

FIFTY-NINTH ANNUAL AAPOR CONFERENCE PROGRAM

SHORT COURSE—THE WHO, WHY, AND HOW OF SURVEY NONRESPONSE AND NONRESPONSE REDUCTION

Robert M. Groves

SHORT COURSE—THE PSYCHOLOGY OF SURVEY RESPONSE: LESSONS FOR QUESTIONNAIRE DESIGN

Roger Tourangeau

SHORT COURSE—MAKING SENSE OF LOGISTIC REGRESSION: AN INTRODUCTION

Fred Pampel

SHORT COURSE—COGNITIVE INTERVIEWING

Gordon Willis

SHORT COURSE—QUESTIONS FOR STANDARDIZED MEASUREMENT IN SURVEYS

Nora Cate Schaffer

SHORT COURSE—A RESEARCHER'S GUIDE TO WEB SURVEY IMPLEMENTATION

Scott D. Crawford

SHORT COURSE—SURVEY QUALITY

Paul P. Biemer

SHORT COURSE—INTRODUCTION TO SURVEY SAMPLING

Colm A. O'Muircheartaigh

JOINT AAPOR/WAPOR SESSION—PANEL: QUALITY ASSURANCE AND QUALITY MONITORING FOR CROSS-CULTURAL AND CROSS-NATIONAL SURVEYS

Chair: Janet A. Harkness, ZUMA

Taking Note: Documentation in Cross-Cultural Surveys

Beth-Ellen Pennell, ISR University of Michigan; Peter Mohler, ZUMA

The Spanish Version of the National Survey of Family Growth: Translation and Administration

Alisu Schoua-Glusberg, Research Support Services; Gladys Martinez, NCHS;
Barbara Martin, CDC

Monitoring Survey Translations and Source Questionnaires

Janet A. Harkness, ZUMA

JOINT AAPOR/WAPOR SESSION—CROSS-NATIONAL SURVEYS

Chair: Yufen Chen, Cornell University

A Cross-National Comparison of Social Capital in European Candidate Countries

Cindy Chatt and Ainura Hoessel, UNL—Gallup Research Center

Global Gender Gaps: Male and Female Perceptions of the World

Nicole Marie Speulda and Elizabeth Mueller Gross, The Pew Research Center for
The People & The Press; Mary McIntosh, Princeton Survey Research Associates
International

Perceived and Preferred Social Inequality in 25 Countries

Tom W. Smith, NORC (USA)

Discussant: John C. Besley, Cornell University

JOINT AAPOR/WAPOR SESSION—INTERNATIONAL SURVEYS

Chair: Kenneth R. Blake, Middle Tennessee State University

A Survey of South Africa Ten Years into the New Democracy

Elizabeth Hamel and Mollyann Brodie, Kaiser Family Foundation; Richard Morin,
The Washington Post

*The Germans' Image of America after the Iraq War: A Passing Crisis
or Permanent Rift?*

Wilhelm Haumann and Thomas Petersen, Institut für Demoskopie Allensbach
*Development of Culturally-Sensitive Survey Methods: Measurement of Well-Being
and Life Satisfaction in the Kingdom of Tonga*

Sean E. Moore, UNL—Gallup Research Center; Young Leslie, University of
Hawaii at Manoa; Carrie A. Lavis, Niagara College

The Population of Kazakhstan during the Formation of Its Ethnic Territory

Olga Kruglova, Almaty (Kazakhstan)

Discussant: Nick Moon, NOPWorld

JOINT AAPOR/WAPOR SESSION—PANEL: POLLING IN IRAQ: SMUGGLED
SAMPLES, DRAWN KNIVES AND 95 PERCENT COOPERATION

Organizer and Moderator: Gary E. Langer, ABC News

Participants: Cristoph Sahm Silvia Iacuzzi, Oxford Research International; Richard
Burkholder, The Gallup Organization

INVITED PANEL: 2004 PRIMARY POLLS

Organizer and Moderator: J. Ann Selzer, Selzer & Company

Participants: Gary Langer, ABC News; Warren Mitofsky, Mitofsky International;
Mike Mokrzycki, The Associated Press

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

Organizer and Moderator: Carolyn L. Funk, Virginia Commonwealth University
Participant: Ronald E. Langley, University of Kentucky

AFTER 9/11

Chair: Maureen Michaels, Michaels Opinion Research, Inc.

Rally around the Flag: 9/11 and the Gulf War

Thomas Lamatsch, UNLV

*Media Consumption and the Fear of Crime and Terrorism: The Cultivation of
Personal and Societal Risk*

Mark D. West and Donald L. Diefenbach, UNC—Asheville

Public Opinion Change in the Aftermath of 9/11

Natalie Shook and Jon A. Krosnick, The Ohio State University; Randall K. Thomas,
Harris Interactive

*Participation in Panel Follow-Up Waves: Who Participated and Who Didn't in Years
Two and Three of a World Trade Center Panel Survey in Metro NYC*

Michael J. Bucuvalas and Mark D. Morgan, Schulman, Ronca & Bucuvalas, Inc.;

Sandro Galea, New York Academy of Medicine

Discussant: Joe Eyerman, RTI International

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

Chair: Maria Krysan and Tyrone Forman, University of Illinois at Chicago

Higher Learning: Examining Black Metastereotypes at an Ivy League University

Kimberly C. Torres and Camille Z. Charles, University of Pennsylvania

*Group Dominance and Anti-Racism: Examining Attitudes toward Race-Targeted
Intervention in Brazil*

Stanley Bailey, New Mexico State University

Pan-Ethnic Identity, Linked Fate, and the Political Significance of "Asian American"

Taeku Lee, University of California—Berkeley

*Inter-Ethnic Contact and Latinos' Racial Attitudes: Extending Pettigrew's
Generalization Thesis*

Tyrone Forman and Melissa Martin, University of Illinois at Chicago

Discussant: Matthew Hunt, Northeastern University

INVITED ROUNDTABLE: THE CALIFORNIA ELECTION

Organizer and Moderator: Jonathan Cohen, Public Policy Institute of California

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

CELL PHONES AND COVERAGE ERROR

Chair: Tammy S. Adams, U.S. Census Bureau

*Mobile Phones As a Threat to the Survey Industry: A Typical Example from
Europe—The Case of Slovenia*

Vasja Vehovar, Katja Lozar Manfreda, and Vesna Dolnicar, University of Ljubljana
Cell Phones and RDD Coverage of the Low Income Population

John W. Hall, Mourad Touzani, and Yuhong Zheng, Mathematica Policy Research
DO NOT CALL: Alternatives for Contacting Wireless Subscribers for Mobile Phone Surveys

Trent D. Buskirk, Eastern Virginia Medical School; Mario Callegaro, UNL Gallup Research Center

Discussant: Stephanie Eckman, NORC

EFFECTS OF THE MASS MEDIA

Chair: George Bishop, University of Cincinnati

To Look for America: National Identity in the News

Rossie M. Hutchinson, University of Michigan

The Impact of Science News Embedded in Local Television Newscasts

John D. Miller, Northwestern University; Eliene Augenbraun, ScienCentral, Inc.;

Linda G. Kimmel, Northwestern University

Discussant: Kimberly Downing, University of Cincinnati

HEALTH SURVEY MEASUREMENTS

Chair: Joanne Pascale, Bureau of the Census

Assessing Health Disparities: Self-Reported Health Status in Six Ethnic Populations

Charity A. Kreider, Timothy J. Beebe, and Kathleen Thiede Call, University of Minnesota; Todd H. Rockwood, Cities' Institute for Public Health Research

Estimating Cocaine Use Using the Item Count Methodology: Preliminary Results from the National Survey on Drug Use and Health

Paul P. Biemer, RTI International/UNC—Chapel Hill, and Douglas Wright, SAMHSA
Behavior Coding across Multiple Languages: The 2003 California Health Interview Survey As a Case Study

Sherm Edwards and Stephanie Fry, Westat; Elaine Zahnd and Nicole Lordi, Public Health Institute; David Grant, UCLA Center for Health Policy Research; Gordon Willis, National Cancer Institute

Assessing Public Knowledge and Perceptions about Infectious Disease: Food Irradiation and E. coli O157:H7

Jane M. Berg and Michael T. Osterholm, Center for Infectious Disease, and Todd H. Rockwood, Cities' Institute for Public Health Research

Discussant: Julie Brown, RAND Corporation

PANEL: CELLULAR PHONES AND TELEPHONE SAMPLING

Chair: Linda B. Piekarski, Survey Sampling, Inc.

A New Era for Telephone Surveys

Charlotte G. Steeh, Georgia State University

Will a "Perfect Storm" of Cellular-Linked Forces Sink RDD Sampling?

Paul J. Lavrakas, Nielsen Media Research

Cell Phone Owners and Usage Patterns

Peter S. Tuckel, Hunter College—CUNY and Harry O'Neill, Roper ASW

Overlap of Fixed Telephone, Cellular Telephone, and Internet Households

James M. Lepkowski, Raffaella Castagnini, Richard Curtin, Esther Ullman, and Jenefer Willem, University of Michigan; Ann Rafferty and Harry McGee Michigan Department of Community Health; Larry A. Hembroff, Michigan State University
Discussant: Andrew Kulley, TNS-Intersearch Corporation

NONRESPONSE EFFECT

Chair: Janet Streicher, J. Streicher Research, Inc.

After Response Rates, What? A Comprehensive Data Quality Report for State Adult Tobacco Surveys

Peter Mariolis, Centers for Disease Control and Prevention

Nonresponse Bias in a Travel Survey of Nontelephone Households

J. Neil Russell, Jonaki Bose, and Lee Giesbrecht, Bureau of Transportation Statistics
Effects of Nonresponse on Telephone Survey Estimates

Timothy P. Johnson and Young Ik Cho, University of Illinois at Chicago

Discussant: Mary E. Losch, University of Northern Iowa

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

Chair: Devon Johnson, Harvard University

Qualitative Racial Attitudes Research in a Cross-Cultural Context

Nadia Kim, University of California, San Diego

Qualitative Research on Racial Attitudes and Inequality

Amanda Lewis, University of Illinois at Chicago

Combining Ethnography and Survey Analysis in the Study of Racial Attitudes

Monica McDermott, Stanford University

Priming Racial Attitudes: Content Analyses of Political Campaigns

Vincent Hutchings and Nicholas Valentino, University of Michigan

Using Focus Groups to Understand Racial Attitudes

Lawrence Bobo, Harvard University

WEB SURVEYS: COOPERATION AND EFFECTS

Chair: James Newswanger, IBM

Gaining Respondent Cooperation in College Web-Based Alcohol Surveys: Findings from Experiments at Two Universities

Scott D. Crawford, MSIResearch; Sean McCabe, University of Michigan; Bob Saltz, Bridget Freisthler, and Mallie J. Paschall, Prevention Research Center; Carol Boyd, University of Michigan

Editing Strategies for Electronic Establishment Survey Data Collection: Research and Experience

Amy E. Anderson, Elizabeth D. Murphy, Elizabeth May Nichols, Richard S. Sigman, and Diane K. Willimack, U.S. Census Bureau

Connecting Social Capital Offline and Online: The Effects of Internet Uses on Civic Community Engagement

Seungahn Nah, University of Wisconsin—Madison

Web-Based Surveys in Market and Social Research—Usage and Needs of Different User Groups in the EU

Lars Kaczmirek, Wolfgang Bandilla, and Tina Auer, ZUMA; Michael Bosnjak, University of Mannheim

Discussant: Young Chun, American Institutes for Research

PREELECTION POLL METHODS AND MEASURES

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

Vote Over-Reporting: A Test of the Social Desirability Hypothesis

Allyson L. Holbrook, University of Illinois at Chicago and Jon A. Krosnick, The Ohio State University

RDD versus a Listed Voter Sample: An Experiment

Cliff Zukin and Rob John Suls, Rutgers University; Chintan Turakhia, SRBI

Methodological Challenges in Polling a Vote-By-Mail Election

Joel D. Bloom, University of Oregon

A Forecast of the 2004 U.S. Presidential Election

Helmut Norpoth, Stony Brook University

Discussant: Jay Mattlin, Mediamark Research

MEDIA TRUST AND CREDIBILITY

Chair: Marti McGuire, UNC—Chapel Hill

Trust or Bust?: Questioning the Relationship between Media Trust and Media Attention

Ann E. Williams, University of Michigan

Assessing Newspaper Accuracy: Using the Internet to Improve a Classic Survey Technique

Scott R. Maier, University of Oregon

Developing a Model of Newspaper Credibility, Circulation, Community Affiliation and Demographics

Mark D. West and Donald L. Diefenbach, UNC—Asheville

Discussant: Kurt Lang, University of Washington

PANEL ATTRITION

Chair: Roeland A. Beerten, National Statistics

Short-Term Prospects for Continued Survey Participation for Tenuously-Attached and/or Almost-Missed Household Members

Anna Y. Chan, U.S. Census Bureau

Panel Attrition and Its Effects on Results from a Longitudinal Study: An Examination of Changes in Participants and Attitudes in a Web-Based Panel Survey of HIV and AIDS Stigma Attitudes

Rodney K. Baxter and Elizabeth Dean, RTI International

Contact Histories As a Tool for Understanding Attrition in Panel Surveys

Nancy Bates, U.S. Census Bureau

Characteristics of Wave Nonrespondents in the Israeli Labor Force Survey

Douglas A. Wissoker, Urban Institute and Ronit Nirel, Central Bureau of Statistics, Israel

Discussant: David Johnson, Pennsylvania State University

BOOSTING SURVEY COOPERATION

Chair: Sarah Barry, The Field Organization

First Contacts by Phone or in Person? Some Evidence from the German General Social Survey (ALLBUS) 2000 and 2002

Michael Blohm and Koch Achim, Centre for Survey Research (ZUMA)

Refusal Conversion: Monitoring the Trends

Karen Foote Retzer, David Schipani, and Young Ik Cho, University of Illinois
Getting Them to Stay on the Phone: Large-Scale Experiment of Combining Incentive with a Pre-Contact Letter

Charles D. Shuttles, Jennie W. Lai, and Paul J. Lavrakas, Nielsen Media Research
Discussant: Linda L. Dimitropoulos, RTI International

FRIDAY POSTER SESSION

A Comparison of Lab-Based and On-Site Usability Testing

Elizabeth Dean, RTI International

A Mediation Model Showing the Relationship between Some Organizational Characteristics as Perceived by Employees Following Reorganization

Terrence Thomas, Benny Gray, and Victor Ofori-Boadu, North Carolina A&T State University; Frank Clearfield, Natural Resources Conservation Service

Application of Geographic Information Systems to Enhance the Accuracy of Listed Samples

Aaron K. Maitland, Iowa State University

A Pre- and Post-Test Experiment Investigating the Effectiveness of Voice Training for Telephone Interviewers

Kathryn Downey-Sargent, Bureau of Labor Statistics and Barbara C. O'Hare, Arbitron

A Prospective Measure of Survey Result Credibility

Nat Ehrlich, Michigan State University IPPSR

Assessing Data Quality for Hard-to-Reach and Reluctant Respondents in an RDD Telephone Panel Survey

Robie Sangster and Brian J. Meekins, Bureau of Labor Statistics

Assessing the Effect of the Office of Management and Budget (OMB) Definition Change for Metropolitan Statistical Areas Using Behavioral Risk Factor Surveillance System (BRFSS) Data

Luann Rhodes, CDC, NCEH, EHHE, APRHB, and Jeanne Moorman, CDC, NCEH

Coding Analysis of Cognitive Interviews: Benefits and Drawbacks

Kristen Miller, Beth A. Canfield, and Lisa Moses, National Center for Health Statistics
Benefits and Burdens of Web-Based Data Collection among College Students

Ananda Mitra, Wake Forest University; Robert DuRant, Department of Pediatrics;

Mark Wolfson, Section on Social Sciences and Health Policy; Barbara Martin,

Department of Pub Health Science; Heather Champion, Public Health Science;

Mary C. O'Brien, Department of Emergency Medicine; Morrow Omli, Public

Health Sciences; Andrea Williams, Wake Forest University School of Medicine

Coming Soon to a Mailbox Near You! The Effect of Pre-Census Publicity for the USDA's 2002 Census of Agriculture

Kathleen E. Ott and Jaki S. McCarthy, USDA/National Agricultural Statistics Service

Correlates of Locate Rates in the World Trade Center Health Registry

Alice A. Turner, Elizabeth Dean, and Benard N. Theora, RTI International

Does the Web Doom Traditional Call Centers?

Randall J. Olsen, The Ohio State University

Exploiting Computer Automation to Improve the Interview Process and Increase Survey Cooperation

Jeffrey C. Moore, U.S. Census Bureau

Framing Power As Virtue

Andrew Rojecki, University of Illinois at Chicago

Getting Worse with Age? Congressional Job Approval 1974–2003

Jeffrey M. Jones, The Gallup Poll

Incentives: Do They Affect Response Rates in a Mail Survey of Paramedics?

Jennifer A. Lyden, Jennifer Ratcliffe, Sara Baden, Jack Leiss, and Jean Orelie, Constella Health Sciences

Is Politics a Good Thing? Increasing Political Appreciation among High School Students

Thomas M. Guterbock, Ryan A. Hubbard, and Kenneth Stroupe, University of Virginia

Longitudinal Studies and Respondent Locating and Tracking: The Effectiveness of Credit Bureau Information and Inter-Wave Tracking Mailings on Survey Completion Rates of Program Participants

Todd J. Robbins, Nicole Gill, Carin Cartwright-Chunga, Katherine Abe, Paul Howard, and Erik Paxman, Abt Associates Inc.

Modeling Survey Respondents' Speech to Improve Speech Survey Interfaces

Patrick Ehlen and Michael F. Schober, New School for Social Research; Frederick G. Conrad, University of Michigan

Priming Thoroughness in Survey Responding

Kenneth A. Rasinski and Dennis E. Dew, Jr., NORC

Public Opinion & Sustainability: Exploring & Understanding Issues of a Sustainable Food Economy in the U.S.

Katharyn Lyon, SRL—Northern Arizona University

Public Opinion toward the Library in the Community

Martha E. Kropf, University of Missouri—Kansas City

Self-Reported Health Status and Mode of Survey Administration: Why Are Telephone Mode Respondents Healthier Than Mail Mode

Todd H. Rockwood and Karen Virnig, Cities' Institute for Public Health Research
Sponsorship and Selling: Telephone Interview Greetings and Respondent Cooperation at First Contact

Jessica E. Graber, Dennis E. Dew, Jr., and Lisbeth Goble, NORC; Kaiya Liu, The Ohio State University; Anne Parsons and Natalie Yager, University of Chicago

"The Art of Associating": First Line Results from the Collegiate Social Network Interaction Project (C-SNIP)

Casey A. Klofstad, Harvard University UW Survey Center

Randomization of an Urban Elementary School Population for Testing a Classroom-Based Intervention Program

Sheppard Kellam, Jeanne Poduska, Amy Windham, and Miriam L. Gerver, American Institutes for Research; Hendricks Brown, University of Southern Florida
The Effect of a Prepaid Monetary Incentive among Low-Income and Minority Populations

Timothy J. Beebe, Michael E. Davern, Donna D. McAlpine, and Kathleen Thiede Call, University of Minnesota; Todd H. Rockwood, Cities' Institute for Public Health Research

Using Multivariate Models to Examine Survey Results: Identifying Influences on Spousal Support for Reenlistment

Rorie N. Harris and Carol Newell, U.S. Navy Personnel

Which Survey Language Do You Prefer? A Study of Survey Language Effect on Response Behavior

Sunghee Lee and Ting Yan, Joint Program in Survey Methodology / Abt Associates Inc.

Can You Send Me Something? Using SAQs to Improve CATI Response Rates

John N. Egel, Battelle

MEET THE AUTHOR SESSION

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

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

A MEMORIAL FOR IRVING CRESPI

Chair: Gladys Lang and Albert Cantril

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

MULTILINGUAL SURVEY APPROACHES

Chair: Lillian Diaz-Castillo, Westat

Enhancing Data Collection from "Other Language" Households

Mary Cay Murray, Michael P. Battaglia, and Jessica Cardoni, Abt Associates Inc.

Cognitive Testing of English and Spanish Versions of Health Survey Items

Roger E. Levine and Raquel Gonzalez, American Institutes for Research; Beverly

Weidmer, RAND; Patricia M. Gallagher, Center for Survey Research

Cognitive Interviews in Languages Other Than English: Methodological and Research Issues

Yuling Pan, U.S. Census Bureau

Managing Survey Translation: Methodology for Researchers Who Are Not Multi-Lingual

Man-chi Mandy Sha, NORC

Discussant: Michael Cohen, U.S. Bureau of Transportation Statistics

STATISTICAL ANALYSIS TECHNIQUES

Chair: Geraldine Mooney, Mathematica Policy Research

Examining Context Effects Using Structural Equation Modeling

Jennifer Shields, Bureau of Labor Statistics

Latent Class Models for Studying Mode Effects in Mixed Mode Surveys

Allan L. McCutcheon, University of Nebraska—Lincoln

Tips and Tricks for Raking Survey Data (A.K.A. Sample Balancing)

Michael P. Battaglia, David Izrael, and David C. Hoaglin, Abt Associates Inc.;

Martin R. Frankel, Baruch College and Abt Associates Inc.

Inverse Regression and Linear Clustering: New Analytic Methodologies Applied to a Newspaper Poll

David P. Fan and R. Dennis Cook, University of Minnesota; Robert P. Daves,
Minneapolis Star Tribune

Discussant: Karol P. Krotki, RTI International

MEASURING RACE

Chair: Richard Morin, The Washington Post

Household Types and Relationships in Six Race/Ethnic Groups: Conceptual and Methodological Issues for Censuses and Surveys

Laurie Schwede, U.S. Census Bureau

Effects of Racial/Ethnic Classification of Respondents in Two Federal Surveys

Lance A. Selfa and Vincent Welch Jr., NORC

Discrepancies in Race/Ethnicity between Survey Self-Report and Medicaid Enrollees' Administrative Data

Colleen K. Porter and R. Paul Duncan, University of Florida; Hsueh-meí Hu, Rutgers University

Effects of Survey Sponsorship on Respondents' Reporting of Their Racial Attitudes

Volker Stocké, University of Mannheim

Discussant: Darren Davis, Michigan State University

VALIDATING SURVEY RESULTS

Chair: Randall K. Thomas, Harris Interactive

Assessing the Accuracy of Event Rate Estimates from National Surveys

LinChiat Chang, Stanford University and Jon A. Krosnick, The Ohio State University

Customer Opinions of Products and Services: A Decade of Trends Validated by Economic Data

Barbara Everitt Bryant, University of Michigan Business School

Validating Survey Data: Experiences Using Employer Records and Governmental Benefit Data in the U.K.

Annette E. Jackle, Stephen P. Jenkins, Peter Lynn, and Emanuela Sala, Institute for Social and Economic Research

Validating Health Insurance Coverage Self-Reports: A Comparison between Self-Reported Coverage and Administrative Data Records

Michael E. Davern, Kathleen Thiede Call, Timothy J. Beebe, Patricia Bland,

Jeanette Ziegenfuss, and Lynn A. Blewett, University of Minnesota

Discussant: Norman G. Trussell, Nielsen Media Research

DO NOT CALL: SURVEY RESEARCH, ATTITUDES AND EFFECTS

Chair: Pama Mitchell, Challenger Communications

The Impact of the Federal Do Not Call Registry on Telephone Survey Research

Howard Speizer and Reginald Baker, Market Strategies, Inc.

Attitudes of Georgians toward 'Do Not Call'

James J. Bason, University of Georgia

Responding to the National Do Not Call Registry: Evaluation of Call Attempt Protocol Changes in the BRFSS

Michael W. Link, RTI International and Ali Mokdad, Centers for Disease Control & Prevention

How the “Do Not Call” List Might Affect Survey Research

Rebecca C. Quarles, QSA Research & Strategy and Tracy Needham, AARP

Discussant: Robert M. Groves, University of Michigan

INVITED PANEL: THE VALUE OF PUBLIC OPINION AND SURVEY RESEARCH: DEVELOPING A COMMUNICATION STRATEGY

Organizer and Moderator: Charles Rund, Charlton Research, Inc.

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

DEMOCRACY, VOTING AND PARTICIPATION

Chair: Murray Edelman, CBS News

Nonresponse and the 2000 Election Cycle: Topic Salience and Changes over Time

Talia Jomini and Kate M. Kenski, University of Pennsylvania

Knowing It by Heart: Americans Consider the Constitution and Its Meaning

Ann M. Duffett, Public Agenda

A Values Perspective on Social Change in America: Lessons for the 2004 Election?

Keith Neuman and David MacDonald, Environics Research Group

The Core of Nonvoters in a Third Party Election

Joseph S. Strother, UNLV

Discussant: Helmut Norpoth, Stony Brook University

USING MULTIPLE MODES TO ENHANCE RESPONSE RATES

Chair: Joe Murphy, RTI International

How Is the Propensity to Respond for Different Data Collection Modes Affected by a Mailing Package and Mandatory/Voluntary Status?

David A. Raglin, U.S. Census Bureau

Is it Worth It? Using a Mail Survey to Enhance an RDD Survey

Lorayn Olson, Katherine Ballard LeFauve, Mary Cay Murray, and Jessica Cardoni, Abt Associates Inc.

Testing a New Response Mode for an Establishment Survey: Reporting Response Rates in a Pilot Study of Touchtone Response

Karen L. Goldenberg, Bureau of Labor Statistics

Discussant: Donald Camburn, RTI International

DIFFERENT APPROACHES TO SURVEY INCENTIVES

Chair: Eric Shaeffer, The Ohio State University

Respondent Incentives for Low-Income Populations: An Experiment with Point-of-Sale (POS) Cards

Rita Stapulonis, Shawn Marsh, and Jason Markesich, Mathematica Policy Research
Effect of Incentives on Survey Response and Survey Quality: A Designed Experiment within the HINTS I RDD Sample

Louis P. Rizzo and Inho Park, Westat; Bradford Hesse and Gordon Willis, National Cancer Institute

The Effects of Larger Cash Incentives on Hard-to-Reach Demographic Groups: It Depends on How You Pay It

Norman G. Trussell and Paul J. Lavrakas, Nielsen Media Research

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

Discussant: Nancy Potok, NORC

MULTI-MODE SURVEYS

Chair: Phyllis Robins, Freeman, Sullivan & Company

Augmenting the BRFSS RDD Design with Mail and Web Modes: Results from a Multi-State Experiment

Michael W. Link, David Roe, and Jodie Weiner, RTI International; Ali Mokdad and Ruth Jiles, Centers for Disease Control & Prevention

Comparing Face-to-Face, Telephone, Paper Self-Administered, and Web Survey Measurement

Emilia A. Peytcheva, University of Michigan; Robert Manchin, Gallup Europe;

Robert Tortora, Gallup; Robert M. Groves, Joint Program in Survey Methodology

Comparison of Web, Mail, and Mixed-Mode Data Collection Methods in a Survey of R&D Funding

Pat Dean Brick, Jeff Kerwin, Kerry Levin, David Cantor, and Jennifer O'Brien, Westat; Andrew Wang, Steve Campbell, and Stephanie Shipp, NIST

Survey Mode Preferences of Business Respondents

John Tarnai, Social & Economic Sciences Research Center; M. Chris Paxson, College of Business and Economics

Discussant: Rebecca Quarles, QSAA Research & Strategy

WEB SURVEYS: AGE TO VISUALS

Chair: Kathy Dykeman, Knowledge Networks

Respect Thy Respondent Part II: Good Manners for Web Surveys

Fran Featherston, National Science Foundation; Luann Moy, U.S. General Accounting Office

Fast Times and Simple Questions: The Effects of Age, Experience and Question Complexity on Web Survey Response Time

Ting Yan, The Joint Program in Survey Methodology/Abt Associates Inc.; Roger Tourangeau, The Joint Program in Survey Methodology

Race-of-Interviewer Effects: What Happens on the Web?

Maria Krysan, University of Illinois at Chicago and Mick P. Couper, University of Michigan

How Visual Grouping Influences Answers to Internet Surveys

Jolene D. Smyth, Don A. Dillman, Leah Melani Christian, and Michael J. Stern, Washington State University

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

THE “WHAT” OF PUBLIC OPINION

Chair: Patricia Moy, University of Washington

Coorientation in Two Communication Contexts: Examining the Effect of Discussion on the Accuracy of Perception on Others

Zuoming Wang, Cornell University; William Chip Eveland, Mihye Seo, and Juliann Cortese, The Ohio State University

A Rational Silence: The Silencing Influence of Trust on Public Opinion Expression

Marci K. McCoy Roth, University of Pennsylvania

Testing the Homogeneity Assumption of Public Opinion

Craig Gordon, Ga. State Univ. and Ga. Institute of Technology

Discussant: David P. Fan, University of Minnesota

ATTITUDES AND BEHAVIORS

Chair: Clyde Tucker, Bureau of Labor Statistics

Key Predictors of College Student Satisfaction and Future Implications for Student Retention

Xiaogeng Sun, Xiongyi Liu, and Barbara Lacost, University of Nebraska

To Do or Not to Do?: A Comparison of Behavioral Intention Measures

Randall K. Thomas, Susan Behnke, and Alyssa M. Johnson, Harris Interactive

Survey Response Behavior

Carla Van Beselaere, Caltech

On the Primacy of Affect in Attitude-Behavior Research

Randall K. Thomas and Coleen M. Schofield, Harris Interactive

Discussant: Jon A. Krosnick, The Ohio State University

INVITED SESSION: PUBLIC IMAGE OF THE POLLS

Chair: Nancy Belden, Belden, Russonello & Stewart

Changes in Attitudes toward Public Opinion Research over Time and by Geography

Juyeon Son, Oregon Survey Research Laboratory

The Pollster's Image, Computer Proliferation in America and What It Means to You!

Raghavan Mayur, Tatiana Koudinova, and Constantine Kambavis, TIPP Poll/TechnoMetrica

Evaluating an Ad Campaign to Raise a Survey Organization's Name Recognition

Ana P. Melgar and Paul J. Lavrakas, Nielsen Media Research; Trevor N. Thompson, National Opinion Research Center

Do Imagemakers Need a Makeover? Public Attitudes toward Political Consultants

Costas Panagopoulos, New York University and Jim Thurber, American University

Discussant: Janice Ballou, Mathematica Policy Research

SAMPLING

Chair: Trent D. Buskirk, Eastern Virginia Medical School

Differences in an RDD and List Sample: An Experimental Comparison

Dennis N. Lambries and Robert W. Oldendick, University of South Carolina

Is Target Selection by Last Birthday “Random Enough”? A Split Ballot Test

Burke D. Grandjean, Martha Garcia Leighty, and Patricia A. Taylor, University of Wyoming

Finding (and Listing) the Unlisted: A Strategy for Achieving a Listed Sample's Cost Savings without Sacrificing Coverage

Kathleen Frankovic and Anthony M. Salvanto, CBS News

Discussant: Steve Everett, Everett Group

MEASURING SPECIAL POPULATIONS

Chair: Shannon Schwartz, Knowledge Networks

Challenges and Successes: Surveying Court Users Immediately After a Court Hearing

Alison K. Neustrom and Amy C. Nunez, Judicial Council of California

Surveying the Lesbian, Gay, Bisexual, and Transsexual (LGBT) Population

Victoria Albright and Larry Bye, Field Research; Karol P. Krotki, RTI International

Interviews of Leaseholders in Chicago's Housing Authority: A Comparison of

Interviewer Observation Data and Questionnaire Data

Catherine C. Haggerty and Colm A. O'Muircheartaigh, NORC/University of Chicago

Hispanics: Who Are We Missing When We Don't Interview in Spanish?

Sarah L. Dutton, CBS News

Discussant: Robert Colosi, U.S. Census Bureau

ROUNDTABLE: ATTACKS ON MEDIA BIAS DAMAGE REPUTATION OF MEDIA POLLS

Organizer and Moderator: Floyd Ciruli, Ciruli Associates

Participants: Robert P. Daves, Minneapolis Star Tribune; Claudia Deane, The

Washington Post; Kathleen Frankovic, CBS News; Susan H. Pinkus,

Los Angeles Times

MEASURING SEXUAL AND OTHER BEHAVIORS

Chair: Karen L. Goldenberg, U.S. Bureau of Labor Statistics

Are You Shacking Up? The Search for an Appropriate Measure of Cohabitation

Jennifer E. Hunter, U.S. Census Bureau

Extent, Determinants, and Consequences of Bias in Retrospective Reports of Cohabitation

Julien Teitler and Heather Koball, Columbia University; Nancy Reichman, Robert

Wood Johnson Medical School

Sexuality at Age 40 and Beyond: A Look at Singles Ages 40–69

Linda Fisher and Tracy Needham, AARP

Measuring Volunteer Behaviors: How Different Questions Yield Different Results

Gail Kutner, AARP

Discussant: Kenneth Rasinski, NORC—Knowledge Networks

PARTY IDENTIFICATION: TRENDS AND CONSEQUENCES

Chair: Nancy Bates, U.S. Office of Management and Budget

Long-Term Trends in Political Party Identification

David Morris and Gary E. Langer, ABC News

Parsing the Numbers: Turnout and the Republican Majority in Congress

Lydia K. Saad, Gallup Organization

Self Identification as Liberal or Conservative as a Function of Occupation

Nat Ehrlich, Michigan State University IPPSR

I'm a Conservative in Need of Medical Care and I Don't Have Health Insurance: Maybe I Do Value Big Government After All

Gregory A. Pettis and Timothy Vercellotti, Elon University
Discussant: Eric Rademacher, University of Cincinnati

MEASUREMENT EFFECT

Chair: Philip J. Gendall, Massey University

Everyday Concepts and Classification Errors: Judgments of Disability and Residence

Roger Tourangeau, The Joint Program in Survey Methodology; Frederick G. Conrad, University of Michigan

Rating versus Comparative Trade-Off Measures

Randall K. Thomas, Susan Behnke, and Alyssa M. Johnson, Harris Interactive

How Many Are Too Many? Number of Response Categories and Validity

Randall K. Thomas, Harris Interactive; Brian Uldall and Jon A. Krosnick, The Ohio State University

The Moderate Answer Categories: What Do Respondents Actually Mean When They Choose Them?

Christine L. Carabain, Vrije Universiteit, Amsterdam
Discussant: Jeffrey C. Moore, U.S. Census Bureau

QUESTIONNAIRE DEVELOPMENT AND EFFECTS

Chair: Jennifer Rothgeb, U.S. Census Bureau

Comparisons of Multiple Questions across Two Surveys: Results from a Naturalistic Quasi-Experiment

John M. Kennedy, Indiana University

A Comparison of Open versus Closed Survey Questions for Valuing Environmental Goods

Eric M. Shaeffer, Stephanie F. Lampron, and Jon A. Krosnick, The Ohio State University; Trevor N. Tompson, National Opinion Research Center; Penny S. Visser, The University of Chicago; W. Michael Hanemann, University of California—Berkeley

Impact of Questionnaire Format in Self-Administered Interviews: The Experience of Canada's Census

Laurent Roy, Manon Monette, and Linda Howatson-Leo, Statistics Canada
Attitudes and Comprehension of Terms in Opinion Questions about Euthanasia

Maile O'Hara and Michael F. Schober, New School for Social Research
Discussant: Sid Groeneman, Groeneman Research & Consulting

TELEPHONE INFRASTRUCTURE'S EFFECT ON TELEPHONE SURVEYS

Chair: Jim Bason, University of Georgia

How Too Little Can Give You Too Much: Determining the Number of Household Phone Lines in RDD Surveys

Daniel M. Merkle and Gary E. Langer, ABC News

Probability of Selection Weights: Telephone Line Ownership versus Usage Patterns

Alisha H. Burrington, Christopher E. Barnes, Chase H. Harrison, and April M. Brackett, CSRA—University of Connecticut

Exploratory Investigation of the Impact of Calling Schedules on Sample Performance

Sheila I. Cross and Marla D. Cralley, Arbitron Inc.

Discussant: Shap Wolf, Arizona State University

SAMPLING TARGETED POPULATIONS

Chair: Anna Y. Chan, U.S. Census Bureau

*Sampling for Inner-City Face-to-Face Surveys*Colm A. O'Muircheartaigh, Stephanie Eckman, and Edward Marks English, NORC
The Utility of Probabilistic Models to Oversample Policy Relevant Population Subgroups That Are Subject to Transitions

Steven B. Cohen, AHRQ

*A Cautionary Tale: How Listed Samples of Hispanics with "Do Not Call" Telephone Numbers Removed Can Bias Survey Results*Rebecca C. Quarles, QSA Research & Strategy and Tracy Needham, AARP
Using a Dual-Frame Sample Design to Increase the Efficiency of Reaching Population Subgroups in a Telephone Survey

Douglas Brian Currivan and David Roe, RTI International

Discussant: Graham Hueber, Ketchum

POLITICAL TALK AND CIVIC ENGAGEMENT

Chair: Joanne Miller, University of Minnesota

*The Internet As a Means for Campaign Discourse: Its Uses in the 2000 and 2004 Presidential Campaigns*Kenneth M. Winneg, Annenberg Public Policy Center of the University of Pennsylvania
Exchanging News: Examining the Link between Integrative Communication and Political Knowledge

Ann E. Williams, University of Michigan

Talking About Elections: A Study of Patterns in Citizen Deliberation Online

Vincent Price and Clarissa David, University of Pennsylvania

The Antecedents of Online Political Activities: How News Media Use and Political Orientations Promote Civic Engagement

Eunkyung Kim and Jeong Yeob Han, University of Wisconsin—Madison

Discussant: Robert O. Wyatt, Middle Tennessee State University

INCENTIVE EFFECTS ON RESULTS AND RESPONSE RATES

Chair: Craig Hill, RTI International

Building a Relationship with the Respondent: Experiments on the Timing of Incentives

Barbara C. O'Hare, Arbitron Inc.

Will Respondents Say Yes for \$5?

Christina Frederick and Marla D. Cralley, Arbitron Inc.

Respondent Incentives: Do They Affect Your Data? Data Comparability in an RDD Survey

John Sokolowski, Christine Carr, Stephanie Eckman, Catherine C. Haggerty,

and Ajay Sagar, NORC

Effects of Immediate versus Delayed Notification of Prize Draw Results and Announced Survey Duration on Response Behavior in Web Surveys—An Experiment

Tracy L. Tuten, Virginia Commonwealth University; Mirta Galesic, The Joint Program in Survey Methodology; Michael Bosnjak, University of Mannheim
Discussant: Tresa Udem, Belden, Russonello & Stewart

MEASUREMENT OF HEALTH CARE

Chair: David DesRoches, Mathematica Policy Research
Medicaid and Medicare Reporting in Surveys: An Experiment on Order Effects and Program Definitions

Joanne Pascale, U.S. Census Bureau
Call Efforts and Subject Matter Estimates: The Experience With a Nutrition Related RDD Survey

Jordan Lin, U.S. Food and Drug Administration
Comparison of Computerized Event-History Calendar and Question-List Interviewing Methods: A Two-Year Hospitalization History Study

Mario Callegaro, Mandi Yu, Fei-Wen Cheng, Erik Hjermsstad, Dan Liao, and Robert F. Belli, UNL Gallup Research Center
Validation of Socially Desirable Health Behaviors: Implications for Case-Control and Other Health Surveys

Diane P. O'Rourke and Jane E. Burris, University of Illinois; Timothy P. Johnson and Richard Warnecke, University of Illinois at Chicago

Discussant: Paula Jean Henning, American Express

PANEL: RACIAL BIASES, MEDIA, AND EXPERIENTIAL INFLUENCES ON PUBLIC OPINION ABOUT CRIME POLICY

Organizer and Moderator: Scott Keeter, Pew Research Center & George Mason University
Participants: Devon Johnson, Harvard University; Jonathon Jackson, London School of Economics; Meghan Gantley and Catherine A. Gallagher, George Mason University

PANEL: WHO IS WIRELESS ONLY?

Chair: Linda B. Piekarski, Survey Sampling International
Is It the Young and the Restless Who Only Use Cellular Phones?

Charlotte G. Steeh, Georgia State University
The Impact of Wireless Substitution on Random-Digit-Dialed Health Surveys
Stephen J. Blumberg and Julian V. Luke, National Center for Health Statistics
The Prevalence of Wireless Substitution

Julian V. Luke, Stephen J. Blumberg, and Marcie L. Cynamon, National Center for Health Statistics

Telephone Service in U.S. Households in 2004

Clyde Tucker and Brian J. Meekins, Bureau of Labor Statistics; J. Michael Brick, Westat
Discussant: Tom W. Smith, NORC

THE POLITICS OF DIVISION

Chair: Sheldon Gawiser, NBC
Gay Civil Rights versus Religious Privileges: Bible Belt Religion and Politics Before and After Important Legal and Religious Decisions

Robert O. Wyatt and Kenneth R. Blake, Middle Tennessee State University;

David P. Fan, University of Minnesota

Evangelical Christians and the Politics of Skepticism

Steve Farkas, Public Agenda

Doing More with Less Data: Revisiting Religion and Voting through the Parsimonious View of a Private Pollster

Paul M. Fallon, Fallon Research & Communication

Still Here: The Persistence of Racism in Public Opinion, Voting, and Public Policy in the United States

Joel D. Bloom, University of Oregon

Discussant: Kate Stewart, Belden, Russonello & Stewart

PRESIDENTIAL JOB APPROVAL

Chair: Robert Lee, University of California—Berkeley

Presidential Approval Ratings in Perspective

Larry Hugick, Jonathan Best, and Stacy Diangelo, Princeton Survey Research Associates International

What Policy-Related Issues Will Matter in the 2004 Presidential Race?

A Pre-Convention Assessment

Merrill Shanks and Douglas Alan Strand, University of California—Berkeley

The Impact of Events on Bush Approval: A Time-Series Analysis Using NAES04 Data

Kenneth M. Winneg and Daniel Romer, University of Pennsylvania

The 9/11—Iraq Connection: How the Bush Administration's Rhetoric in the Iraq Conflict Shifted Public Opinion

Amy Rachel Gershkoff and Shana A. Kushner, Princeton University

Discussant: Robert Eisinger, Lewis and Clark College

ITEM NONRESPONSE

Chair: Polly Phipps, Washington State Institute for Public Policy

Item Nonresponse: Don't Know about Mandatory Responses?

Randall K. Thomas, Susan Behnke, and Alyssa M. Johnson, Harris Interactive

An Experimental Testing of Format Changes to Reduce Missing Data and Increase Cooperation in the Nielsen TV Diary

Kenneth W. Steve, Mildred Bennett, and Paul J. Lavrakas, Nielsen Media Research

Assessment of Don't Know and No Opinion Responses to Community Surveys

Aaron K. Maitland, Iowa State University

Looking at Item Nonresponse in Vietnamese, Spanish, and English Interviews

Christine Carr, John Sokolowski, Catherine C. Haggerty, and Edward Marks

English, NORC

Discussant: Michael Wood, Hunter College—CUNY

VOTE AND POLITICAL CHOICE

Chair: Nancy Morrison, SPSS Inc.

Choosing Alone? The Role of Social Networks in Modern Political Choice

Jeffrey W. Levine, Westhill Consulting

Policy-Based Evaluation or Projection?: The Formation of Public Opinion about Presidential Candidates During the 2000 Party Nominating Conventions

Kate M. Kenski and Dannagal Goldthwaite Young, University of Pennsylvania
The Psychological Sources of Attitude Change in Vote Choice
 Patrick Fournier, Université de Montréal

Need for Cognition, Need to Evaluate, and Change in Vote Choice

Patrick Fournier, Université de Montréal; Greg Lyle, Navigator Ltd.; Fred Cutler, University of British Columbia; Stuart Soroka, McGill University
 Discussant: John Russonello, Belden, Russonello & Stewart

SATURDAY POSTER SESSION

A Comparison of Optimal Mark Read (OMR) Technology and Traditional Self-Administered Surveys

Christina L. Abbott, Berwood A. Yost, and Jennifer L. Harding,
 Franklin & Marshall College

A Knowledgeable Approach to the Death Penalty: Factors Influencing Public Opinion

Jacqueline M. Peltier and David M. R. Mendelsohn, CSRA—UConn
An Examination of Alternative Question Design upon Attitude Questions
 Elizabeth C. Westin, Westat & JPSM

Applying New Methodologies in a Longitudinal Study of Young Conservative Jews

Ariela Keysar, Brooklyn College and Barry Kosmin, JPR

Assessing the Public Opinion/American Foreign Policy Link: The Influence of the Public on Crisis and Non-Crisis Decision-Making

Tom Knecht, University of California—Santa Barbara

Ballot Design and Unrecorded Votes in the 2002 Midterm Election

David Kimball and Martha E. Kropf, University of Missouri—Kansas City

CAPI, Interrupted: Interviewer Use of CAPI Navigation Features

Richard C. Dulaney and Karen S. Tourangeau, Westat

Captive Audience: Interviewing Inmates In and Out of Prison in Illinois

Thais Seldess, MCIC—Metro Chicago Information Center and Alisu Schoua-Glusberg, Research Support Services

Cognitive Interviewing and the Use of Visual Design Principles: A Case Study

Kristin Stettler and Trang Nguyen, U.S. Census Bureau

Differences between Prospective and Retrospective Support for the War with Iraq:

How to Transform a Minority-Supported Policy into a Majority-Supported Policy

Alexander Todorov and Anesu N. Mandisodza, Princeton University

Field versus Phone: A Comparison of Response Rates

Diane R. Burkom, Battelle Centers for Public Health Research and Evaluation

Gauging Opinion Quality: An Application of the Yankelovich Mushiness Index

Marti Anne Maguire, UNC—Chapel Hill

How Are We Doing? A Short Survey of Consumer Health Plan Ratings

Dana L. Essex, Scott Welsch, and Laura Fletcher, Ingenix; Donovan Crew, University of Minnesota

Mode-Effects in Pre-Recruited Panels of Full Population?

Wolfgang Bandilla, ZUMA Mannheim; Michael Bosnjak, University of Mannheim; Patrick Altdorfer, Strategic Research & Communications; Henning Lohmann, University of Cologne

Nonresponse to Private and Sensitive Survey Questions

Xenia Montenegro, AARP

Overnight or All Weekend? Comparing Two Online Omnibus Panel Surveys

Sandra L. Bauman, Bauman Research & Consulting, LLC

Pricing the Packers: The Use of Public Opinion Research in Measuring the Value of Professional Sports Franchises to a Community

Christopher P. Borick, Muhlenberg College; Kevin G. Quinn and Paul B. Bursik, St. Norbert College

Public Attitudes about Political Participation on the Internet: Do People Perceive Political Activities Performed Online and Offline to Be Equally Effective?

Samuel J. Best and Chase H. Harrison, University of Connecticut

Public Opinion in the "50 State Quarters" Design Process

James I. Bowie, Northern Arizona University

Respondents' Past Experience with Interviews, Their Generalized Attitudes toward Surveys and the Probability of Nonresponse in Subsequent Surveys

Volker Stocké, University of Mannheim

Scrutinizing Questionnaire Development: Using a Survey of Seismic Design Education in the U.S.

Juyeon Son, Oregon Survey Research Laboratory

Some New Directions for the Respondent-Generated Intervals Protocol

LiPing Chu and S. James Press, University of California at Riverside;

Judith M. Tanur, State University of New York at Stony Brook

The Opinions of Public Interest Groups about the Promises and Threats of an Uncertain Science: NanoBusiness Alliance, ETC Group, Greenpeace, and the Foresight Institute's Views about Nanoscience and Nanotechnology

Lowndes F. Stephens, University of South Carolina

The Use of Site Visits, Cognitive Interviews, and Focus Groups to Improve the Acceptance of Government Surveys

Stanley R. Freedman, Energy Information Administration

Training Elderly Respondents: Does It Help?

Patricia M. Gallagher, Floyd J. Fowler, and Anthony Roman, Center for Survey Research

How Accurate Are Proxy Reports: Results of a Verification Study

Chris Becker and Sergei Rodkin, Abt Associates Inc.; Kathleen S. O'Connor, National Center for Health Statistics; Jeanne Moorman, National Center for Environmental Health, Centers for Disease Control and Prevention

Data Collection via CATI/CATI-Cell: Five Years Later

Karen L. Tucker, Battelle

Identity and Latinos: Quien Somos? Results From the Pew Hispanic Center/Kaiser Family Foundation National Survey of Latinos 2002

Dulce C. Benavides, Pew Hispanic Center

MEET THE AUTHOR SESSION

Robert M. Groves, Floyd J. Fowler, Mick P. Couper, James Lepkowski,

Eleanor Singer, Roger Tourangeau—*Survey Methodology* (Wiley, 2004)

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

PANEL: NEW DEVELOPMENTS AT PUBLIC OPINION QUARTERLY

Peter Miller, Editor POQ

RESPONSE RATES: MEASURING, ESTIMATING AND PREDICTING

Chair: Gary E. Langer, ABC News

A Review of Methods to Estimate the Status of Cases with Unknown Eligibility

Tom W. Smith, NORC

Effects of Gridout Procedures on Response Rates and Data Quality

Stephanie A. Eckman, Colm A. O'Muircheartaigh, and Catherine C. Haggerty, NORC

Availability As a Mediating Factor in Response Rate Estimation

Larry A. Hembroff, Michigan State University and Nat Ehrlich, Michigan State University/IPPSR

Predicting Respondents' Likelihood to Cooperate

AnhThu Burks, Mildred Bennett, and Paul J. Lavrakas, Nielsen Media Research

Discussant: Lynda Carlson, National Science Foundation

IMPROVING RDD SURVEY ESTIMATES

Chair: Patricia Gwartney, University of Oregon

Using an Experiment to Design an RDD Survey

J. Michael Brick, Mary Collins Hagedorn, Jill Montaquila, and Shelley Brock Roth, Westat; Chris Chapman, NCES

The Impact of an Extended Call Design on RDD Survey Estimates

Darby Miller Steiger, Steve Hanway, and Manas Chattopadhyay, The Gallup Organization

Consequences of Reducing Telephone Survey Nonresponse

Scott Keeter, Pew Research Center & George Mason University; Jonathan Best, Princeton Survey Research Associates International; Michael Dimock and Peyton Craighill, Pew Research Center

Discussant: Rachel Casper, RTI International

MEDIA EFFECTS ON POLITICS

Chair: Cecile Gaziano, Research Solutions, Inc.

Communication and Citizenship: Mapping the Political Effects of Mass Media

Patricia Moy, Michael A. Xenos, and Verena K. Hess, University of Washington

The Impact of Television Market Structures on Voter Turnout and Ballot Rolloff in American Elections

Scott L. Althaus and Todd Trautman, University of Illinois

The Impact of Political Advertising in 2000: An ROI Approach

Jeremy Boyd, Westhill Partners and Jeffrey W. Levine, Westhill Consulting

Implications of Televised Political Conflict for Informed Public Opinion

Diana C. Mutz, University of Pennsylvania

Discussant: Doug Schwartz, Quinnipiac University

RACIAL PREJUDICE

Chair: Marylee Taylor, Pennsylvania State University

Principles, Prejudice, and Racial Policy Preferences

Stanley Feldman and Leonie Huddy, Stony Brook University
Data Collection Procedures for Racial Profiling Analyses: Best Practices
 Frederic I. Solop, Northern Arizona University
Brown versus Board of Education: 50 Years of Progress in Racial Attitudes?
 Dennis N. Lambries and Robert W. Oldendick, University of South Carolina
The Persuasibility of Racial Stereotypes
 Darren Davis and Brian Silver, Michigan State University
 Discussant: Eric Plutzer, Pennsylvania State University

PANEL: DATA QUALITY

Chair: Donald Camburn, RTI International
Panel Conditioning and Scale Reliability: Evidence from the British Household Panel Study
 Patrick Sturgis and Nick Allum, University of Surrey
Quality at What Cost—Evaluating CATI Quality Improvement Measures in a Large National Longitudinal Survey
 Karen H. Grigorian, Surella E. Seelig, and Angela Herrmann, NORC
In the Long Run: Lessons from a Panel Survey Respondent Incentive Experiment
 Annette E. Jackle and Peter Lynn, Institute for Social and Economic Research; Iain Noble, Department for Education and Skills
The Relationship Between Local Economic, Higher Education and Postsecondary Vocational Student Outcomes Using Beginning Postsecondary Students Longitudinal Study (BPS:1996/2001) Survey
 Yann-Yann Shieh, American Institutes for Research
 Discussant: Carolyn Shettle, Westat

EFFECTS OF CUES IN QUESTIONNAIRES

Chair: Kenneth W. Steve, Nielsen Media Research
The Influence of Visual Layout on Scalar Questions in Web Surveys
 Leah Melani Christian, Washington State University
The Effect of Cover Letter Appeals and Visual Design on Response Rates in a Government Mail Survey
 Cleo D. Redline, Julia Oliver, and Ron Fecso, National Science Foundation
The Efficacy of Cues in an Expenditure Diary
 Nhien To, Eric Figueroa, and Lucilla Tan, Bureau of Labor Statistics
Examining the Effect of Income Question Design on Family Income and Poverty Estimates
 Michael E. Davern, Timothy J. Beebe, Holly Rodin, Kathleen Thiede Call, and Lynn A. Blewett, University of Minnesota
 Discussant: Mario Callegaro, UNL—Gallup Research Center

WEB QUESTIONNAIRE DESIGN

Chair: David Kasihara, AHQR
The Effect of an Explicit “Decline to Answer” Option in Web Surveys
 Ronald J. Broach, Syed Ahsan, and Thomas B. Hoffer, NORC
Using Progress Indicators in Web Surveys
 Dirk Heerwegh, KULeuven

Web Survey Design: Paging versus Scrolling

Andy Peytchev, Mick P. Couper, and Sean McCabe, University of Michigan;
Scott D. Crawford, MSIResearch

It's Only Incidental: International Web Survey Considerations

Randall K. Thomas and Susan Behnke, Harris Interactive; Jonathan D. Klein,
University of Rochester

Discussant: James R. Caplan, Defense Manpower Data Center

MEDIA EFFECTS AND PUBLIC OPINION

Chair: Beth-Ellen Pennell, University of Michigan

Media As a Third Force in the Public Opinion-Policy Nexus

Erin Carriere, U.S. Department of State

The Implications of Televised Political Conflict for Informed Public Opinion

Diana C. Mutz, University of Pennsylvania

Scaling Perceptions of Political Bias among Broadcast News Outlets

John V. Bodle, Robert O. Wyatt, Kenneth R. Blake, Jane Marcellus, and Zeny
Sarabia Panol, Middle Tennessee State University

Holding Their Feet to the Fire: The Effect of Local News on Political Representation

Marty Cohen, Hans Noel, and John Zaller, UCLA

Discussant: Sandra Berry, RAND Corporation

EXIT POLLS

Chair: Warren Mitofsky, Mitofsky International

Exit Polls: What Are They Good For?

Patrick Murray, Eagleton Poll—Rutgers University; Allison M. Kopicki, Center for
Public Interest Polling, Eagleton Institute of Politics

A Validity Check of the 2002 Exit Poll

Michael P. McDonald, George Mason University

Votewatch: Examining Voting Problems Using a Mixed Method Approach

Nicole C. Vicinanza and Susan Gabbard, The Aguirre Group; Steven Hertzberg,
Votewatch

Polls in Election 2000: Public Attitudes, Perceived Impact, and Support for Restricting Election-Night Projections

Vincent Price and Talia Jomini, University of Pennsylvania

Discussant: Leonard Vercellotti, Elon University Poll

SCIENCE FACT AND PUBLIC OPINION

Chair: Molly Longstreth, Survey Research Ctr.

Is the American Public As Informed about Science As They Say They Are?

Robin J. Gentry, The Joint Program in Survey Methodology

Science Literacy As a Predictor of Sound Civic Judgment

John C. Besley, Cornell University Department of Communication

Factual Knowledge of Science among the American Public: Using Item Response Theory for Scale Reduction

Carla M. Bann, Michael Schwerin, and Cynthia Suerken, RTI International

Public Opinion on New Issues in Science and Biotechnology

Carolyn L. Funk, Virginia Commonwealth University

Discussant: TBD

QUESTION DEVELOPMENT ON SURVEY INSTRUMENTS

Chair: Tracey Hagerty-Heller, Westat

Q-BANK: Development of a Cognitively Tested Question Database

Kristen Miller, Beth A. Canfield, and Lisa Moses, National Center for Health Statistics

CATI Event History Calendar and Question-List Methods: Accuracy of Life Course Retrospective Reports

Robert F. Belli, UNL Gallup Research Center; Patricia Andreski, University of Michigan; Sangeeta Agrawal, University of Nebraska Medical Center

Improving Person-Item Fit: Cognitive Testing Questions about Assistive Technology and the Home Environment with Older Adults

Barbara F. Wilson, Barbara E. Altman, and Karen R. Whitaker, National Center for Health Statistics; Vicki A. Freedman and Jennifer C. Cornman, Polisher Research Institute; Emily M. Agree, Johns Hopkins University

Making Questionnaires Shorter: The Use of "Tailored Inapplicable" Response Options

Roger E. Levine, American Institutes for Research and Jill Y. Allen, Kaiser Permanente

Discussant: Frederick G. Conrad, University of Michigan

PUBLIC OPINION, FOREIGN POLICY AND THE IRAQ WAR

Chair: Ariela Keysar, CUNY Graduate Center

The Particularly Prudent Public's Veto Power: Casualties and Salience Determine Foreign Policy Directions

Brett E. Morris, University of Alabama

Misperceptions of Public Opinion on Foreign Policy and Their Consequences for Support of Specific Policy Decisions

Alexander Todorov and Anesu N. Mandisodza, Princeton University

The Myth of Public Opinion and Foreign Policy

David W. Moore, The Gallup Organization

Public Perceptions of the Military: The War in Iraq

Stephen E. Everett, DSD Laboratories/U.S. Air Force

Discussant: Alvin Richman, Department of State

NONRESPONSE IN MULTI-MODE SURVEYS

Chair: Carol Haney, SPSS

Individual and Environmental Factors Affecting Unit Nonresponse and Drop-Out Rates in Web Surveys

Danna Basson and Shelley J. Boulianne, UW—Madison

Web of Intrigue? Evaluating Effects on Response Rates of Web SAQ, CATI, and Mail SAQ Options in a National Panel Survey

Karen H. Grigorian and Thomas B. Hoffer, NORC

A Meta-Analysis of Response Rates in Web Surveys Compared to Other Survey Modes

Katja Lozar Manfreda and Vasja Vehovar, University of Ljubljana

Discussant: Sherm Edwards, Westat

RESPONSE RATES IN HEALTH CARE SURVEYS

Chair: Laura Kalb, Mathematica Policy Research

Factors Affecting Response Rates to the Consumer Assessment of Health Plans Study Survey for Commercial and Medicaid Adult Beneficiaries

Moh Yin Chang, UNL Gallup Research Center

The Costs and Benefits of Improving Response Rates in the CAHPS Medicare Fee for Service Survey

Larry Campbell and Linda L. Dimitropoulos, RTI International

An Overview of Trends in RDD Response Rates: National Immunization Survey, 1995–2002

Meena Khare, NCHS/CDC; Michael P. Battaglia and Jessica Cardoni, Abt Associates Inc.

Temporal Patterns of Survey Response Rates and Reporting Rates in the U.S. Consumer Expenditure Interview and Other Panel Surveys

Moon J. Cho, John L. Eltinge, and Barry Steinberg, U.S. Bureau of Labor Statistics

Discussant: John Loft, RTI International

DIGGING DEEPER INTO RESPONSE RATES

Chair: Jane Traub, Scarborough Research/VNU

Analysis of Behavioral Risk Factor Surveillance System Response and Outcome Rates

Herbert Franklin Stackhouse, CDC

Can We Be Satisfied with Lower Participation Rates?

Judith P. Kelly, David W. Kaufman, Lynn Rosenberg, and Allen A. Mitchell, Slone Epidemiology Center

The Behavior of Mail Survey Non-Respondents

Philip J. Gendall, Anna J. Finn, and Janet Hoek, Massey University

The Impact of Changing from Passive to Active Consent in a Student Survey: A Case Study Examining Response Rates, Sample Bias, and Implications for Public Policies

Matthew W. Courser, Linda Young, and David Collins, Pacific Institute for Research and Evaluation; Rachelle Seger, University of Louisville

Discussant: Timothy J. Beebe, University of Minnesota

INTERVIEWER REFUSAL AVERSION TRAINING: TESTING, ADOPTION AND NEW RESEARCH

Chair: Paul J. Lavrakas, Nielson Media Research

From Controlled Experiment to Production Environment: Refusal Aversion Training Adoption and Implications for Future Use and Research

Eileen M. O'Brien, U.S. Census Bureau

Implementation of Refusal Aversion Training in the National Survey of Family Growth

Robert M. Groves and Patty Maher, University of Minnesota

Testing an Automated Refusal Avoidance Training Methodology

David Cantor, Bruce Allen, Sid J. Schneider, Tracey Hagerty-Heller, and Angela Yuan, Westat

The "ART" of Persuasion: A Controlled Experiment to Evaluate the Impact of Avoiding Refusal Training (ART) on Response in Britain

Mark W. McConaghy and Siobhan Carey, Office of National Statistics, U.K.

Discussant: Floyd J. Fowler, University of Massachusetts

IMPROVING RESPONSE RATES FROM MEDICAL PROVIDERS

Chair: Patricia M. Gallagher, University of Massachusetts Boston

An Assessment of HIPAA Compliant Methods for Achieving High Cooperation Rates from Medical Providers on a Medical Record Abstraction Program Evaluation

Brian M. Evans, Brian Burke, and R. Suresh, RTI International

The Effect of Mode on Response Rates and Data Quality in a Survey of Physicians

Mary E. Losch, Nancy Thompson, and Gene Lutz, University of Northern Iowa
Exploration of Physicians Who Choose to Respond Online

Jordon Peugh and Kinga Zapert, Harris Interactive

Getting Their Attention: The Effect of Prenotification Letters on Physician Response Rates

Dana L. Essex, Scott Welsch, and Laura Fletcher, Ingenix; Donovan Crew,
University of Minnesota

Discussant: K. Viswanath, Dana Farber Cancer Center Institute

MODE EFFECTS

Chair: Lisa Carley-Baxter, RTI International

Response Effects of Survey Mode Controlled for Nonresponse Errors

M. Chris Paxson, College of Business and Economics and John Tarnai, Social &
Economic Sciences Research Center

Effects of Mode of Interview and Moderating Variables on Erectile and Ejaculatory Function Measures

Joseph A. Catania, University of California—San Francisco; Raymond Rosen,
UMDNJ—Robert Wood Johnson Medical School; Sharon Jacobs, Josephine Sallis,
and Arkady Shpilsky, Sanofi-Synthelabo

Mode Effects on Item Nonresponse: Gallup-European Social Survey Mixed Mode Experiment

Mandi Yu, Moh Yin Chang, Ping He, Linda Smathers, and Allan L. McCutcheon,
UNL—Gallup Research Center

Interview Mode Effects in NLSY97 Round 4 and Round 5

Yongyi Wang and Parvati Krishnamurty, NORC—University of Chicago

Discussant: Todd H. Rockwood, Division of Health Services Research

RACE

Chair: Michael A. Xenos, University of Washington

Agreement between Self-Reported and Administrative Race and Ethnicity Data among Medicaid Enrollees

Donna D. McAlpine, Timothy J. Beebe, and Kathleen Thiede Call, University of
Minnesota

Standing at the Crossroads of Identity and Identification: Latinos and Political Party Affiliation

David J. Dutwin and Melissa J. Herrmann, International Communications Research;

Mollyann Brodie and Rebecca Levin, Kaiser Family Foundation

Encouraging Reflection and Participation around Racial Tolerance:

A Quasi-Experiment of Media Consumption and Citizen Deliberation

Dhavan V. Shah, Hernando Rojas, Jaeho Cho, Heejo Keum, Michael G. Schmierbach, and Homero Gil de Zuniga, University of Wisconsin—Madison;
So-Hyang Yoon, University of Southern California
Discussant: Manuel de la Puente, U.S. Bureau of the Census

ROUNDTABLE: AFTER RESPONSE RATES, WHAT?

Organizer and Moderator: Peter Mariolis, Centers for Disease Control

ROUNDTABLE: DISCUSSION OF OMB GUIDANCE FOR FEDERAL GOVERNMENT SURVEYS

Organizer and Moderator: Brian A. Harris-Kojetin, U.S. Office of Management and Budget

Participants: Clyde Tucker, Bureau of Labor Statistics; Richard A. Kulka, RTI International

ROUNDTABLE: LABORATORY PROCEDURES FOR INSTRUMENT TESTING: ARE “BEST PRACTICES” EMERGING FOR COGNITIVE INTERVIEWING AND USABILITY TESTING?

Organizer and Moderator: Johnny Blair, Abt Associates, Inc.

Participants: Sue Ellen Hansen, University of Michigan; Elizabeth D. Murphy, U.S. Bureau of the Census; Gordon Willis, National Cancer Institute

INTERVIEWER TRAINING

Chair: Kenneth Steve, Nielsen Media Research

Measures of Personality Type and Interviewer Performance: Tools for Interviewer Training

Christina L. Abbott, Berwood A. Yost, and Jennifer L. Harding, Franklin & Marshall College

A Closer Look at Interviewer Selection and Training: Are We Asking Too Much of Our Bilingual Interviewers?

Man-chi Mandy Sha, NORC

A System for Detecting Interviewer Falsification

Joe Murphy, Rodney K. Baxter, Joe Eyerman, and David Cunningham, RTI International; Peggy Barker, Substance Abuse and Mental Health Services Administration

Improving Cooperation of Asian Households through Cultural Sensitivity Training for Field Interviewers

Jennie W. Lai and Charles D. Shuttles, Nielsen Media Research

Discussant: Peter Lynn, Essex University

ROUNDTABLE: WHAT AAPOR CAN DO TO SUPPORT YOUNGER MEMBERS

Organizer and Moderator: Sandra Berry, RAND Corporation

PANEL: PUBLIC OPINION ABOUT ENERGY

Chair: Carla P. Jackson, Schulman, Ronca & Bucuvalas, Inc.

Awareness of ENERGY STAR® As a Gauge of Program Activities

Shel Feldman, Management Consulting

Residential Conservation Behavior During and After the 2000–2001 California Energy Crisis

Sylvia Bender, California Energy Commission

Public Opinion about Energy Development: Nimbyism versus Environmentalism

Eric R. A. N. Smith, Juliet Carlisle, and Kristy Michaud, U.C. Santa Barbara

Customer Perceptions about Energy in “Times of Change”

Ed Kolodziej, The Response Center

Discussant: Leora Lawton, Freeman, Sullivan, & Co

FIELDWORK EFFECTS ON SURVEY RESULTS

Chair: Theresa DeMaio, U.S. Bureau of the Census

Written versus Oral Consent in Telephone Surveys on Sensitive Subjects: Meaning and Consequence

John M. Boyle and Patricia Vanderwolf, Schulman, Ronca & Bucuvalas, Inc.

House Effects in a Household Transportation Telephone Survey

J. Neil Russell and Jonaki Bose, Bureau of Transportation Statistics

Using Response Propensity Models to Guide Survey Administration

Robert M. Groves, University of Michigan

Discussant: Victoria Albright, Field Research Corporation

THE PUBLIC’S OPINION: SURVEY FINDINGS

Chair: Verena K. Hess, University of Washington

The Graying of America and Support for Funding the Nation’s Schools

Eric Plutzer and Michael B. Berkman, Pennsylvania State University

The Meaning of Equality in U. S. Public Opinion

Jeffrey H. Whitten, University of Southern California

Reliability of Attitudes on Smoking in Public Places: Analyses from the 1993

Tobacco Use Supplement to the Current Population Survey

Kristen M. Olson, University of Michigan; Gordon Willis and Anne Hartman,

National Cancer Institute

Ten Years after Amendment Two: Colorado Voter Attitudes on Gay Rights 1992–2002

Floyd Ciruli, Ciruli Associates

Discussant: TBD

IMPROVING WEB SURVEY ACCURACY

Chair: Courtney Kennedy, University of Michigan

Using an E-Mail Invitation to Screen Survey Respondents

Natalie Abi-Habib, Timothy A. Triplett, and Adam Safir, The Urban Institute

Dropout on the Web: Influence of Changes in Respondents’ Interest and Perceived Burden during the Web Survey

Mirta Galesic, The Joint Program in Survey Methodology

Propensity Score Adjustment As an Alternative Weighting Scheme for Web Survey Data

Sunghye Lee, The Joint Program in Survey Methodology
On the Convergent Validity of Attitude Measurement in Phone and Online Surveys
 Randall K. Thomas, David Krane, and Humphrey Taylor, Harris Interactive
 Discussant: Geraldine Mooney, Mathematica Policy Research

PANEL: DATA PRIVACY AND CONFIDENTIALITY: AN EXAMINATION OF TRUST IN SURVEY RESEARCH USING MILITARY SAMPLES

Chair: Kelly S. Ervin, U.S. Army Research Institute
Army Personnel Surveys: Trust in Confidentiality?
 Kelly S. Ervin, Lynn M. Milan, and Fran T. Kennedy, U.S. Army Research Institute
Nonresponse Research in the Department of Defense
 James R. Caplan, Defense Manpower Data Center
Trust and Completion of Surveys in the U.S. Navy
 Murrey G. Olmsted and Kimberly Whittam, Navy Personnel Research
Addressing Trust in the Anonymity and Confidentiality of Web Surveys through Usability Testing
 Kristofer Fenlason, Kyle Lundby, and Carrie Christianson DeMay, Data Recognition Corporation
Maintaining Confidentiality in a Report Generator for a Longitudinal Research Project
 Jacqueline A. Mottern, Marta E. Brown, Marian E. Lane, and Michael A. White, Navy Personnel Research

VARIOUS APPROACHES TO NONRESPONSE

Chair: Keith Neuman, Environics Research Group
Exploring Survey Nonresponse in the U.K.: The Census-Survey Nonresponse Link Study
 Roeland A. Beerten, U.K. Office for National Statistics; Stephanie Freeth, Office for National Statistics
Discovering Rare Urban Populations for Community Health Surveys: Area Probability versus GIS-based Telephone Sampling Approaches
 Edward Marks English and Whitney E. Murphy, NORC
Survey Letters: A Respondent's Perspective
 Ashley Landreth, U.S. Census Bureau
CASI Supplemental Survey Nonresponse
 Jibum Kim, Tom W. Smith, and Jeniffer Berkold, NORC; Seokho Kim and Jeong-Han Kang, University of Chicago
 Discussant: Trevor N. Thompson, The Associated Press

ROLE OF THE INTERVIEWER

Chair: Charles D. Shuttles, Nielsen Media Research
Time Is Money: Pace of Interviews and Accuracy of Recall
 Matthias E. Kretschmer, Zeitungs Marketing Gesellschaft

Using Interviewer Observations as Predictors of Contactability in Face-to-Face Surveys—A Cross-Country Comparison

Sonja I. Ziniel, University of Michigan

The Role of the Interviewer in Cognitive Interviewing Evaluations of Questionnaires

Paul C. Beatty, National Center for Health Statistics

Interviewers' Feedback on NHANES Outreach Strategies and Materials

Yinong Chong and Kathryn Porter, Centers for Disease Control and Prevention; Pat Montalvan, Westat

Nonverbal Cues of Respondents' Need for Clarification in Survey Interviews

Frederick G. Conrad, University of Michigan; Michael F. Schober, New School for Social Research; Wil Dijkstra, Free University

Discussant: Kathy Dowd, RTI International

SHORT COURSE—TRAINING DATA COLLECTORS IN THE PROTECTION OF HUMAN PARTICIPANTS

Diane R. Burkom