

FIFTY-SIXTH ANNUAL AAPOR CONFERENCE PROGRAM

SHORT COURSE—DESIGNING GREAT QUESTIONNAIRES, PART III

Jon Krosnick, Ohio State University

SHORT COURSE—INTRODUCTION TO SURVEY SAMPLING

Colm O'Muircheartaigh, University of Chicago

SHORT COURSE—BUILDING BETTER SURVEYS: ALLOWING FOR THE PSYCHOLOGY OF RESPONDENTS

Roger Tourangeau, University of Michigan and University of Maryland

SHORT COURSE—FILLING IN THE BLANKS: AN INTRODUCTION TO IMPUTATION

Jill Montaquila, Westat and the Joint Program in Survey Methodology

JOINT SESSION OF NATIONAL NETWORK OF STATE POLLS AND ACADEMIC SURVEY RESEARCH ORGANIZATIONS

PLENARY SESSION—LESSONS FROM ELECTION NIGHT 2000

Lessons for the Survey Profession

Murray Edelman, Voter News Service

Lessons for the News Media

Kathleen Frankovic, CBS News

Lessons for Ballot Designers

Don A. Dillman, Washington State University

Discussant: Michael Adams, Environics Research Group, Ltd.

Moderator: Peter V. Miller, Northwestern University

RACIAL ATTITUDES IN THE UNITED STATES AND EUROPE

Chair: Sid Groeneman, Groeneman Research & Consulting

Racial Attitudes and Profiling in New Jersey: A Contrast in Black and White

Cliff Zukin, Eagleton Institute of Politics and Bloustein School of Planning and Public Policy, Rutgers University, and Rachel Askew-Dumbaugh, Georgia State University

Pride and Prejudice: West Europeans on Race and Immigration

Janice Bell and Dina Smeltz, Office of Research, U.S. Department of State

Sources of White Opposition to Racial Integration

Leonie Huddy and Stanley Feldman, Department of Political Science, SUNY at Stony Brook

Discussant: Maria Krysan, University of Illinois at Chicago

INTERNET DATA COLLECTION BY GOVERNMENT AGENCIES

Chair and Organizer: Nancy Bates, U.S. Bureau of the Census

Using the Internet for Data Collection—Just Because We Can, Should We?

Joanne McNeish, Canada Post Corporation

The Effect of Motivational Messaging on Mode Choice and Response Rates in the Library Media Center Survey

Elizabeth Nichols, Kent Marquis, and Richard Hoffman III, U.S. Bureau of the Census

Testing an Internet Response Option for the American Community Survey

Deborah H. Griffin, Donald P. Fischer, and Michael T. Morgan, U.S. Bureau of the Census

A Feasibility Evaluation of a Web-Based Demographic Survey

Elizabeth K. Griffin and Heather Holbert, U.S. Bureau of the Census

Internet versus Mail as a Data Collection Methodology from a High-Coverage Population

Nancy Bates, U.S. Bureau of the Census

Discussant: Karol Krotki, Nustats

WHEN NONRESPONSE HAPPENS TO GOOD SURVEYS

Chair: Bob Baumgartner, PA Consulting Group

Predictors of Respondent Cooperation

Stephen E. Everett, The Everett Group, and Jane M. Sheppard, Council for Marketing and Opinion Research

Response Timing and Coverage of Non-Internet Households in an Internet-Enabled Panel

J. Michael Dennis, Knowledge Networks

A Multi-Year Analysis of Unit and Item Nonresponse in the Iowa Behavioral Risk Factor Surveillance Survey

Mary Losch, Aaron Maitland, and Gene Lutz, Center for Social and Behavioral Research, University of Northern Iowa

Evaluating Nonresponse in a Web-Enabled Survey on Health and Aging

Elizabeth F. Wiebe, Joe Eyerman, and John D. Loft, Research Triangle Institute

Balancing Cost Control and Mean Squared Error in RDD Telephone Surveys: The National Immunization Survey

K. P. Srinath and Michael P. Battaglia, Abt Associates; Philip J. Smith, CDC-NIP; Corrina Crawford, Jessica Cardoni, and Rick Snyder, Abt Associates; Robert A. Wright, CDC-NCHS

Discussant: Charlotte Steeh, Georgia State University

COGNITIVE TESTING METHODS FOR ESTABLISHMENT SURVEYS

Organizer and Chair: Linda Stinson, U.S. Bureau of Labor Statistics

An Alternative Response Process Model for Establishment Surveys

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

Application of Cognitive Methods to an Establishment Survey: A Demonstration Using the Current Employment Statistics Survey

Eileen M. O'Brien, U.S. Bureau of the Census; Sylvia Fisher and Karen L. Golderberg, U.S. Bureau of Labor Statistics

Adapting Cognitive Interviewing Methodologies to Compensate for Unique Characteristics of Establishments

Kristin Stettler, Amy E. Anderson, and Diane K. Willimack, U.S. Bureaus of the Census
Pretesting the NIOSH Respirator Usage Survey: Cognitive and Field Testing of a New Establishment Survey
 Sylvia Fisher, Kelley Frampton, and Ramona Tran, U.S. Bureau of Labor Statistics
 Discussant: Barbara Forsyth, Westat

TAKING A DEEPER LOOK AT THE 2000 ELECTORATE: ISSUES, VOTER, AND GROUPS

Chair: John M. Benson, Harvard School of Public Health
Beliefs, Values, and Policy Preferences: Issues Voters in the 2000 Election
 Mollyann Brodie, Henry J. Kaiser Family Foundation; Claudia Deane and Richard Morin, The Washington Post
Partisan Differences on the Future of Economic Policy
 Robert J. Blendon, Kennedy School of Government, Harvard University; John Benson and Kathleen Weldon, Harvard School of Public Health
Voters' Priorities and Preferences in Education Policy
 Stephen Pelletier, Harvard School of Public Health
Health Care and the 2000 Electorate
 John M. Benson, Harvard School of Public Health; Mollyann Brodie and Anne E. Steffenson, Henry J. Kaiser Family Foundation
 Discussant: Robert Eisinger, Political Science Department, Lewis and Clark College

METHODOLOGICAL ISSUES IN THE 1999 REDESIGN OF THE NATIONAL HOUSEHOLD SURVEY ON DRUG ABUSE

Chair: Joseph C. Gfroerer, Substance Abuse and Mental Health Services Administration
Nonresponse in the 1999 NHSDA
 Joe Eyerman, Dawn Odom, Shiyong Wu, and Rachel Caspar, Research Triangle Institute; Dicy Butler, Substance Abuse and Mental Health Services Administration
Respondent Resolution of Inconsistent or Unusual Response in an ACASI Interview: Results from the 1999 National Household Survey on Drug Abuse
 Rachel A. Caspar and Michael A. Penne, Research Triangle Institute
Mode Effects on Drug Use Measures: Comparison of 1999 CAI and PAPI Data
 James Chromy, Teresa Davis, and Lisa Packer, Research Triangle Institute
Impact of Interviewer Experience on Respondent Reports of Drug Use
 Arthur Hughes, Substance Abuse and Mental Health Services Administration; James Chromy, Joe Eyerman, Katherine Giacoletti, and Dawn Odom, Research Triangle Institute
 Discussant: Mick P. Couper, University of Michigan and Joint Program in Survey Methodology

THE ROLE OF THE MEDIA IN PUBLIC KNOWLEDGE

Chair: Gladys Lang, University of Washington
Widening the Gap: The Impact of Cable and Internet on Political Knowledge and Participation
 Markus Prior, Stanford University

The Impact of Television on Public Attitudes and Knowledge about Substance Abuse

Kenneth A. Rasinski and Michael Reynolds, NORC, University of Chicago; Ann Ragin, Department of Psychiatry, University of Chicago

Getting the Numbers Straight: Source and Reporter Perceptions of Mathematical Inaccuracy in the News

Scott R. Maier, School of Journalism and Communication, University of Oregon

William P. Cassidy, University of Oregon

Discussant: K. Viswanath, National Cancer Institute

DEVELOPMENT OF THE AMERICAN TIME USE SURVEY

Chair and Organizer: Diane E. Herz, U.S. Bureau of Labor Statistics

Coding Activities in the American Time Use Survey

Diane E. Herz and Lisa K. Schwartz, U.S. Bureau of Labor Statistics

Minding the Children: Measuring Time Spent Providing Passive Child Care

Lisa K. Schwartz and Scott Fricker, U.S. Bureau of Labor Statistics

Contact Strategies for Telephone Time-Use Surveys

Jay Stewart, U.S. Bureau of Labor Statistics

Maximizing Respondent Contact in the American Time Use Survey

Karen Piskurich and Dawn V. Nelson, U.S. Bureau of the Census; Diane Herz, U.S. Bureau of Labor Statistics

Discussant: John Robinson, University of Maryland, College Park

PRE-ELECTION POLLS IN THE FALL 2000 CAMPAIGNS IN CANADA AND IN THE U.S.

Chair: Mickey Blum, Blum and Weprin Associates

Pre-Election Polls in the Fall 2000 Campaigns in Canada and in the U.S.

Claire Durand, University of Montreal

The Impact of Polls on the vote in Canada

Andre Blais, University of Montreal

Assessing the U.S. Pre-Election Polls of 2000

Michael Traugott, University of Michigan

The Role of the Polls in the U.S. Election

Larry McGill, Freedom Forum

Discussant: David Moore, The Gallup Organization

PRETESTING AND QUESTIONNAIRE DEVELOPMENT

Chair: Joel Kennet, Office of Research and Methodology, National Center for Health Statistics

Questionnaire Pretesting Methods: Do Different Techniques and Different Organizations Produce Similar Results?

Jennifer Rothgeb, U.S. Bureau of the Census; Gordon Willis, Research Triangle Institute; Barbara Forsyth, Westat

Using Respondent Requests for Help to Develop Quality Data Collection Instruments: The 2000 Census of Agriculture Content Test

Jaki Stanley McCarthy, National Agricultural Statistics Service, U.S. Department of Agriculture

Adapting Clinical Assessment Measures for Household Survey Administration

Paul Beatty and Kristen Miller, National Center for Health Statistics

Do Latinos and Anglos Think about Health in the Same Ways?

Patricia M. Gallagher and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts—Boston
 Discussant: Theresa J. DeMaio, U.S. Bureau of the Census

PRIVACY AND SURVEY PARTICIPATION: CROSS-CULTURAL VIEWS

Chair and Organizer: Alisú Schoua-Glusberg, Harvard University

The Political Economy of Privacy among Ethnic Minorities: The Power Factor
 Melinda Crowley, U.S. Bureau of the Census

Privacy and Survey Response: Interviews with Urban Native Americans
 Betsy Strick, Private Consultant

Culture and the Census: Asian Attitudes towards Privacy
 Bhavani Arabandi, George Mason University

Cultural Concepts of Privacy among Hispanic Immigrants
 Alisú Schoua-Glusberg, Harvard University

Privacy Concerns Go Public
 Susan Trencher, George Mason University, and Eleanor Gerber, U.S. Bureau of the Census
 Discussant: Eleanor Gerber, U.S. Bureau of the Census

PUBLIC OPINION, SCIENCE AND PSEUDO-SCIENCE

Chair and Organizer: Susan Carol Losh, Florida State University

How Religious Denomination, Biblical Literalism, and Science Knowledge Influence the Public's Acceptance of Human Evolution: Results from the 1993–1994 General Social Surveys

Douglas Lee Eckberg, Winthrop University
New Age Pseudo-Science and Biblical Creationism: Two Sides of But One Coin or Entirely Unrelated Species?

Raymond Eve, University of Texas at Arlington
Are Religious and Paranormal Thinking Anti-Science?

Erich Goode, University of Maryland, College Park
How Gender and Education Influence Science and Pseudo-Science Beliefs: 1979–1999

Susan Carol Losh, Florida State University
The Ideology of “Scientific Creationism”
 Justin Watson, Lafayette College

USING THE WEB—COMPARISONS WITH OTHER MODES OF RESEARCH

Chair: James R. Caplan, Defense Manpower Data Center

Comparing Random Digit Dial Surveys with Web Surveys: The Case of Health Care Consumers in California

Sandra Berry and Matthias Schonlau, RAND; Kinga Zapert, Harris Interactive; Lisa Payne Simon, California HealthCare Foundation; Katherine Sanstad, Institute for the Future; Sue Marcus, University of Pennsylvania; John Adams, Mark Spranca, and Hong-Jun Kan, RAND; Rachel Turner, Harris Interactive

Mail, Email, and Web Surveys: A Cost and Response Rate Comparison in a Study of Undergraduate Research Activity

Virginia M. Lesser, Survey Research Center and Department of Statistics, Oregon State University, Corvallis, and Lydia Newton, Survey Research Center, Oregon State University, Corvallis

Do Paper and Web Questionnaires Provide the Same Results?

Katja Lozar Manfreda and Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana; Zenel Batagelj, CATI Center

Time-Diary Measurement on the Internet: A National Experiment

Norman Nie, SIQSS, Stanford University, and John P. Robinson, Department of Sociology, University of Maryland, College Park

Going Global: Issues in Applying Internet Research Internationally for an Elite Audience

Sandra Bauman, Natalie Jobity, Jennifer Airey, Deanne Wilson, and Hakan Atak, Wirthlin Worldwide; Michael Deis, PRiMeR Ltd.

Discussant: William C. McCready, Knowledge Networks

CROSS-CULTURAL COMPARISONS OF NATIONAL VALUES AND IDEAS

Chair: Bikramjit Garcha, Georgia State University

The Construction of National Identity—a 23-Nation Study

Frank Louis Rusciano, Department of Political Science, Rider University

Comparison of Methods for the Evaluation of Construct Equivalence in a Multi-group Setting

Jerry Welkenhuysen-Gybels, Catholic University of Leuven, Belgium, and Fons van de Vijver, University of Tilburg, The Netherlands

Value Structure Similarities among Nations

Allen Wilcox, Department of Political Science, University of Nevada

A Latent Class Model for Studying Preference Falsification

Allan L. McCutcheon, UNL—Gallup Research Center

Discussant: Colm O'Muircheartaigh, NORC, University of Chicago

POSTER SESSION

Media Use in Japan

Dan Ames, Beth Webb, and Brad Bedford, Arbitron

Political Information Seeking Using the Internet in Georgia

James Bason, Survey Research Center, University of Georgia

Arizona's Instrument to Measure Standards (AIMS): Are Our Kids Prepared?

Arian Sunshine Coffman, Northern Arizona University

Children and Media Viewing: A National Demographic and Psychographic Segmentation Study

Michael Cohen, Nellie Gregorian, and Jay Joliffe, Applied Research & Consulting; Laura Wendt and Marsha Williams, Nickelodeon Research

Surveying the Health of a Diverse Population—the California Health Interview Survey (CHIS) Experience

Wei Yen, UCLA Center for Health Policy Research

Net Gain: How New Jerseyans Are Using the Internet to Manage Their Lives

Peyton Craighill, Rutgers University and Pew Research Center; Cliff Zukin, Eagleton Institute of Politics and Bloustein School of Planning and Public Policy, Rutgers University

The Impact of Interpersonal Communication Environment on Perceived News Media Bias during Election 2000

William P. Eveland, Jr., School of Journalism and Communication, Ohio State University, and Dhavan V. Shah, School of Journalism and Mass Communication, University of Wisconsin—Madison

Divergences between Recorded Crime Statistics, Public Perceptions of Crime, and Worries about Victimization

- Jonathan Jackson, Department of Social Psychology, London School of Economics
What Users Do When They Use the World Wide Web: An Analysis of Online Activities
- Mee-Eun Kang, School of Communication, Sookmyung Women's University
Dirty Business or Toils of Democracy: Views on Election Polls in Post-Communist Bulgaria
- Christopher D. Karadjov, College of Journalism and Communications, University of Florida
Cross-Cultural Comparisons of Preferences for Job Attributes: A Discriminant Analysis
- Bing Liu and Zhiling Liu, Survey Research and Methodology Program, University of Nebraska—Lincoln
An Experimental Examination of Electoral Expectations
- Russell Mayer, Department of Political Science, Merrimack College
Can't Buy Me Love: Jon Corzine's Campaign Spending in the 2000 New Jersey Senate Race
- Scott McLean, Political Science Department, Quinnipiac University
Child Prostitution in the U.S.: A Survey of Juvenile Court Judges
- Pama Mitchell, The Atlanta Journal-Constitution, and Jeff Shusterman, The Marketing Workshop
Public Attitudes towards Science and Technology: Recommendations for Future Public Opinion Research
- Matt Nisbet, Department of Communication, Cornell University
The Use of Language in the Media and in Everyday Speech: Employing Field Experiments to Investigate Key Signals in Media Coverage
- Thomas Petersen, Institut fuer Demoskopie Allensbach, Allensbach, Germany
Evolving Public Opinion in the Elian Gonzalez Case: A Longitudinal Investigation
- Linda J. Skitka, University of Illinois at Chicago
Don't Know Responses in Japanese Surveys: Effects of Question and Respondent Characteristics
- Nicolaos E. Synodinos, University of Hawaii, and Yutaka Ujiie, Shin Joho Center
Standards of Disclosure in Pre-Election Stories in Indian Print Media
- Yudhijit Bhattacharjee, The Ohio State University, and K. Viswanath, National Cancer Institute
Individual-Level Predictors of Public Outspokenness: A Cross-Cultural Test of the Spiral of Silence Theory
- Lars Willnat, George Washington University and Nanyang Technological University, Singapore; Waipeng Lee and Ben Detenber, Nanyang Technological University, Singapore; Sean Aday and Joe Graf, George Washington University
Using an Explanatory Mail Follow-Up to Boost Response Rate in an RDD Survey
- Colleen K. Porter, Department of Health Services Administration, University of Florida; Cynthia Wilson Garvan, Division of Biostatistics, University of Florida; R. Paul Duncan, Department of Health Services Administration, University of Florida; W. Bruce Vogel, Department of Health Policy and Epidemiology, University of Florida
Rankings, Ratings, Rulers, and Reference Points: Analyzing Reliability and Validity in a Customer Satisfaction Study for the Brazilian Health Care Industry
- Clifford Young, Orjan Olsen, Cristina Baptista de Moura, Nelson Acar, and Mario Mattos Neto, Indicator Brazil
Perceptions of Media Bias in the 2000 Presidential Race

Dietram A. Scheufele and Yemi K. Rose, Cornell University

MODE EFFECTS

Chair: Andrew Zuckerberg, Microsoft

Response Rate and Measurement Differences in Mixed Mode Surveys Using Mail, Telephone, Interactive Voice Response, and the Internet

Don A. Dillman, Washington State University; Glen Phelps, Robert Tortora, Karen Swift, Julie Kohrell, and Jodi Berck, The Gallup Organization

An Experiment Comparing Computer-Assisted and Paper Modes of Data Collection for the Short Form in Census 2000

Sid Schneider and David Cantor, Westat; Lawrence Malakhoff, U.S. Bureau of the Census; Carlos Arieira, Paul Segal, and Luu Nguyen, Westat; Jennifer Guarino, U.S. Bureau of the Census

Evaluating Mode Effects on a Survey of Behavioral Health Care Users

Vickie L. Stringfellow, Floyd J. Fowler, Jr., and Brian R. Clarridge, Center for Survey Research, University of Massachusetts

Implementation and Results of the Internet Response Mode for Census 2000

Erin Whitworth, U.S. Bureau of the Census

Discussant: Norman M. Bradburn, National Science Foundation

NONRESPONSE AND EFFECTS

Chair: Victoria A. Albright, Field Research Corporation

Assessing Data Quality from Reluctant Respondents on an Establishment Survey

Mareena McKinley Wright and David Cantor, Westat; Tracey Hagerty, Mathematica; Kerry Levin, Westat

The Effect of Respondent Refusals on Election Polling

Monika McDermott, Eagleton Institute of Politics, Rutgers University

Panel Bias from Attrition and Conditioning: A Case Study of the Knowledge Networks Panel

Joshua D. Clinton, Stanford University

Assessing Nonresponse Bias: Resisters and Late Respondents

James E. Fletcher, Survey Research Center, California State University, Chico, and Diane E. Schmidt, Department of Political Science, California State University, Chico

Discussant: Michael Battaglia, Abt Associates

TRENDS AND INFLUENCES IN PUBLIC OPINION

Chair: Cecilie Gaziano, Research Solutions

The Generation Gap from the 1970s to the 1990s

Tom Smith, NORC

Converging Classes: Trends in Class Attitudes and Behaviors, 1972–1998

Robert Wagmiller, National Center for Children in Poverty, and Joseph L. Mailman, School of Public Health, Columbia University

Reference Groups and Pluralistic Ignorance

Sara Dunlap, Department of Political Science, Ohio State University; Carroll Glynn, Department of Journalism and Communication, Ohio State University; James Shanahan, Department of Communication, Cornell University

Party Polarization and Public Opinion: The Dynamic Relationship between Congressional Polarization and Public Attitudes

Stephen T. Mockabee, Ohio State University

The Digital Divide: How Internet Use May Influence the Government-Citizen Relationship

Raffaele Fasiolo, Valerie Pottie-Bunge, and Nathaniel Stone, Canada Information Office

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

ISSUES IN COGNITIVE INTERVIEWING

Chair: Polly Phipps, Washington State Institute for Public Policy

Interpreting Verbal Reports in Cognitive Interviews

Frederick Conrad, U.S. Bureau of Labor Statistics, and Johnny Blair, University of Maryland

Standardized Cognitive Testing: Will Quantitative Results Provide Qualitative Answers?

Carol Cosenza, Center for Survey Research, University of Massachusetts

Maximizing the Quality of Cognitive Interviewing Data: An Exploration of Three Distinct Methodologies and Their Informational Objectives

Sarah Daugherty, Lauren Harris-Kojetin, Elizabeth Jael, Claudia Squire, and Kelly Sand, Research Triangle Institute

Mexican Immigrants and the Use of Cognitive Assessment Techniques in Questionnaire Development

Robert Agans, Department of Biostatistics, Survey Research Unit, University of North Carolina; William Kalsbeek, Ashley Bowers, Natalia Deeb-Sossa, and Stacy Barger, University of North Carolina, Chapel Hill

Cognitive Chinese? Vietnamese?

Brian Clarridge and Jennifer Moorhead, Center for Survey Research, University of Massachusetts—Boston

Discussant: Jaki Stanley McCarthy, National Agricultural Statistics Service, U.S. Department of Agriculture

THE MEXICAN ELECTION OF 2000

Chair and Organizer: Warren Mitofsky, Mitofsky International

Retrospective Voting in the Mexican Presidential Election of 2000

Ulises Beltran, Centro de Investigación y Docencia Económicas (CIDE)

Candidates, Campaigns, and Public Opinion Research in 2000 Mexican Presidential Elections

Rafael Gimenez, Arcop

The Effects Of Negative Campaigns on Voting Behavior

Alejandro Moreno, Instituto Tecnológico Autónomo de México (ITAM) and Reforma Newspaper

The Changing Mexican Voter

Jorge Buendia, Centro de Investigación y Docencia Económicas (CIDE)

Discussant: Nancy Belden, Belden Russonello & Stewart

SURVEY RESEARCH IN URBAN SETTINGS

Chair: Carolee Bush, U.S. Bureau of the Census

Survey Research in Urban Settings: An Overview of Methodological Issues

Isabel Farrar, Tim Johnson, and Sara Baum, University of Illinois at Chicago

Methodological Issues in Surveying the Homeless

Ingrid Graf and Tim Johnson, University of Illinois at Chicago

Conducting Telephone Surveys in Urban Neighborhoods

Linda Owens, University of Illinois at Chicago

Discussant: Karen Bogen, Johns Hopkins University

DO FACE-TO-FACE, RDD, INTERNET, AND MAIL SURVEYS PRODUCE THE SAME RESULTS? NATIONAL COMPARISONS

Chair: Ashley Grosse, University of Michigan

Experimental Comparisons of the Quality of Data Obtained from Face-to-Face and Telephone Surveys

Melanie C. Green, University of Pennsylvania, and Jon A. Krosnick, Ohio State University

An Experimental Comparison of the Quality of Data Obtained in Telephone and Self-Administered Mailed Surveys with a Listed Sample

Michael Silver, Ohio State University

The Representativeness of National Samples: Comparisons of an RDD Telephone Survey with Matched Internet Surveys by Harris Interactive and Knowledge Networks

LinChiat Chang, Ohio State University

The Accuracy of Self-Reports: Comparisons of an RDD Telephone with Internet Surveys by Harris Interactive and Knowledge Networks

LinChiat Chang and Jon A. Krosnick, Ohio State University

Discussant: Robert Groves, University of Michigan and Joint Program in Survey Methodology

FORENSICS RESEARCH: SPECIAL CONSIDERATION

Chair and Organizer: E. Deborah Jay, Field Research

Courting Opinions: Surveys for Litigation

E. Deborah Jay, Field Research Corporation

Surveys Measuring False and Deceptive Advertising: An Overview

Thomas DuPont, D2 Research

Measuring Consumer Perception in Trade Mark Disputes

Ivan Ross, Ross Research

The Use of Survey Evidence in Foreign Proceedings: Proceed with Caution

Brahm Segal, Ritvik Holdings

Killer Klient: Using Surveys to Evaluate Whether Pretrial Publicity Is Prejudicial to Criminal Defendants

Paul Talmey, Talmey-Drake Research & Strategy

MOTIVATING RESPONSE TO THE U.S. CENSUS 2000: A PRELIMINARY ASSESSMENT

Chair and Organizer: Kimberly Crews, U.S. Bureau of the Census

Using Advertising to Encourage Response

Jennifer P. Marks and Kendall B. Oliphant, U.S. Bureau of the Census

Innovative Methods in Reaching the American People through the U.S. Census 2000 Partnership Program

Brenda J. August and Timothy P. Olson, U.S. Bureau of the Census

The Effect of Exposure to Positive and Negative Publicity on Attitudes toward the 2000 Census

Eleanor Singer and John Van Hoewyk, University of Michigan; Randall J. Neu-

gebauer, U.S. Bureau of the Census; Darby Miller Steiger, The Gallup Organization
Preliminary Results of Evaluating the Census 2000 Integrated Marketing Strategy
 Emilda Rivers and Elizabeth Ann Martin, U.S. Bureau of the Census
 Discussant: Anil Arora, Statistics Canada

MODE STUDIES ON SENSITIVE TOPICS

Chair: Kathy Sonnenfeld, Mathematica Policy Research
The Validity and Reliability of Interviewing Children with ACASI
 Crystal MacAllum, Westat
Comparison of Computer-Assisted Telephone Survey Methodologies: CATI vs. TACASI
 Amy L. Nyman and Anthony M. Roman, Center for Survey Research, University of Massachusetts; Charles Turner, City University of New York and RTI
The Use of ACASI Systems in a High-Risk Clinic Population
 Gordon Willis, National Cancer Institute, Applied Research Program, and Susan Rogers, Research Triangle Institute
Answering Sexual Behavior Questions with Touch-Tone Telephones: An Experiment Using SLAITS Sample
 Stephen J. Blumberg, National Center for Health Statistics, CDC
 Discussant: William Nicholls, U.S. Bureau of the Census, Retired

DELIBERATION, CONFLICT, AND PUBLIC OPINION

Chair: Kurt Lang, University of Washington
Online Group Discussion and Its Influence: The Electronic Dialogue Project in Campaign 2000
 Vincent Price and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania
The Utility of Deliberation: What Citizens Bring In and Take Out of the Process
 David Dutwin, Annenberg School for Communication, University of Pennsylvania
Information and Political Attitudes: A Methodological Comparison of Two Approaches to Estimating the Opinions of a Better Informed Public
 Patrick Sturgis, Department of Social Psychology, London School of Economics and Political Science
Conflicting Opinions: Public Reactions to Political Conflict
 Diana Mutz, Ohio State University
 Discussant: Tom Smith, NORC, University of Chicago

METHODS FOR REDUCING RESPONSE AND NONRESPONSE ERROR

Chair: Brian Wolf, Oregon Survey Research Laboratory
The Weekly Work Grid: A Measure of the Complexity of Hours at Work
 John P. Robinson and Yuko Kurashina, University of Maryland, College Park; Alain Chenu, CREST, INSEE (Census Bureau of France)
Clarifying Question Meaning in a Web-Based Survey
 Laura H. Lind and Michael F. Schober, New School for Social Research; Frederick G. Conrad, U.S. Bureau for Labor Statistics
Reducing Income Nonresponse in a Topic-Based Interview
 Jeffrey C. Moore and Laura S. Loomis, U.S. Bureau of the Census
Determining Nativity through Household-Level and Person-Level Question Designs

Kevin Wang and Randy Capps, The Urban Institute; David Cantor, Westat
Differentiating Dedicated from Alienated Respondents: An Empirical Test of Interactionist Concepts

Vikas Gumbhir and Patricia Gwartney, Oregon Survey Research Laboratory
 Discussant: Joe Eyerman, Research Triangle Institute

ISSUES IN SAMPLING AND COVERAGE: A PANEL IN MEMORY OF LESLIE KISH

Chair: Colm O'Muircheartaigh, NORC, University of Chicago
Evaluating the Use of Residential Mailing Addresses in a Metropolitan Household Survey

Vincent G. Iannacchione, Jennifer M. Staab, and David T. Redden, Research Triangle Institute

List-Assisted Sampling Methods: The Effect of Telephone System Changes on Design

Clyde Tucker, U.S. Bureau of Labor Statistics; James Lepkowski, University of Michigan; Linda Piekarski, Survey Sampling

Effects of Telephone Technologies and Call Screening Devices on Sampling, Weighting, and Cooperation in a Random Digit Dialing (RDD) Survey

Shelley Brock Roth, Jill Montaquila, and John Michael Brick, Westat
Coverage, Nonresponse, and Cost Tradeoffs Using a One-Question Screener for Age Eligibility in Household Surveys

James M. Lepkowski, University of Michigan and Joint Program in Survey Methodology; Karen E. Davis, National Center for Health Statistics; Krishna Winfrey, University of Michigan; Roger Tourangeau and Robert M. Groves, University of Michigan and Joint Program in Survey Methodology

Discussant: Martin Frankel, Abt Associates

CONDUCTING SURVEYS WITH PORTABLE TECHNOLOGY

Chair: Karl Feld, humanvoice
Computer Audio Recorded Interviewing (CARI): Results of Additional Feasibility Efforts

Paul Biemer, Jeremy Morton, Deborah Herget, and Kelly Sand, Research Triangle Institute

Survey Data Collection on the Palm of Your Hand?

Jaana Myllyluoma, Patricia Lesho, Carol Schmitt, and Jacinta Purcell, Battelle Centers for Public Health Research and Evaluation

Harnessing Innovative Electronic Technology for On-Site, Point-of-Service Research

Keith Neuman, Decima Research, and Julie Belanger, In-Touch Survey Systems

Discussant: Sue Ellen Hansen, University of Michigan

SHORT COURSE—HOW TO REPORT ON PUBLIC OPINION

Michael Traugott, University of Michigan

BREAKFAST ROUNDTABLE—TEACHING THE SURVEY METHODS PRACTICUM

Organizer: Linda Owens, University of Illinois

PUBLIC OPINION AND PUBLIC POLICY

Chair: Nicolaos E. Synodinos, University of Hawaii

Voices in a Democracy: Understanding Perceptions of the Role of Public Opinion in the Policymaking Process

Mollyann Brodie, Henry J. Kaiser Foundation; Lisa Ferraro Parmelee, The Roper Center; April Brackett, Henry J. Kaiser Foundation

Government Public Opinion Research and Canada's Goods and Services Tax
Christopher Page, Department of Political Science, Memorial University of Newfoundland

Borderline Interest or Identity? Canadian and American Attitudes toward NAFTA
David Rankin, Department of Political Science, SUNY at Fredonia

Physicians and the Public: An International Comparison of Views on Health System Change and Quality of Care

Catherine M. DesRoches and Robert J. Blendon, Harvard School of Public Health

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

THE CONTRIBUTIONS OF SEYMOUR SUDMAN TO SURVEY RESEARCH

Chair and Organizer: Diane O'Rourke, University of Illinois

Contributions to Sampling

Roger Tourangeau, University of Michigan

Contributions to Understanding Cognitive Processes and Questionnaire Design

Norman Bradburn, National Science Foundation

Contributions to Establishment Surveys

Diane Willimack, U.S. Bureau of the Census

Additional Contributions to Survey Research and the Profession

Tim Johnson, University of Illinois at Chicago

CAMPAIGN 2000

Chair: Edward Freeland, Princeton University

Economics and Bill Clinton in the 2000 American Presidential Election

Jeffrey Koch, Department of Political Science, SUNY

Campaigns Matter: Why the Economic Models Predicting a 4- to 20-Percentage Point Victory for Gore Were Wrong

David W. Moore, The Gallup Organization

Dynamics of the 2000 Presidential Campaign: Evidence from the Annenberg Survey

Michael G. Hagen, Richard Johnston, and Kathleen Hall Jamieson, Annenberg School for Communication

A Bayesian Model for Combining State and National Presidential Trial Heat Polls

Charles H. Franklin, University of Wisconsin—Madison

Discussant: Mark DiCamillo, The Field Institute

ISSUES IN TRANSLATING SURVEYS: METHODS AND APPROACHES

Chair and Organizer: Alisu Schoua-Glusberg

The Linguistic Demography of the United States: Insights from the 1990 Census

Gillian Stevens, University of Illinois

Ad-lib Verbal Translations and Interviewer Variance

Lorena Carrasco, U.S. Bureau of the Census

Taking Acculturation into Account in Translation

David Eden, Mathematica Policy Research
Use of the Internet as a Translation Aid for Survey Instruments
 Alisú Schoua-Glusberg, Harvard University
Translating the American Time-Use Survey into Spanish: Issues Associated with Translating a Flexible Interview Survey
 Sylvia Fisher, U.S. Bureau of Labor Statistics
 Discussant: Manuel de la Puente, U.S. Bureau of the Census

DOES IT PAY TO PAY? INCENTIVES AND PARTICIPATION

Chair: Asaph Young Chun, American Institutes for Research
Is It "What's Up Front" That Counts? An Experiment in First-Wave Incentives in a Panel Study
 Thomas Guterbock, Center for Survey Research, University of Virginia, and Alison Meloy, Sorensen Institute for Political Leadership, University of Virginia
The Role of Topic Salience in Survey Participation Decisions
 Robert M. Groves, University of Michigan and Joint Program in Survey Methodology; Stanley Presser and Sarah Dipko, University of Maryland and Joint Program in Survey Methodology
Are Physicians Immune to Incentives and Other Survey Features Thought to Increase Response?
 Danna Moore, Social and Economic Sciences Research Center, Washington State University
Use of Targeted Incentives to Reduce Nonresponse in Longitudinal Surveys
 Michael W. Link, Research Triangle Institute; Andrew G. Malizio, National Center for Education Statistics; Thomas R. Curtin, Research Triangle Institute
 Discussant: Sandra Berry, RAND

ISSUES IN WEB SURVEYS

Chair and Discussant: Don Dillman, Washington State University
Experiments on Visual Effects in Web Surveys
 Kristin Kenyon, Knowledge Networks; Mick P. Couper and Roger Tourangeau, University of Michigan
Eye-Movement Analysis: A New Tool for Evaluating the Design of Visually Administered Instruments (Paper and Web)
 Cleo D. Redline, U.S. Bureau of the Census, and Christopher P. Lankford, University of Virginia
Humanizing Self-Administered Surveys: Experiments on Social Presence on the Web and IVR
 Darby Miller Steiger, The Gallup Organization; Roger Tourangeau and Mick P. Couper, Survey Research Center, University of Michigan
The Impact of Adding e-Interviewers to Web-Based Research
 Karl Feld, humanvoice

SURVEY RESEARCH STANDARDS AND ETHICS

Chair and Discussant: Clyde Tucker, U.S. Bureau of Labor Statistics
Assessing Survey Research, a Principled Approach
 Benoit Gauthier, Circum Network
Maintaining Confidentiality in the Public Use Dataset
 Cynthia Helba, Kimya Lee, and Christine Gaines, Westat; Timothy Elig and Laverne Wright, Defense Manpower Data Center

Ethics Codes and Survey Researchers

John Kennedy, Center for Survey Research, Indiana University

Technical Rationality—a New Form of Unethical Behavior

Robert Mason, Survey Research Center, Oregon State University

ISSUES IN THE FORMATTING OF RESPONSE SCALES

Chair: Kim Zito, Mathematica Policy Research

Item-Nonresponse, Measurement Error, and the 10-Point Response Scale

Matthew W. Courser, Ohio State University, and Paul J. Lavrakas, Nielsen Media Research

How Providing versus Not Providing a Midpoint in Response Scales Affects Validity and Reliability of Measurement

Dagmar Krebs, Institute of Sociology, University of Giessen

The Influence of Frequency Scales on Response Behavior: A Theoretical Model and Its Empirical Examination

Volker Stocke, University of Mannheim

A Cross-National Comparison of Middle Alternatives, Acquiescence, and the Quality of Questionnaire Data

Colm O'Muircheartaigh, NORC, and Jon A. Krosnick, Ohio State University

Discussant: Baerbel Knaeuper, McGill University

ASSESSING THE ACCURACY OF PRE- AND POST-ELECTION POLLS

Chair: Kathy Dykeman, Voter News Service

What Leads to Voting Overreports? Contrasts of Overreporters to Voters and Admitted Nonvoters

Robert F. Belli, Michael W. Traugott, and Matthew N. Beckmann, University of Michigan

The Story from the States: Accuracy of State Pre-Election Polls

Andrew Smith and Dennis Junius, University of New Hampshire Survey Center; Eric Rademacher and Daniel Majeski, University of Cincinnati, Institute for Policy Research

The Accuracy of Harris Interactive's Pre-Election Polls of 2000

George Terhanian, Humphrey Taylor, Jonathan Siegel, John Bremer, and Renee Smith, Harris Interactive

An Empirical Portrait of the Yale New Media Workshop and MSNBC Internet Decision 2000 Survey

John Lapinski, Yale University

Discussant: Daniel M. Merkle, ABC News

THE SURVEY TRANSLATION EXPERIENCE: CASE STUDIES

Chair and Discussant: Sylvia Fisher, Office of Survey Methods Research, U.S. Bureau of Labor Statistics

Designing the Language Dimension of the New Immigrant Survey

Guillermina Jasso, Department of Sociology, New York University; Douglas S. Massey and Mark R. Rosenzweig, University of Pennsylvania; James P. Smith, RAND Corporation

Spanish Translation Issues Related to the Development of Computer-Assisted Interviewing Instruments: National Household Survey on Drug Abuse

Marjorie Hinsdale, Research Triangle Institute

Evaluation for the Jobs-Plus Community Revitalization Initiative for Public Housing Families

Karen Tucker, Battelle Centers for Public Health Research and Evaluation

Twenty-Two Countries, Twenty-Three Languages: The World Mental Health Survey 2000

Beth-Ellen Pennell, University of Michigan

ROUNDTABLE—THREATS TO PUBLIC OPINION RESEARCH

Organizer: Richard Day, Richard Day Research

Diane Bowers, Council of American Survey Research Organizations

Scott Keeter, George Mason University

Mark Schulman, Schulman, Ronca and Bukavallas

Howard Silver, Consortium of Social Science Associations

ISSUES IN WEB SURVEY DESIGN

Chair: Dominic Lusinchi, Far West Research

Web Survey Design: Comparing a Multi-Screen to a Single-Screen Survey

Richard L. Clark and Zsolt Nyiri, University of Connecticut

Screen Design in a Web Survey

Marek Fuchs, Dresden University of Technology, Germany

An Experiment in Web Survey Design

Jane Burris, Jie Chen, Ingrid Graf, Timothy Johnson, and Linda Owens, Survey Research Laboratory, University of Illinois at Chicago

How Much Is the Same: The Impact of Web Interviewing on Budgetary Choices

Monica L. Wolford, COPA, University of Maryland, and Michael Bocian, Knowledge Networks

Discussant: Reginald Baker, Market Strategies

ATTITUDES ABOUT SCIENCE—BIOTECH AND THE ENVIRONMENT

Chair and Discussant: Lynda Carlson, National Science Foundation

Attitudes toward Biotechnology: Public Understanding and Religious Values

Gerald M. Kosicki, Center for Survey Research and School of Journalism and Communication, Ohio State University, and Stephen T. Mockabee, Center for Survey Research and Department of Political Science, Ohio State University

Attitudes about Biotechnology and Genetically Modified Organisms

James Shanahan, Dietram Scheufele, and Eunjung Lee, Department of Communication, Cornell University

Risk Perceptions of Global Warming

Anthony Leiserowitz, Environmental Science, Studies and Policy, University of Oregon

Confidence in Expert Claims about Environmental Risks

Eric R. A. N. Smith and Juliet Carlisle, Political Science Department, University of California, Santa Barbara

People and the Parks: The American Public Examines the National Park System

Frederic I. Solop and Kristi K. Hagen, Department of Political Science, Northern Arizona University

THE IMPACT OF INCENTIVES ON RESPONSE AND DATA QUALITY

Chair: Julita Milliner, Mathematica Policy Research

An Analysis of the Effectiveness of a Variety of Up-Front and Backend Incentives on a Mixed-Mode National Survey of Financial Decision-Makers

Larry Cohen and Chris Taylor, SRI Consulting's Consumer Financial Decisions;
Dan Hagan and Tricia Stafford, LHK Partners

Mode and Incentive Effects on Aspects of Survey Administration and Data Quality

Jennifer E. O'Brien and Kerry Y. Levin, Westat; Tracey Hagerty, Mathematica;
James B. Greenlees, Westat; Susan K. E. Saxon-Harrold and Arthur D. Kirsch,
Independent Sector

Small Incentives, Race and Response Rates

Sherri J. Norris and Emilda Rivers, U.S. Bureau of the Census

The Effect of Incentives on Return Rate in a Personally Placed Radio Diary Survey in Mexico City

Beth Webb, The Arbitron Company

Discussant: Eleanor Singer, University of Michigan

POSTER SESSION

Classification of Race and Ethnicity in Surveys Using the Revised OMB Standards

Michael P. Battaglia, Abt Associates; Meena Khare, Jacqueline Wilson Lucas,
and Robert A. Wright, National Center for Health Statistics

A Comparison of Two Likert Type Scale Formats Used for Evaluation of Diversity Training Sessions

Helen W. Brown and Gail Kutner, Strategic Issues Research, AARP

Measuring Crowding in Juvenile Justice Facilities in Self-Administered Establishment Survey Questionnaires

Catherine A. Gallagher, Department of Public and International Affairs, Administration of Justice Program, George Mason University, and Joe Moone, Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs, Department of Justice

The Effect of Likeability in Questionnaire Cover Design on Mail Survey Response Rates

Philip Gendall, Massey University, Palmerston North, New Zealand

Decreasing Data Quality Resulting from Using CAPI in Face-to-Face Interviews

Juergen H.P. Hoffmeyer-Zlotnik, ZUMA

Do Survey Participants Under-Report Illicit Drug Use? A Comparison of Self-Reports and Hair Test Results

Martha D. Kovac and Rita A. Stapulonis, Mathematica Policy Research

Respondents' Understanding of the Vague Economic Concept "Cash:" A Comparative Study

Ashley Landreth and Eileen O'Brien, U.S. Bureau of the Census

Challenging the Assumption: Questioning the Success of Matched Characteristics

Brian Roff and Jenneve Marie Lynch, Eagleton Institute of Politics, Center for Public Interest Polling, Rutgers University

Impact Of Interviewer Characteristics on Respondent Characteristics That Influence Item Non-Response

Karen Schnite, Public Opinion Laboratory, Department of Psychology, Northern Illinois University

Survey Design and Social Desirability Bias in Studies of Environmental Behavior

Holley Shafer, Rufus Browning, and John Rogers, Public Research Institute

What (and Where) Is the Most Important Problem?

Stuart N. Soroka, Nuffield College, Oxford

More Than Meets the Eye: Effects of a Box Format Questionnaire Design on Skip Pattern Errors

Tory M. Taylor, Lois Biener, and Nancy Wacu Maina, The Center for Survey Research, University of Massachusetts—Boston

Collecting Buccal Cells Using a Mailed Mouthwash Method in Elderly Populations

Jackqueline Teague, Rebecca Martin, and Amy Ladner, Research Triangle Institute; Larry Corder, Duke University

Generational Differences in Attitudes towards Jury Service

Robert G. Boatright, Department of Political Science, Swarthmore College, and Susan Carol Losh, Department of Educational Research, Florida State University

Children as Respondents

Barbara O'Hare and Marla Cralley, Arbitron

Guidelines for Improving the Usability of Telephone Audio Computer-Assisted Self-Interviewing (T-ACASI)

David Mingay, U.S. Bureau of the Census

Perceived Race-of-Interviewer Effects on Racial Attitudes and Attitudes towards the Criminal Justice System among African Americans: Results from a National RDD Telephone Survey

Scott R. Beach, Michael W. Bridges, and Jon Hurwitz, University of Pittsburgh; Mark Peffley, University of Kentucky

ROUNDTABLE—AAPOR STANDARD DEFINITIONS: ISSUES AND EXPERIENCES

Organizer: Janice Ballou, Rutgers University

Michael Butterworth, CBS News

Rob Daves, Minneapolis Star Tribune

Paul Lavrakas, Nielsen Media Research

Tom Smith, NORC

PRE-ELECTION POLLING METHODOLOGY

Chair: Lydia Saad, The Gallup Organization

Experimental Analysis of the Accuracy of Pre-Election Vote Choice Reports

Jesse Marquette, Center for Policy Studies, and John Green, Ray C. Bliss Institute of Applied Politics.

Screening for Likely Voters in Pre-Election Surveys: A Voter Validation Experiment

Michael Dimock, The Pew Research Center for the People and the Press; Scott Keeter, George Mason University; Mark Schulman, Schulman, Ronca and Bucavalis; Carolyn Miller, Princeton Survey Research Associates

Ballot Order and Candidate Preference in Pre-Election Telephone Surveys

Eric Rademacher, Institute for Policy Research, University of Cincinnati; Andrew E. Smith, University of New Hampshire Survey Center; Thomas Shaw and Alfred Tuchfarber, Institute for Policy Research, University of Cincinnati

Never on Friday? Empirical Evidence on Day-of-the-Week in Public Opinion Polls

Larry Hugick and Margie Engle, Princeton Survey Research Associates

Discussant: Michael G. Hagen, Annenberg School for Communication, University of Pennsylvania

NONRESPONSE AND ISSUES OF CONSENT

Chair: Catherine Simile, National Center for Health Statistics

Talking with Kids about Tough Issues: Parent and Child Reaction and Consent to a Survey Request

Tina Hoff and Liberty Greene, Kaiser Family Foundation; Melissa J. Herrmann and Paul D. Silverman, International Communications Research

The Effect of SSN Requests and Notification of Administrative Record Use on Response Behavior in Census 2000

Jennifer A. Guarino, Joan M. Hill, and Henry Woltman, U.S. Bureau of the Census

How Long Should You Wait before Attempting to Convert a Telephone Refusal?

Timothy Triplett, Julie Scheib, and Johnny Blair, Survey Research Center, University of Maryland, College Park

Getting a Foot in the Door: The Role of Gate Keepers in RDD Telephone Surveys

Jill Dever Kavee, Karl R. Landis, Polly P. Armsby, and Jeremy E. Morton, Research Triangle Institute

Discussant: Richard Warnecke, University of Illinois at Chicago

USING THE WEB—WITHIN MODE AND BETWEEN MODE COMPARISONS

Chair: Jennifer Airey, Wirthlin Worldwide/Wintelltech Internet Research and Strategy Division

Cross-Company Measurement on the Internet of Customer Satisfaction with e-Commerce Companies

Barbara Everitt Bryant, National Quality Research Center, University of Michigan Business School, and Reginald Baker, Market Strategies

Examining Web vs. Paper Mode Effects in a Federal Government Customer Satisfaction Study

Michele A. Burr, Kerry Y. Levin, and Angela Becher, Westat

The Internet as a Public Opinion Laboratory: Experiments with Survey Questions

George Bishop and B. J. Jabbari, University of Cincinnati

Response Differences from Internet-Enabled Respondents in Surveys Fielded via Internet and via Mail

Jennifer M. Park, NFO Interactive

Discussant: J. Michael Dennis, Knowledge Networks

GENDER, POLITICS, AND IDENTITY

Chair: Karen A. Piskurich, U.S. Bureau of the Census

Construction and Contradiction: Gender and National Identity in the Federal Republic of Germany

Roberta Fiske-Rusciano, Program in Multicultural Studies, Rider University

Surveying History: African Americans in the Women's Army Corps

Lisa Ferraro Parmelee, The Roper Center for Public Opinion Research, University of Connecticut

Gender and Political Knowledge

Matthias Kretschmer, University of Connecticut

The Gender Gap on Complex Social Issues within a Traditional Environment

Katherine A. Kimberling, OU POLL, and Gary W. Copeland, Carl Albert Center, University of Oklahoma

Discussant: Katherine Jackson, Northwestern University

INTERVIEWER EFFECTS

Chair: Robert H. Lee

The Confederate Flag Debacle: An Examination of Interviewer Race and Personal View Point Effects on Respondents' Answers to Questions concerning a Racially and Politically Sensitive Subject

Katherine Lind, Robert Oldendick, Carol Hall, Judi Rose, and Ronald Shealy,
University of South Carolina

Effects of Interviewer Characteristics on Survey Response and Data Quality

Adam Safir and Tamara Black, Urban Institute

The Role of Interviewer Characteristics and Experience in Race-of-Interviewer Effects among African-American Survey Respondents

Chase Harrison, Center for Survey Research and Analysis, University of Connecticut, and Monica Wolford, Program on International Policy Attitudes

Using Virtual Interviewers to Explore Race of Interviewer Effects

Maria Krysan, University of Illinois at Chicago, and Mick Couper, University of Michigan, Ann Arbor

Discussant: Ronald E. Langley, University of Kentucky

SUCSESSES AND CHALLENGES IN ENUMERATING SMALL POPULATION SUBGROUPS IN CENSUS 2000

Organizer and Chair: Manuel de la Puente, U.S. Bureau of the Census

The Enumeration of Colonia Residents in Census 2000: Perspectives from Census Field Workers and Ethnographers

Manuel de la Puente and David Stemper, U.S. Bureau of the Census

The Challenges Faced in Obtaining an Excellent Count for Remote Alaska

Moises M. Carrasco, U.S. Bureau of the Census

The Enumeration of New York City for Census 2000: A Regional Director's Perspective

Lester Farthing, U.S. Bureau of the Census

Conducting a Census on American and Canadian Indian Reservations: Comparing Challenges and Solutions

Susan A. Lavin, U.S. Bureau of the Census, and Pierre Gauthier, Statistics Canada

Discussant: James Lepkowski, University of Michigan

POSTER SESSION

Within Household Coverage Error in Complex Households: A Qualitative Study on Ethnic and Racial Groups

Anna Y. Chan and Laurie K. Schwede, U.S. Bureau of the Census

Don't Forget to Write! The Effect of Follow-Up Postcards and Surveys on Response Rates in a Customer Satisfaction Survey

Christine L. Gaines, Angela D. Becher, and Kerry Y. Levin, Westat

Using Standard Industrial Classification Codes to Generate Sampling Frames of Retailers

Patty Greenberg and Jaana Myllyluoma, Battelle Center for Public Health Research and Evaluation

Issues to Consider When Creating a Sampling Frame from Medical Group Data

Alison Hauser and Patricia M. Gallagher, Center for Survey Research, University of Massachusetts—Boston

Validity Issues in Web Derived Survey Data

Kaiya Liu, Jeff Rosen, and Erik Stewart, Center for Survey Research, Ohio State University

Conducting Web-Based Surveys with Known Populations: Lessons Learned and Keys to Success

Christy G. McGee, Logistics Management Institute; Ronald L. Straight, School of Business, Howard University; Lawrence Schwartz, Logistics Management Institute

Changing Patterns of Web Usage among Elite Populations in a Multi-Modal National Survey

Darby Miller Steiger, Margrethe Montgomery, and Sameer Y. Abraham, The Gallup Organization

Paper or PC? Design, Implementation, and Success of a Mixed-Mode Nested Survey

Nancy Whelchel and Ephraim Schechter, University Planning and Analysis, North Carolina State University

The Use of Non-random Samples for Technology Research: Why Should We Believe What Consumer Mail Panels Have to Say about Technology Attitudes and Behaviors?

Steve Yonish, Forrester Research

Understanding Unit-Nonresponse in Web-Based Surveys

Michael Bosnjak, ZUMA Online Research, Mannheim, Germany, and Tracy L. Tuten, School of Business and Economics, Longwood College

Timers and Survey Nonresponse in the Current Population Survey

John Dixon and Clyde Tucker, U.S. Bureau of Labor Statistics

Improving Electronic Questionnaires at the Census Bureau: Creating a Web Site to Promote User-Centered Design

Kristina Kennedy and Kent Hammond Marquis, U.S. Bureau of the Census

Response Consistency in an Internet-Enabled Panel

Sarah Lazaroff and Kristin Kenyon, Knowledge Networks

Using Interactive Voice Response Technology for Sample Enrollment and Random Assignment

Shawn Marsh, Rita Stapulonis, and Jason Markesich, Mathematica Policy Research

Impact Of IRB Site Recruitment Strategies and Informed Consent Provisions in the Improving Chronic Illness Care Evaluation

Rosa Elena Garcia and Julie Brown, Survey Research Group, RAND; Shan Cretin, Mayde Rosen, and Emmett Keeler, RAND Health

BREAKFAST ROUNDTABLE—RESEARCH ON DATA COLLECTION FROM MINORITY LANGUAGE POPULATIONS

Organizers: Brad Edwards and Pat Montelvan, Westat

SHORT COURSE—FERRETING OUT BAD QUESTIONS: ISSUES IN PRE-SURVEY QUESTION EVALUATION

Jack Fowler, University of Massachusetts—Boston

ROUNDTABLE—BUILDING THE EDUCATIONAL AND TRAINING INFRASTRUCTURE OF THE SURVEY RESEARCH PROFESSION

Organizers: Nancy A. Clusen, Mathematica Policy Research, and Ashley Bowers, University of North Carolina

Robert M. Groves, University of Michigan and Joint Program in Survey Methodology

Cynthia Z. F. Clark, U.S. Bureau of the Census
 Allan L. McCutcheon, UNL-Gallup Research Center and Graduate Program in Survey Research and Methodology, University of Nebraska—Lincoln
 Lisa Thalji, Research Triangle Institute

POLLS AND POLITICAL OUTCOMES

Chair: Trevor Thompson, Voter News Service
Questions within Questions: Analysis of a Referendum Question
 Philip J. Gendall, Janet A. Hoek, and Angela Willis, Department of Marketing, Massey University, New Zealand
Divining the Public's Voice in the 2000 Presidential Race
 Doris A. Graber, Department of Political Science, University of Illinois at Chicago
Electoral Effects of Public Disapproval of Congress: Threats to Incumbents and to the Majority Party
 David R. Jones, Baruch College—CUNY, and Monika McDermott, Eagleton Institute of Politics, Rutgers University
The Prevalence of Absentee and Early Voting in the 2000 General Election: How Often Are Individuals Voting before Election Day?
 Kate Kenski, Annenberg School for Communication, University of Pennsylvania
 Discussant: Carolyn L. Funk, Center for Public Policy, Virginia Commonwealth University

INTERVIEWER PERFORMANCE

Chair: Patricia M. Henderson, Battelle Centers for Public Health Research and Evaluation
Predicting Persistence and Performance among Telephone Interviewers
 Michael W. Link, Polly P. Armsby, and Janice E. Kelly, Research Triangle Institute
Predicting Telephone Interviewer Performance from Interviewer Personality Traits
 Chongwei Wang and Lillian Diaz-Castillo, Ohio State University; Paul J. Lavrakas, Nielsen Media Research
Effect of Interviewers' Attitudes on Survey Nonresponse
 Michael Lemay and Claire Durand, Department of Sociology, University of Montreal
Interviewers' Perceptions of Respondents' Disabilities
 Gerry E. Hendershot, Division of Health Interview Statistics, National Center for Health Statistics, and Jennifer Parsons, Survey Research Laboratory, University of Illinois at Chicago
 Discussant: Karen Goldenberg, U.S. Bureau of Labor Statistics

CAMPAIGN ADVERTISING AND MEDIA EFFECTS

Chair and Discussant: Peter V. Miller, Northwestern University
What Have You Done for My Group Lately? The Effects of Subtle Racial Cues in Campaign Ads
 Vincent L. Hutchings, Institution for Social and Policy Studies, Yale University; Nicholas Valentino, Communication Studies Department and Institute for Social Research, University of Michigan, Ann Arbor; Lara Rusch, Political Science Department, University of Michigan, Ann Arbor

New Breakthrough Techniques in Testing the Effectiveness of Television Advertisements: Empirical Evidence from the 2000 Presidential Race

John Lapinski, ISPS, Yale University, and Joshua Clinton, Stanford University
Predicting the Bush/Gore Election from the Press: The Cost to George W. Bush of His November Surprise of an Old Arrest

David P. Fan, University of Minnesota

Beyond Television News: The Role and Effects of Nontraditional News Outlets in the 2000 Election Campaign

Patricia Moy and Verena Hess, School of Communications, University of Washington

MAKING CONTACT, KEEPING CONTACT—ISSUES IN NONRESPONSE

Chair: Patricia Commiskey, Center for Health Policy/Health Services Research, University of Maryland

The Vanishing Respondent in Telephone Surveys

Peter Tuckel, Hunter College, CUNY, and Harry W. O'Neill, Roper Starch Worldwide

Tracking Children: Locating Challenges in a Longitudinal Survey of Students

Karen Tourangeau, Lauren Byrne, and Elizabeth Rinker, Westat

Cost-Benefit Analysis of Improving Response Rates for a Hard-to-Reach Population

Julien Teitler, Columbia University School of Social Work; Nancy Reichman, Princeton University; Susan Sprachman, Mathematica Policy Research

Within Household Sample Selection: A Reassessment

John Goyder, University of Waterloo; Maryanna Basic, Department of Sociology, University of Guelph; M. E. Thompson, University of Waterloo

Discussant: Paul J. Lavrakas, Nielsen Media Research

COST, BURDEN, LESBIAN YIELD, AND UTILITY OF DATA FROM THREE POPULATION-BASED SAMPLES

Chair and Organizer: Judith Bradford, Virginia Commonwealth University

Identification and Description of Lesbians Living in Households Reporting Same-Sex Partnerships in Public Use Microdata Series 5% Sample Data

James E. Ellis, Judith Bradford, and Kirsten A. Barrett, Survey and Evaluation Research Laboratory, Virginia Commonwealth University

Comparing Women of Differing Sexual Orientations Using Population-Based Sampling

Deborah J. Bowen, Fred Hutchinson Cancer Research Center; Judith Bradford and James E. Ellis, Survey and Evaluation Research Laboratory, Virginia Commonwealth University

Identification of Lesbian and Bisexual Women with a Brief Telephone Interview in Random Digit Dialing Sampling

Ilan Meyer, Division of Sociomedical Sciences, Columbia University, and Lindsay Rossano, Center for CAM Research in Aging and Women's Health, Columbia University

Discussant: Dianne Rucinski, University of Illinois at Chicago

RESEARCH AGENDA FOR MOVING MILITARY PERSONNEL SURVEYS TO THE WEB: A METHODOLOGY CHARETTE

Facilitator: Jim Caplan, Behavioral Science Research

Tim Elig, DOD Defense Manpower Data Center

Mary Norwood, U.S. Coast Guard
 Morris Peterson, U.S. Army Research Institute for the Behavioral and Social Sciences
 Murray G. Olmsted, Navy Personnel Research
 Charles H. Hamilton, Air Force Personnel Center
 Louis M. Datko, Air Force Personnel Center
 Jerry Lautenschlager, U.S. Air Force Testing and Survey Policy

QUESTION AND RESPONSE ORDER EFFECTS

Chair: Jim Cashion, Mathematica
The Effect of Question Order on Attitudes toward Confidentiality
 Roger Tourangeau and Eleanor Singer, University of Michigan; Stanley Presser, University of Maryland
An Investigation of Aging and Response Effects: CAHPS Data as a Case Study
 Randall Bender and Lauren Harris-Kojetin, Research Triangle Institute; Patricia Gallagher, Center for Survey Research, University of Massachusetts
Measuring Private and Public Health Coverage: Results from a Split-Ballot Experiment on Order Effects
 Joanne Pascale, CSMR, U.S. Bureau of the Census
The Impact of Question Order on Two-Way vs. Four-Way Presidential Preference Questions
 Sarah Dutton and Jinghua Zou, CBS News
 Discussant: Jacob Ludwig III, The Gallup Organization

IS IT TIME FOR A CHANGE IN ELECTION POLLING METHODOLOGY? THE MERITS AND PITFALLS OF WEIGHTING TO PARTY ID

Claudia Deane and Richard Morin, The Washington Post
 Robert P. Daves, Star Tribune Minnesota Poll
 Andy Kohut, The Pew Research Center
 Frank Newport, Gallup
 Gary Langer and Daniel M. Merkle, ABC News

LARGE-SCALE EXPERIMENTATION TO REDUCE NONRESPONSE IN AN ON-GOING MIXED-MODE NATIONAL SURVEY PROJECT

Organizer and Chair: Paul Lavrakas, Nielsen Media Research
Experiments Using Priority Mail Envelopes to Increase Household Response Rates
 Norman Trussell, Nielsen Media Research
The Impact of Mail Mode Cooperation of Targeted Cover Letters to Households That Were Refusals or Noncontacts in the Telephone Mode
 Ken Steve and Paul Lavrakas, Nielsen Media Research
An Experimental Test of Using First Class Stamps on Household Cooperation Rates in a Mixed Mode Survey
 Mildred A. Bennett, Nielsen Media Research
An Experimental Test of the Effects of Item Wording and Formatting on Item Non-response to a Home Language Usage Item in Hispanic Markets
 Chuck Shuttles and Mildred A. Bennett, Nielsen Media Research
 Discussant: Stephen E. Everett, The Everett Group

MEASURING RISK IN POPULATIONS: RECENT SURVEY APPROACHES

Organizer and Chair: John Anderson, CDC

Estimating Illicit Drug Use for States Using the 1999 National Household Survey on Drug Abuse

Doug Wright, Division of Population Surveys, SAMHSA

Measuring HIV/STD Risk Behaviors: Two Telephone Survey Pretests Conducted in 2000

Danni Lentine, Research Triangle Institute; John E. Anderson, National Center for HIV, STD, and TB Prevention, CDC; Sheila Johns, Research Triangle Institute; Ronald Fichtner, National Center for HIV, STD, and TB Prevention, CDC

Measuring HIV-Related Knowledge and Stigma Using an Internet Survey

R. Fichtner, J. Anderson, D. Lentine, National Center for HIV, STD and TB Prevention, CDC; J. Hersey, K. McClamroch, V. Iannacchione, G. Laird, and L. Thalji, Research Triangle Institute

Recanting of Substance Use Reports in a Longitudinal Prevention Study

Michael Fendrich, Department of Psychiatry, University of Illinois at Chicago

Discussant: Ron Wilson, National Center for Health Statistics, Retired

CHALLENGES TO RECRUITING, PAY SETTING, TRAINING AND MANAGING FOR CENSUS 2000 FIELD OPERATIONS

Chair and Organizer: Janet Cummings, U.S. Bureau of the Census

Recruiting and Staffing for Census 2000

Janet Cummings, U.S. Bureau of the Census

Setting Enumerator Pay for Census 2000

Louis Jacobson, Westat

The Results of the Evaluation Study of Nonresponse Follow-Up Enumerator Training

Geraldine Burt and Ruth Mangaroo, U.S. Bureau of the Census

Management Approaches Applied in the Conduct of Census 2000 Field Operations

Michael Weiler, U.S. Bureau of the Census

Discussant: Michael Weeks, Research Triangle Institute

SHORT COURSE—DESIGNING EFFECTIVE SURVEY INSTRUMENTS FOR THE WEB

Mick Couper, University of Michigan