, University of Wisconsin—Madison

Discussant:

Bibb Latane, Florida Atlantic University

INTERNATIONAL PERSPECTIVES ON PUBLIC OPINION, CULTURAL VALUES, AND POLITICS

Chair: Nick Moon, NOP Social and Political

German Democracy under Revision II

Peter Ph. Mohler, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

Interview with a Transylvanian: Tolerance, Ethnicity, and the Democratic Transition in Romania

Jeffery J. Mondak, University of Pittsburgh

Mass Communication via Social Networks: Public Opinion in an Islamic Mode

Beverly Jensen, American University in Cairo, Egypt

Elite Views of the United States-Japan Relationship: Japanese and American Fulbrighters and Colleagues

Eugene S. Uyeki and Tracy L. Fedirko, Case Western Reserve University

Perceptions of Stress and Time Pressure in the United States, Russia, and Japan

John P. Robinson and Stephen McHale, University of Maryland, and Vladimir

Andreenkov and Anna Andreenkov, Russian Academy of Sciences, Moscow

Measuring Support for Free Expression across Cultures: A Comparison of Five U.S. and Israeli Publics

Robert O. Wyatt and Julie L. Andsager, College of Mass Communication, Middle

Tennessee State University

Discussant: Janet A. Harkness, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim

TELEVISION'S ROLE IN PUBLIC OPINION FORMATION AND CHANGE

Chair: Wolfgang Donsbach, Dresden University of Technology

Television Exposure and Social Beliefs about the Material World

Thomas C. O'Guinn, University of Illinois, and L. J. Shrum, Rutgers University

Green or Brown? Television and the Cultivation of Environmental Concern

James Shanahan, Cornell University; Michael Morgan, University of

Massachusetts, Amherst; and Mads Norgaard Madsen, Cornell University

Sensitization Effects in a Study of the Impact of a Nationally Broadcast Special on Health Care Reform

Mollyann Brodie, Harvard University (co-winner, student paper competition)

Comparing Newspapers and Television: Differential Cross-Medium and Cross-Content Effects

Zhongshi Guo and Patricia Moy, Mass Communications Research Center,

University of Wisconsin

Discussant: Michael W. Traugott, Institute for Social Research, University of Michigan