

FIFTY-FOURTH ANNUAL AAPOR CONFERENCE PROGRAM

AAPOR SHORT COURSE — FOCUSING ON THE MATTER; PRAGMATIST'S LESSONS FOR SUCCESSFUL FOCUS GROUP RESEARCH

Nancy Belden and Kate Stewart, Belden Russonello & Stewart

AAPOR SHORT COURSE — AN INTRODUCTION TO THE PSYCHOLOGICAL PROCESSES UNDERLYING SURVEY RESPONSES

Roger Tourangeau, The Gallup Organization; and Lance Rips, Northwestern
University

PLENARY SESSION — HOW POLLS AND POLLSTERS INFLUENCE POLITICIANS AND POLICY

Organizer: Humphrey Taylor, Louis Harris & Associates

Panelists: Bill McInturff, Public Opinion Strategies

Mark Mellman, Mellman Group

Humphrey Taylor, Louis Harris & Associates

Moderator: Michael Traugott, University of Michigan

INFORMAL BREAKFAST ROUNDTABLE — DISCUSSION AMONG COLLEAGUES ABOUT WHETHER WE SHOULD TRY TO DISTINGUISH SCIENTIFIC SURVEYS FROM UNSCIENTIFIC THAT ARE PUBLICLY REPORTED

Moderators: Nancy Belden, Belden Russonello & Stewart; and Clyde Tucker, U.S.
Bureau of Labor Statistics

PANEL — THE SCIENCE AND POLITICS OF CITIZEN SATISFACTION SURVEYS

Organizer/Chair: Thomas Guterbock, University of Virginia

Panelists: Michael O'Neil, O'Neil Associates, Inc.; Patricia Gwartney, University of
Oregon; Brian Vargus, Indiana University and Purdue University—
Indianapolis; Rob Daves, *Minneapolis Star Tribune*

PANEL — COGNITION, AGING, AND CONTEXT EFFECTS IN SURVEY MEASUREMENT

Organizer: Norbert Schwarz, University of Michigan

Chair: Seymour Sudman, University of Illinois

What Survey Researchers Should Know about Cognitive Aging

Denise Park and Natalie Davidson, University of Michigan

*Cognitive Aging and the Emergence of Context Effects: How Age-Related Differences
in the Response Process Suggest Misleading Conclusions about Cohort Differences*

Norbert Schwarz, University of Michigan

Rating Scale among the Oldest Old: Limited Discrimination between Categories

Bärbel Knäuper and Beate Seibt, Free University of Berlin, Germany

Discussant: Norman Bradburn, National Opinion Research Center

PAPERS — DRUG USE SURVEYS

Chair/Discussant: Peter Miller, Northwestern University

Deviance Disavowal, Interviewer Role, Social Interactions, and Underreporting in a Drug Use Survey

Zhiwei Zhang and Dean Gerstein, National Opinion Research Center

Longitudinal Analysis of Retest Artifact in NLSY Drug Use Reporting

Michael Fendrich, University of Illinois at Chicago

Survey Methods for Measuring Illegal Drug Injection: What Has Been Learned from National Surveys?

John Anderson, Robin MacGowan, James Carey, and Lynda Doll, Centers for Disease Control and Prevention

The Structure and Correlates of a Debriefing Instrument in a Drug Use Survey

Joseph Wislar, Michael Fendrich, and Timothy Johnson, University of Illinois at Chicago; and Seymour Sudman, University of Illinois at Urbana-Champaign

Heroin Addicts: How They Support Their Habit through Crime and What Can Be Done to Help Them

Gordon Heald, The Opinion Research Business

PAPERS — MEASUREMENT ERROR I

Chair: Geraldine Mooney, Mathematica Policy Research

Estimating the Frequency of Events from Unnatural Categories

Frederick Conrad, U.S. Bureau of Labor Statistics; Norman Brown, University of Alberta; and Monica Dashen, U.S. Bureau of Labor Statistics

Interpreting Reference Periods

Nora Cate Schaeffer and Lina Guzman, University of Wisconsin—Madison

Middle Alternatives, Acquiescence, and the Quality of Questionnaire Data

Colm O'Muircheartaigh, National Opinion Research Center; Jon Kroshnick, Ohio State University; and Armin Helic, MORI, London

The Validity of Self-Reported Health Measures among Older Adults

Nancy Mathiowetz, Joint Program in Survey Methodology

Discussant: Roberta Sangster, Bureau of Labor Statistics

PAPERS — MEDIA AND THE PUBLIC

Chair: Leo Bogart

Issue Framing and the Interactive Effect between Press Coverage and Presidential Approval

Mark Watts, Institute for Public Opinion Research; David Domke, University of Washington; Dhavan Shah, University of Wisconsin—Madison; and David Fan, University of Minnesota

The "Disconnect" between News Directors and the Public: Explaining Why Americans Are Cynical about the News

Ken Dautrich, Jennifer Dineen, Lisa Tortora, and Mike Berinato, University of Connecticut

The Underwhelmed Citizen: Media Negativity, Collective Experience, and Political Participation

Paul Martin, University of Wisconsin—Madison

Journalistic Framing and Voter Cynicism: Blaming the Messenger?

Nicholas Valentino, Thomas Buhr, and Matthew Beckmann, University of Michigan

Discussant: Graham Hueber, Ketchum Public Relations

PAPERS — POLITICAL ATTITUDES AND BEHAVIORS

Chair/Discussant: Carolyn Funk, Rice University

Elite Misperceptions of U.S. Public Opinion on Foreign Policy

Steven Kull, University of Maryland

Patterns of Allegiance: Substantive Findings from a New National Survey

Peter Furia, Princeton University

The Things That Men (and Women) Do: An Investigation into Gender and Satisficing in Survey Research

Nixon Kariithi, University of Houston

Who Votes on Social Security and Medicare, and Why It Matters

John Benson and Robert Blendon, Harvard University; Mollyann Brodie and Drew Altman, Henry J. Kaiser Family Foundation

The Role of Education, Income, and Residential Selectivity in Constraining Exposure to Cross-Cutting Political Views

Diana Mutz, University of Wisconsin—Madison; and Elizabeth Wiebe, Research Triangle Institute

PAPERS — CITIZEN SURVEYS: OPPORTUNITIES AND PITFALLS

Organizer/Chair: Thomas Guterbock, University of Virginia

Customer Satisfaction Surveys: The Dangers of Doing TOO Good a Job

Danna Moore and John Tarnai, Washington State University

Survey Research for Local Governments: Problems and Prospects

Jon Ebeling, California State University, Chico

Citizens' Input into Public Policy Priorities: Iowa's Council on Human Investment Research Initiative

Mary Losch and Gene Lutz, University of Northern Iowa; and Steve Padgett, Iowa State University

The Role of Survey Research in the Benchmarking Process

Michael Link, Research Institute, and Robert Oldendick, University of South Carolina

Discussant: James Bason, University of Georgia

PANEL — ADAPTING COGNITIVE METHODOLOGY TO ESTABLISH SURVEYS

Organizer/Chair: Eleanor Gerber, U.S. Bureau of the Census

Probing Strategies for Establishment Surveys

Eleanor Gerber and Theresa DeMaio, U.S. Bureau of the Census

Improving Respondent Selection Procedures in Establishment Surveys: Implications from the Schools and Staffing Survey (SASS)

Benjamin Cohen, Education Statistics Service Institute; Andrew Zukerberg and Kathleen Wise Pugh, U.S. Bureau of the Census

Understanding the Questionnaire in Business Surveys

Diane Willimack, Elizabeth Nichols, and Seymour Studman, U.S. Bureau of the Census

Application of a Theoretical Model of Response Burden to Establishment Surveys

Sylvia Fisher, Westat, Inc.; and Leda Kydonieffs, U.S. Bureau of Labor Statistics

Discussant: David Cantor, Westat, Inc.

PAPERS — COVERAGE AND FRAME ISSUES

Chair: Anne Ciemnecki, Mathematica Policy Research

Using a Dual Frame Design to Increase Response Rates: Results of Two Experiments

Jennifer Parsons, Linda Owens, Amy DeGrush, and Timothy Johnson, University of Illinois at Chicago

How Important Are Random Samples? Some Surprising New Evidence

Robert Putnam, Harvard University; and Steven Yonish, University of Wisconsin—Madison

Survey Coverage: Telephone and Nontelephone Households in Puerto Rico

Dan Ames, Beth Webb, and Bob Patchen, The Arbitron Company

Discussant: Peter Mariolis, Centers for Disease Control and Prevention

PAPERS — ITEM NONRESPONSE ISSUES

Chair: Warren Mitofsky, Mitofsky International

Nonresponse in Agriculture Establishment Surveys: Describing, Evaluating, and Implications for Data Collection and Nonresponse Adjustment

Jaki Stanley-McCarthy and Deniel Beckler, USDA National Agricultural Statistics Service

Respondent Interval Estimation to Reduce Item Nonresponse

S. James Press, University of California; and Judith Tanur, State University of New York at Stony Brook

Discussant: Don Ferree, University of Connecticut

PAPERS — INTERNATIONAL SURVEYS

Chair: Jack Ludwig, The Gallup Organization

Conducting a Social Policy Experiment in an International Setting: Research Design and Implementation Issues

Linda Young, Community Systems Research Institute; Knowlton Johnson, Spalding University and Community Systems Research Institute; and Denise Bryant, Community Systems Research Institute

Information, Media Attention, and Political Preference: An Evaluation of Popularity and Party Support in Mexico City

Alejandro Moreno, Instituto Tecnológico autónomo de México

National Pride in Cross-National Perspective

Tom Smith, National Opinion Research Center

Contemporary Japanese Opinions: Selected Findings

Nicolaos Synodinos, University of Hawaii; and Yutaka Ujiie, Shin Joho Center

Discussant: Richard Dobson, U.S. Information Agency

PAPERS — THE CLINTONS

Chair: Micheline Blum, Blum & Weprin Associates, Inc.

Hillary Rodham Clinton as First Lady: The People's Perspective

Barbara Burrell, University of Wisconsin

The Effects of News Coverage of the Clinton/Lewinsky Story on Public Attitudes and Use of the Media

Ken Dautrich and Tom Hartley, University of Connecticut

The Perplexing Case of Public Opinion about the Clinton Scandal

Scott Keeter, George Mason University

Presidential Job Approval: Bill Clinton's High Ratings in the Midst of Crisis, 1998

Frank Newport and Alec Gallup, The Gallup Organization

Discussant: Cliff Zukin, Rutgers University

PANEL — THE CONSISTENCY AND CORRELATES OF CONTEXT EFFECTS FOUND IN REPEATED GALLUP POLL EXPERIMENTS

Organizer: David Moore, The Gallup Organization

Chair: Eleanor Singer, University of Michigan

Response Order Effects in Telephone Interviews: The Impact of Respondent Ability, Motivation, Task Difficulty, and Linguistic Structure

Allyson Holbrook and Jon Krosnik, The Ohio State University

Why Should Response Order Make Such a Difference?

Roger Tourangeau and Darby Miller Steiger, The Gallup Organization

Response-Order Effects and Question-Order Effects: Is There Any Relationship between Them?

George Bishop, University of Cincinnati

Question Order Rotation in Telephone Interviews: The Consistency of Contrast and Assimilation Effects

David Moore, The Gallup Organization

Discussant: Norman Bradburn, National Opinion Research Center

POSTERS — ATTITUDES, BEHAVIORS, ETC.

Reevaluating the "Party-in-Power Effect": A Trend Analysis of Americans' Confidence in the Executive Branch, 1973–1998

Jennifer Berkthold and Clifford Young, National Opinion Research Center

Evaluation of Work First New Jersey/TANF

Rachel Hickson and Leonard Feldman, NJ Department of Human Services

The New and Old Media: Does the Internet Displace Traditional Media?

Mee-Eun Kang, Cleveland State University

A Model of VLT Voter Preference in the 1998 Calgary Municipal Election

Mark Pickup, University of Calgary

A Pilot Study on Secondary-Higher Education Foreign Language Articulation: The Students' Perspective

Christopher Barnes and Courtney Gosselin, University of Connecticut

A Review and Integration of Social Reality Perception Research from Public Opinion, Communication, Sociology, and Psychology

William Eveland, Jr., University of California, Santa Barbara

Army Officer Elites' Views on 21st Century Armed Forces and Society Issues

Lowndes Stephens, University of South Carolina

Candidate Images and Vote Intentions in the 1998 Presidential Elections in the Philippines

Jose Gaztambide and Pedro Laylo, Jr., University of Connecticut; and Carijane

Dayag-Laylo, Social Weather Stations, Quezon City, Philippines

Contextualizing Framing Analysis

Weiwu Zhang and Hua-Hsin Wan, University of Wisconsin—Madison

Information Interests, Needs, and Seeking Behaviors of Low-Income People and Their Loneliness

Mei Lu, University of Michigan

Public Opinion about Values: The Intersection of Ideology and News Media Use

Renee Botta and Sidney Kraus, Cleveland State University

Is Anybody Doing the Housework? Long-Term Trends in Attitudes, Estimates, and Behavior Concerning Americas' Least Favorite Activity

Suzanne Bianchi, Melissa Milkie, and Liana Sayer, University of Maryland

The 1948 Election Prediction Failure and the Spiral of Silence

Daniel McDonald and Carroll Glynn, The Ohio State University

PAPERS — CENSUS I

Chair: Timothy Elig, Defense Manpower Data Center

Building a Surrogate for Predicting Census Participation

Darlene Billia and Susan Baron, Young & Rubicam

Activity Participation and Census Bureau Undercounts

John Robinson, University of Maryland

Reported Exposure to Paid Advertising and Likelihood of Returning a Census Form

Nancy Bates and Sara Buckley, U.S. Bureau of the Census

Discussant: Jack Ludwig, The Gallup Organization

PAPERS — NONRESPONSE BIAS

Chair: Henry Brady, University of California, Berkeley

Achieving an Optimum Number of Callback Attempts: Cost Savings versus Nonresponse Error Due to Noncontacts in RDD surveys

Brian Harpuder and Jeffery Stec, Ohio State University

Investigating Unit Nonresponse in RDD Surveys

Jeffrey Stec, Paul Lavrakas, and Elizabeth Stasny, Ohio State University

Nonresponse Bias in Surveys of Medicaid Beneficiaries

Vickie Stringfellow, Floyd Fowler, Jr., and Patricia Gallagher, University of Massachusetts

The Effects of Changes in Response Rate on the Index of Consumer Sentiment

Richard Curtin, University of Michigan; Stanley Presser, University of Maryland;
and Eleanor Singer, University of Michigan

Discussant: Clyde Tucker, Bureau of Labor Statistics

PAPERS — MORALITY, VALUES, AND POLITICS

Chair/Discussant: Janice Ballou, Eagleton Institute

Morality and Politics: The Impeachment Issue and the Religious Right Vote in the 1998 U.S. Senate Election in North Carolina

Roger Lowery and Richard Dixon, University North Carolina—Wilmington

Partisanship and Absolution: Exploring the Depths of Forgiveness

Robert Eisinger, Lewis & Clark College; and Jim Norman, *USA Today*

Trust, General Environmental Beliefs, and Willingness to Support Climate Change Initiatives

Robert O'Connor, Richard Bord, and Ann Fisher, Pennsylvania State University

Value Conflicts, Party Divisions, and Policy Consequences: The Washington Post/Kaiser Family Foundation/Harvard University Survey on American Values

Mollyann Brodie, Kaiser Family Foundation; Claudia Deane, *The Washington Post*;

Nina Kjellson, Kaiser Family Foundation; Richard Morin, *The Washington Post*;

Robert Blendon and John Benson, Harvard University

The Measurement of Values: Single Items versus Scales

Allen Wilcox, University of Nevada

INFORMAL PANEL — REPORTING AND DISCLOSING OF SURVEY RESPONSE RATES

Organizers: Warren Mitofsky, Mitofsky International, and Kathleen Frankovic, CBS News

Panelists: Warren Mitofsky, Mitofsky International (Chair); Paul Lavrakas, Ohio State University; Elizabeth Martin, U.S. Bureau of the Census; Lydia Saad, The Gallup Organization; and Evens Witt, Princeton Survey Research Associates

PANEL — EXAMINING ETHNIC CATEGORIES: DIVERSITY WITHIN LATINO OPINION

Organizer/Chair/Discussant: Ann Maria Arumi, Henry J. Kaiser Family Foundation
Latinos, Media, and Health: Exploring Ethnic Differences in Media Use and Access to Health Information

Christian Collet, Molly Brodie, and Nina Kjellson, Henry J. Kaiser Family Foundation

Attitudes of Latino Immigrants toward Use of the Public Library: A Focus Group Study in a Chicago Suburban Community

Alisú Schoua-Glusberg, Research Support Services

Diversity within Latino Political Attitudes: Examining Exit Polls from a 1998 Election

Ann Maria Arumi, Henry J. Kaiser Family Foundation

Spanish or English? That Is the Question

Isabel Valdés, Access Worldwide, Cultural Access Group

Public Policy Attitudes among California Latinos

Mark Baldassare, Public Policy Institute of California and University of California, Irvine

PAPERS — CENSUS II

Chair: James Cashion, Mathematica Policy Research

Respondent Understanding of Alternative Residence Instructions for Census 2000 Dress Rehearsal Households

Donna Eisenhower, National Opinion Research Center; Karen Mills, U.S. Bureau of the Census; and Lisa Lee, National Opinion Research Center

Collecting Demographic Data: A Comparison of Three Modes

Roger Tourangeau and Darby Miller Steiger, The Gallup Organization

Cognitive Issues Associated with Redesigning the Directions for the U.S. Census Form
Sylvia Fisher and David Cantor, Westat, Inc.; Eleanor Gerber, U.S. Bureau of the Census; and Carolyn Bagin, Clearly, Inc.

Discussant: Paul Mullin, Research Triangle Institute

PAPERS — NONRESPONSE ISSUES

Chair: Karl Landis, Research Triangle Institute

Don't Judge a Survey by Its Cover: Experiments in Alternative Mail Survey Package Design

Barbara O'Hare and Sharon Riley, The Arbitron Company

Impact of Written Informed Consent in a National Interview Survey

Barbara Stussman, Howard Riddick, Pei-Lu Chiu, Ann Hardy, and Catherine Simile, National Center for Health Statistics

Survey Participation and Survey Sponsorship: What Do Respondents Think of Us and Should We Care

Jaki Stanley McCarthy, Kathy Ott, and Jay Johnson, USDA National Agricultural Statistics Service

Where Have all the Nonrespondents Gone?

Leda Kydonieffs, U.S. Bureau of Labor Statistics; Kerry Levin, Tracey Hagerty, and Susan Heltemes, Westat, Inc.

Discussant: Donald Camburn, Research Triangle Institute

PAPERS — MISCELLANEOUS ATTITUDES

Chair: Kimberly Downing, University of Cincinnati

"Plays Well with Others" versus "Runs with Scissors": Gender and Foreign Policy Attitudes

Monica Wolford and Karin Johnson, University of Maryland

White's Explanations of Hispanic Inequality

Steven McDonald, Florida State University

An Ideological Gender Gap: A Comparison of the United States, Eastern Europe, and Latin America

Beatriz Magaloni and Alejandro Moreno, Instituto Tecnológico Autónomo de México

Liberalizing Marijuana Laws: Self-Interest and One's Own Back Yard

David Livert and Charles Kadushin, City University of New York

Discussant: James Wolf, Consulting Sociologist

PAPERS — PEOPLE AND THE INTERNET

Chair: Patricia Moy, University of Washington

Measuring the Exposure to and Use of the Internet: Construct Validity and Measurement Error Considerations

K. Viswanath, Gerald Kosicki, and Paul Lavrakas, Ohio State University

Politics and the Internet—Developed for the People, Not by the People, and Used by Only Some of the People

Rosita Thomas and Phil Riggins, Frederick Schneiders Research

Does the Internet Promote Political Participation? The Uses and Gratifications Approach

Mee-Eun Kang and Leo Jeffres, Cleveland State University

The Internet, Time, and the Rest of Life

Alan Neustadt and Meyer Kestnbaum, University of Maryland; Andrew Kohut, Pew Center; and John Robinson, University of Maryland

Discussant: Leo Simonetta, Art & Science Group

PAPERS — POLITICAL PROCESSES AND DEMOCRACY

Chair: Kurt Lang, University of Washington

Can a Nonpartisan GOTV Campaign Boost Turnout? The Findings of a Large-Scale Experiment Employing a Variety of Methods, Messages, and Intensities

Alan Gerber and Donald Green, Yale University

Response Latency and Party Identification

J. Tobin Grant, Stephen Mockabee, and Quin Monson, Ohio State University

Yea, Nay, or Maybe? Public Opinion, Value Conflict, and Uncertainty in the House of Representatives

William Anderson, Ohio State University

Discussant: Alfred Tuchfarber, University of Cincinnati

AAPOR PLENARY SESSION — LOOKING BEYOND THE 2000 CENSUS:
WHERE DO WE GO FROM HERE?

Speaker: Kenneth Prewitt, U.S. Bureau of the Census

Panelists: Barbara Bailer, National Opinion Research Center

Norman Bradburn, University of Chicago

Bob Groves, University of Michigan and Joint Program in Survey
Methodology

Organizer/Moderator: Mark Schulman, Schulman, Ronca & Bucuvalas

PANEL — INNOVATIONS IN RDD SURVEYS

Organizer/Chair: Michael Battaglia, Abt Associates

Sponsored by: the New England Chapter of AAPOR (NEAAPOR)

Telephony and Telephone Sampling: The Dynamics of Change

Linda Piekarski, Jessica Prestegard, and Gwen Kaplan, Survey Sampling, Inc.

Reducing Nontelephone Bias in RDD Surveys

Martin Frankel, Michael Battaglia, and David Hoaglin, Abt Associates; Philip Smith,

Centers for Disease Control and Prevention; K. P. Srinath, Abt Associates; and

Robert Wright, National Center for Health Statistics

*Analysis of RDD Interviews by the Number of Call Attempts: The National
Immunization Survey*

J. Michael Dennis, Abt Associates; Nancy Mathiowetz, Joint Program in Survey

Methodology; K. P. Srinath, Candice Saulsberry, Martin Frankel, and Ann-Sofi

Rodén, Abt Associates; and Robert Wright, National Center for Health Statistics

Alternative Methods of Obtaining Family Income in RDD Surveys

Lorayn Olson, Ann-Sofi Rodén, J. Michael Dennis, and Francine Cannarozzi, Abt

Associates; and Robert Wright, National Center for Health Statistics

Discussant: William Nicholls II

PANEL — WHEN QUALITATIVE AND QUANTITATIVE METHODS MEET

Organizer/Chair: Veronica Nieva, Westat, Inc.

Combining Quantitative and Qualitative Approaches: Some Why's and How's

Veronica Nieva and Mary Achatz, Westat, Inc.

The YATS Qualitative Interviews: Following up on Survey Responses

Shelley Perry and Michael Wilson, Westat, Inc.

Understanding the Military Enlistment Process: Combining Data Sources

Jerry Lehnus, Defense Manpower Data Center

Integrating Quantitative and Qualitative Data Analyses: Principles and Pitfalls

Susan Berkowitz, Westat, Inc.

Discussant: Susan Berkowitz, Westat, Inc.

PAPERS — QUESTION WORDING FOR MEASURING RACE

Chair: Donna Eisenhower, National Opinion Research Center

Gains, Losses, and Changes in Hispanic Coverage with Changes in Ethnicity Question

Ruth McKay, General Accounting Office

A Historical Note on White Beliefs about Racial Inequality

Howard Schuman, University of Michigan; and Maria Krysan, Russell Sage Foundation

Does Race Influence the Support for the Environmental Justice Movement?

Carl Dasse, Florida State University

Tom Smith, National Opinion Research Center

Interracial Friendships

Discussant: Robert O'Connor, Pennsylvania State University

PAPERS — SURVEYING ON THE WEB I

Chair: Janet Streicher, IBM Corporation

Benchmarking Research Web Sites

James Newswanger, Schulman, Ronca & Bucuvalas

Can Internet Polling Work? Strategies for Conducting Public Opinion Surveys Online

Greg Flemming and Molly Sonner, Pew Research Center

Designing Surveys for the Next Millennium: Internet Questionnaire Design Issues

Andrew Zukerberg and Elizabeth Nichols, U.S. Bureau of the Census; and Heather Tedesco, University of Maryland

Understanding the Online Population: Lessons from the Harris Poll and the Harris Poll Online

George Terhanian, Harris Black International

Discussant: James Caplan, Behavioral Science Research Corporation

PAPERS — IMPROVING SURVEY MEASURES

Chair: Joanne Pascale, U.S. Bureau of the Census

Assessing Measurement Error in Socially Undesirable Response Categories: A Latent Class Model for Studying Preference Falsification

Allan McCutcheon, Gallup Research Center and University of Nebraska-Lincoln;

Joseph Hraba, Iowa State University; and Jiri Vecernik, Czech Academy of Science

What Are the Factors Involved in Selecting High-End Values in Questions Pertaining to Success?

Monica Dashen, U.S. Bureau of Labor Statistics

Improving Survey Measures: When Two Questions Are Better than One

Floyd Fowler, Jr., University of Massachusetts, Boston; Paul Beatty, National Center for Health Statistics; and Greg Fitzgerald, University of Massachusetts, Boston

Respondent Estimate versus Time-Diary Data on Weekly Activity Times

Stanley Presser, Suzanne Bianchi, and John Robinson, University of Maryland

Discussant: Young Chun, Bureau of Labor Statistics, University of Maryland

PAPERS — ELECTION AND POLITICAL SURVEYS

Chair: Trevor Tompson, Ohio State University

Conducting Tracking Polls and Analyzing Tracking Poll Data: A Study of the Effectiveness of Voluntary Episodic Efforts to Reduce Air Pollution

Gary Henry and Richard Chard, Georgia State University

A Low-Cost Means for Improving the Accuracy of Tracking Polls

Donald Greene and Alan Gerber, Yale University

Who Really Won the Good Friday Referendum? Polling the Peace Process in Northern Ireland

Colin McIlheney, PriceWaterhouseCoopers

Discussant: Philip Meyer, University of North Carolina

PANEL — CHANGING PATTERNS OF TELEPHONE CALL ATTEMPTS

Organizer/Chair: Triplett, University of Maryland

Panelists: Marla Cralley, The Arbitron Company; Michael Link, Research Triangle Institute; Tom Piazza, University of California, Berkeley; Timothy Triplett, University of Maryland; and Mike Weeks, Research Triangle Institute

PAPERS—SURVEYING ON THE WEB II

Chair/Discussant: Carl Ramirez, U.S. General Accounting Office

A Direct Comparison of Web-Based and Telephone-Based Data Collection Modes

William Robb, Tammy Ouellete, Larry Luskin, and Marc Scott, Macro International
Principles for the Design of Web Surveys: A Review of Current Practices and the Need for Change

Don Dillman and Dennis Bowker, Washington State University

Self-Selected Web Surveys: Can the Weighting Solve the Problem?

Vasja Vehovar, Zenel Batagelj, and Katja Lozar, University of Ljubljana

Internet Technology: Gaining Commercial Advantage

Vsevolod Onyshkevych and Dave McIndoe, RONIN Corporation

A Paradigm Case Study of Conducting Internet Survey: SIG-AD-Exp

Philip Tsang, Open University of Hong Kong; and Sandy Tse, University of South Australia

PAPERS — DATA QUALITY ISSUES

Chair: Shawn Marsh, Mathematica Policy Research

Standing on the Outside, Looking in: Tapping Data Users to Compare and Review Surveys

Leda Kydonieffs and Linda Stinson, U.S. Bureau of Labor Statistics

A Comparison of Data Collected via Telephone Interview and Records and Abstraction for the Office-Based Medical Provider Survey Component of the Medical Expenditure Panel Survey, with Regard to Data Quality and Medical Provider Characteristics

Catherine Haggerty and Karen Grigorian, National Opinion Research Center
Event History Calendar Methods Study: Experimental Design, Analytical and Operational Results

Robert Belli, William Shay, and Frank Stafford, University of Michigan

Discussant: Polly Phipps, Washington State Institute for Public Policy

PAPERS — ELECTION POLLS

Chair: Susan Pinkus, *Los Angeles Times*

Comparative Exit Poll Methods in Mexico and the U.S.

Warren Mitofsky, Mitofsky International; and Ulises Beltran Ugarte, Technical Advisor to the President of Mexico

Election Forecasting Using the Internet

Gordon Black and George Terhanian, Harris Black International

What in the Hell Is Going On in Minnesota: What We Learned about Poll Accuracy and Likely Voter Measurement from the Election of Jesse (The Governor) Ventura

Rob Daves, *Minneapolis Star Tribune*

Why Did the Polls Go Wrong in the 1998 Quebec Election? Or Did They?

Claire Durand, Andre Blais, and Sebastien Vachon, University of Montreal

Discussant: Murray Edelman, Voter News Service

PAPERS — CONTROVERSIAL ISSUES IN HEALTH CARE

Chair/Discussant: Nancy Belden, Belden Russonello & Stewart

Attitudinal Shifts Concerning Medical Marijuana: Implications in Public Policy

Amanda Florian, Michelle Pettit, and Karmen Todd, Northern Arizona University

The Public and Assisted Suicide: The New Pro-Life Issue?

Melissa Herrmann, International Communications Research; and John Benson, Harvard University

Genetic Testing: Public Opinion Regarding Benefits, Risks, and the Role of Primary Care Physicians in Patient Choices

Judee Richardson, American Medical Association

Medical Use of Marijuana—Searching for the Root of Its Support

David Wilber, Roper Center for Public Opinion Research

ROUNDTABLES

USING COGNITIVE PRETESTING IN QUESTIONNAIRE DESIGN

Moderator: Kristin Stettler, National Agricultural Statistics Service, USDA

STANDARD RESPONSE CODES AND RATES

Moderator: Tom Smith, National Opinion Research Center

ETHICAL ISSUES AND SURVEY RESEARCH

Moderator: Harry O'Neill, Roper Starch Worldwide

PANEL — MEASURING POLITICAL ATTITUDES: HOW WELL ARE WE DOING?

Organizer/Chair: John Robinson, University of Maryland

Panelists/Presenters:

Political Tolerance

Stan Humphries and Stephen Finkel, University of Virginia

Political Information

Vincent Price, University of Pennsylvania

Political Alienation

Alan Neustadt, University of Maryland

Political Partisanship

J. Merrill Shanks, University of California, Berkeley

Racial Attitudes

Maria Krysan, Pennsylvania State University

POSTERS — METHODOLOGY I

“Don’t Knows” and “No Answer”: Who Are They and Where Are They Going? A Comparative Analysis between Sensitive and Nonsensitive Survey Items

Sara Swenson and Margaret Wells, University of Nebraska

What We Now Know about “I Don’t Know”: An Analysis of the Relationship between “Don’t Know” and Education

Clifford Young, National Opinion Research Center

Alternate Methods of Asking Race in Telephone Surveys: Preparing for the Y2K Changes

John Kennedy and Nancy Bannister, Indiana University

Reducing Item Nonresponse to Self-Reported Income and Election Voting

Amy DeGrush, Jennifer Parsons, and Timothy Johnson, University of Illinois at Chicago

Reinterview Consistency of Factual Data

Carl Ramirez, U.S. General Accounting Office

Developing Hate Crime Questions for the National Crime Victimization Survey

Meredith Lee, Denise Lewis, Melinda Crowley, Elaine Hock, and Christopher Laskey, U.S. Bureau of the Census; Colin Loftin, Wayne Logan, and Lynn Addington, State University of New York at Albany

The Effect of Mailing a Post-Survey Thank You Postcard on Survey Return Rates

Mina Patel and Joe Mammone, The Arbitron Company

Question Wording Effects on Public Support for Social Spending on Drugs

Kenneth Rasinski, Jeffrey Timberlake, and Eric Lock, National Opinion Research Center

The 1998 Survey of Small Business Finance: Using Focus and Cognitive Interviews to Improve Questionnaire Design

Lisa Lee, Diana Jergovic, Catherine Haggerty, and Karen Grigorian, National Opinion Research Center; and John Wolken, Federal Reserve Board

Data Quality and Process Quality

Jean Martin and Joy Dobbs, Office for National Statistics, U.K.

Survey Topic and Refusal Rates: Empirical Evidence of a Relationship

Charlotte Steeh and Gary Henry, Georgia State University

Nonresponse Issues in Japanese Public Opinion Surveys

Nicolaos Synodinos, University of Hawaii; and Meiko Sugiyama, Tokyo Woman's Christian University

PAPERS — QUESTIONNAIRE DESIGN ISSUES

Chair: Young Chun, Bureau of Labor Statistics, University of Maryland

Construction Strategies for Complex Survey Questions

Paul Beatty, National Center for Health Statistics; Floyd Fowler, Jr., and Greg Fitzgerald, University of Massachusetts, Boston

Diary Redesign: Can a Machine-Readable Diary Be Engaging?

Barbara O'Hare and Marla Cralley, The Arbitron Company

Making Visible the Invisible: An Experiment with Skip Instructions on Paper Questionnaires

Cleo Redline, U.S. Bureau of the Census; Don Dillman, Washington State University; Richard Smiley, U.S. Bureau of the Census; Lisa Carley-Baxter and Arrick Jackson, Washington State University

Discussant: Allan McCutcheon, University of Nebraska—Lincoln

PAPERS — PUBLIC OPINION, POLLING AND POLLSTERS

Chair: Gladys Lang, University of Washington

Perceptions of "Public Opinion" and "Public" Opinion Expression

Dietram Scheufele, University of Wisconsin—Madison; and William Eveland, Jr., University of California

Polling and the Media: Is It Time to Clean the "Mirror of Reality"?

Frederic Solop and Kristi Hagen, Northern Arizona University

When Pollsters Speak, Who Believes Them?

Ronald Hinckley, Research/Strategy/Management, Inc.; and Robert Shapiro, Columbia University

The Invocation of Public Opinion in Congress

Michael Traugott, University of Michigan; and Mee-Eun Kang, Cleveland State University

Discussant: Alvin Richman, U.S. Information Agency

PAPERS — CHILDREN'S HEALTH

Chair: Susan Sprachman, Mathematica Policy Research

Attitudes toward Genetic Testing and Fetal Diagnosis, 1990–1996

Eleanor Singer, Amy Corning, and Toni Antonucci, University of Michigan

American Pragmatism: Government Health Insurance for Children

John Young and Minah Kim, Harvard University

Parental Knowledge of Child Nutrition, Common Dietary Practices, and Children's Preferences

Judee Richardson, Mindy Schneiderman, Rob Camin, Erin Henke, and Maqsood Noorani, American Medical Association

Discussant: Sherry Marcy, National Research Corporation

PAPERS — MEASUREMENT ERROR II

Chair/Discussant: Paul Mullin, Research Triangle Institute

Further Explorations of Conversational Interviewing: How Gradations of Flexibility Affect Costs and Accuracy

Michael Schober, New School for Social Research; Frederick Conrad and Scott Fricker, U.S. Bureau of Labor Statistics

*“You Can’t ****ing Ask That”: Researching Bad Language on Television—How Far Can You Go?*

Nick Moon, NOP Research

Respondent Cues That Survey Questions Are in Danger of Being Misunderstood

Jonathan Bloom and Michael Schober, New School for Social Research

Using the NCHS Cognitive Lab to Help Design Cycle VI of the National Survey of Family Growth

Barbara Wilson and Linda Peterson, National Center for Health Statistics

Cognitive Ability and Acquiescence

Bo Zhou, University of Akron and ACNielsen (1999 AAPOR Student Paper Award Winner)

PAPERS-MISCELLANEOUS METHODS

Chair: Karol Krotki, Educational Statistics Services Institute

A New Kind of Survey Mode Difference: Experimental Results from a Test of Inbound Voice Recognition and Mail Surveys

Rajesh Srinivasan and Stephen Hanway, The Gallup Organization

Are We Getting the Truth in Reconciled Reinterview Studies

Paul Biemer, Research Triangle Institute; and Henry Woltman, U.S. Bureau of the Census

Within-Household Respondent Selection in an RDD Telephone Survey: A Comparison of Two Methods

Craig Hill, Research Triangle Institute; Karen Donelan, Harvard University; and

Martin Frankel, Baruch College and Abt Associates

Screening for Adolescents in RDD Surveys

John Tarnai, Marion Landry, and Rod Baxter, Washington State University

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

PANEL — IF YOU WANT TO KNOW WHAT KIDS THINK, TALK TO THE EXPERTS: CONDUCTING RESEARCH WITH CHILDREN

Organizer/Chair: Jo Holz, Roper Starch Worldwide

Panelists: Laurie Bauman, Albert Einstein College of Medicine; Joan Chiaramonte,

Roper Starch Worldwide; and Rosemarie Truglio, Children’s Television Workshop

IFDTC/AAPOR JOINT SESSION: PAPERS — COMPUTER ASSISTED SURVEY INFORMATION COLLECTION (CASIC)

Chair: Diane O’Rourke, University of Illinois

Screen Design and Question Order in a CAI Instrument—Results from a Usability Field Experiment

Marek Fuchs, University of Eichstaett

The Impact of Instrument Design on Interaction in the Computer-Assisted Survey Interview

Sue Ellen Hansen, University of Michigan

The Use of Computer-Assisted Self-Interviewing (CASI) in Product Clinics

Mick Couper, University of Michigan; and Michael Curtis, Pinnacle Research Consulting

Computerized Event History Calendar Methods: A Demonstration of Features, Functions, and Flexibility

Robert Belli, William Shay, and Frank Stafford, University of Michigan

Discussant: Rachel Caspar, Research Triangle Institute

IFDTC/AAPOR JOINT SESSION: PAPERS — RESPONSE RATE ISSUES

Chair: Karen Cybulski, Mathematica Policy Research

Experimental Techniques for Improving Response Rates in a Multimodal Study of an Elite Population

Sameer Abraham and Darby Miller Steiger, The Gallup Organization
The Effect of Screening Methodology on Response Rate in Random Digit Dialing Surveys

Amy Nyman, Anthony Roman, Polly Armsby, and Lois Biener, University of Massachusetts, Boston
One Size Fits All: Surveying a Population with Multiple Nationalities and Language Preferences

Adam Safir, The Arbitron Company
 Discussant: Bikramjit Garcha, George State University

PAPERS — MISCELLANEOUS HEALTH

Chair: Cecilie Gaziano, Research Solutions

Hablamos Español: Collecting Information by Mail from Spanish-Speaking Medicaid Enrollees

Patricia Gallagher, Floyd Fowler, Jr., and Vickie Stringfellow, University of Massachusetts
The Impact of a National Education Campaign on Support for Medicare Reform Proposals

Felicia Mebane, Harvard University
The Public Price of Health System Change: Discontent in Five Nations
 Karen Donelan and Robert Blendon, Harvard University; Katherine Binns, Louis Harris & Associates; and Kimberly Scoles, Harvard University
 Discussant: Kathryn Cirkensa, Communication Sciences Group

PAPERS — WORK AND WELFARE

Chair: Jennifer Rothgeb, U.S. Bureau of the Census

Attitudes about Work: Job Satisfaction in a Changing Economy

Chase Harrison and Kenneth Dautrich, University of Connecticut
Political Ideology, Work Ethics, or Self-interest: A Structural Equation Modeling on Individuals' Attitudes toward Economic Justice

Zhiwei Zhang, National Opinion Research Center; and Richard Wokutch, Virginia Polytechnic Institute and State University
Race, Class, and Attitudes toward Social Welfare Programs: American Public Opinion at the End of the Twentieth Century

Kip Kelly and Edward Sharkey, Northern Arizona University
Correlates of Welfare Attitudes: Evidence from the National Survey of America's Families

Kevin Wang and Jeff Capizzano, Urban Institute
 Discussant: Edward Freeland, Princeton University

PANEL — GAUGING THE IMPACT OF WELFARE REFORM THROUGH SURVEYS

Organizer/Chair/Discussant: Charlotte Steeh, Georgia State University

Panelists: Allen Duffer, Research Triangle Institute; Fritz Scheuren, Urban Institute; Nancy Bannister and John Kennedy, Indiana University; Dana Rickman and Michael Foster, Georgia State University; and Dianne Anderson, Iowa State University

IFDTC/AAPOR JOINT SESSION: POSTERS — METHODOLOGY II

In-Home Evaluation of an Automated Touch-Tone Telephone System to Administer a Health Questionnaire

David Mingay, Misha Belkin, Richard Kim, Steve Farrell, Lyn Headley, Priya Khokha, Ethan Sellers, and Michael Roizen, University of Chicago

The Process of Implementing Computer-Based Training for Telephone Interviewers

Mark Wojcik, Chris Brogan, Mike Dennis, Lorayn Olson, Bonnie Randall, and Sofi-Ann Roden, Abt Associates

Conducting Youth Surveys in Low-Income Urban Neighborhoods

Debra McCallum and John Bolland, Institute for Social Science Research

Enhancing a CATI Operation with Cell Phones in a Mixed-Mode Data Collection Effort

Karen Tucker, Battelle Centers for Public Health Research and Evaluation; and Pam Wells, Decision Information Services

In the Wake of Tragedy: The Challenges of a Rapid-Turnaround Survey on Injuries to Children in Automobile Crashes

Edward Freeland, Princeton University; Linda Russell, Response Analysis Corp.; Esha Bhatia and Flaura Winston, Children's Hospital of Philadelphia; and Dennis Durbin, University of Pennsylvania

Non-response among Subsidy Recipients in Puerto Rico

Francis Mendez Mediavilla, Carlos Toro Vizcarrondo, and Jaime Bofill Valdés, University of Puerto Rico

Respondent Burden and Compliance in a Personal Meter Panel Survey

Brian Harris-Kojetin, Viola Penn, and Janet Long, The Arbitron Company

What Do Parents Know? An Analysis of Proxy versus Self-Reports of Contact with Nonresidential Parents

Jennifer-Hess, U.S. Bureau of the Census

Using Iterative Cognitive Testing to Identify Response Problems on an Establishment Survey of Energy Consumption

Sylvia Fisher, Westat, Inc., and Robert Adler, MECS

IFDTC/AAPOR JOINT SESSION: PAPERS — INCENTIVES AND RESPONSE/ NONRESPONSE

Chair: Harry O'Neill, Rober Starch Worldwide, Inc.

Innovative Strategies for Increasing Active Parental Consent in School-Based Drug Education Research

Jennifer-Hawes-Dawson, Gail Zellman, and Sarah Cotton, Rand; and Marvin Eisen, Urban Institute

The Timing of the Incentive Offer and Its Effects on Response Rate in a Mail Survey of Local Health Department Directors

Ashley Bowers, University of North Carolina; Jeremy Morton, Research Triangle Institute; and Stephanie Earnshaw, University of North Carolina

Buy-In or the Installment Plan: The Effect of Amount and Distribution of Incentives on Willingness to Respond to Mixed-Mode Surveys

Neli Esipova, Ben Kadel, Linda Penaloza, and Charles Palit, Wisconsin Survey Research Laboratory

The Effect of Incentives on Cooperation and Refusal Conversion in a Telephone Survey

Martha Kropf, Julie Scheib, and Johnny Blair, University of Maryland

Discussant: Richard Kulka, Research Triangle Institute

IFDTC/AAPOR JOINT SESSION: PAPERS — INTERVIEWER QUALITY AND EFFECTS

Chair: Larry Bye, Communication Sciences Group/Survey Methods Group

Interviewer Effects in Telephone Surveys: The Influence of Black Interviewers on White Respondents

Gary Henry and Christina Ling, Georgia State University

Interviewer-Respondent Interaction Effects: Testing for Respondent Reluctance and Variation in Response to Sensitive Questions

Hank Jenkins-Smith, Amy Goodin, and Carol Silva, University of New Mexico
Investigating the Effects of Interviewer Expectations on Refusal and Cooperation Rates in a Population Survey

Dianne Rucinski, Health Research and Policy Center; and Richard Warnecke, Ingrid Graf, and Vince Parker, University of Illinois

Retaining Good Interviewers: Characteristics That affect Interviewer Turnover and Retention in a CAPI Survey

Andrew Williams, Tamara Cook, and Richard Apodaca, Westat, Inc.

Discussant: Cynthia Clark, U.S. Bureau of the Census

PAPERS — SPIRAL OF SILENCE, THIRD PERSON

Chair/Discussant: William Griswold, University of Georgia

The Spiral of Silence and Public Opinion on Affirmative Action: The Case of Washington State's Initiative 200

Patricia Moy, Keith Stamm, and David Domke, University of Washington
Implications of Comparison Group Size for the Social Distance Corollary in the Third-Person Perception

David Tewksbury, University of Illinois at Urbana-Champaign

Third-Person Effects about Body Image among Chinese and American College Students

Prabu David and Liren Zeng, Ohio State University

AAPOR SHORT COURSE — A BRIEF INTRODUCTION TO SURVEY QUALITY

Paul Biemer, Research Triangle Institute