

AAPOR CONFERENCE PROGRAM

PLENARY SESSION

ALTERNATIVE MODELS FOR ESTIMATING PRESIDENTIAL VOTE

Panelists: James Campbell, National Science Foundation
Robert Forsythe, University of Iowa
Michael Kagay, *New York Times*

Moderator: Clyde Tucker, Bureau of Labor Statistics

ISSUES OF LANGUAGE AND CULTURE IN SURVEY MEASUREMENT

Chair: Cheryl DeSaw, Mathematica Policy Research

Assessing the Need for Bilingual Interviewers

Nancy Belden, John Russonello, and Kathleen Stewart, Belden and Russonello
The Hispanic Version of the Redesigned CPS Questionnaire: Applying Sociolinguistic Theory and Survey Research Methods to Translating Survey Questionnaires

Ruth B. McKay and Anita P. Lavallee, Bureau of Labor Statistics
The Navajo/Hopi Land Dispute and the Boundaries of Methodology

Frederic I. Solop, Northern Arizona University

Exit Polling of Hispanic Voters in Texas and California: 1984-1992

Robert Brischetto, Southwest Voter Research Institute, and Karol P. Krotki,
Temple University

The Systemic Transformation and Reliability of Public Opinion Surveys: The Case of Poland

Antoni Sulek, University of Warsaw

Discussant: Robert Santos, University of Michigan

SAMPLE DESIGNS AND COVERAGE ISSUES

Chair: Judith H. Connor, University of Michigan

A Hierarchy of List-assisted Stratified Telephone Sample Design Options

Clyde Tucker and Robert Casady, Bureau of Labor Statistics, and James
Lepkowski, University of Michigan

Effects of Duplicate Listings in the Population Frame on Survey Estimates

Jason S. Lee, U.S. General Accounting Office

Improving Survey Response and Coverage Rates through Multi Modality Surveys

Michael P. Battaglia and Andrea Hassol, ABT Associates, Inc.

Discussant: Linda Piekarski, Survey Sampling, Inc.

COMPLEMENTARY USES OF QUALITATIVE AND QUANTITATIVE DATA

Chair: Nora Cate Schaeffer, University of Wisconsin

Integrating Qualitative and Quantitative Methods to Study Knowledge about the Holocaust

Katherine Bischooping, University of Michigan

Conducting Nontraditional Data Collection on a Low-Income Population: Taking Videotaped Child Development Instruments out of the Lab and into the Field

Susan Sprachman and George J. Carcagno, Mathematica Policy Research, Inc.

Taking the Child Development Laboratory on the Road: Studies of Mother-Child Interaction in a Survey Context

Carolyn A. Eldred, Response Analysis

Studying Homeless Families: Research Strategies and Methodological Issues and Problems

Joanne M. Badagliacco, University of Kentucky

Discussant: Graham Hueber, Ketchum Public Relations

ENHANCING RECORD KEEPING AND DATA QUALITY

Chair: Nancy Mathiowetz, Health Care Policy Research

Question-answering Strategies in Agricultural Surveys

Jaki Stanley, U.S. Department of Agriculture and Catholic University of America

Enhancing Record-keeping Compliance in the National Medical Care Expenditure Survey

Maria Elena Sanchez, Agency for Health Care Policy and Research

Research on the Continuing Survey of Food Intakes by Individuals

Theresa J. DeMaio, Susan Ciochetto, and Wendy Davis, U.S. Bureau of the Census

Preliminary Field Results of an Alternative Measurement Design for the Survey of Income and Program Participation

Karen Bogen, Nola Krasko, Jeffrey C. Moore, and Kent H. Marquis, Bureau of the Census

Methodological Issues in Surveying Physicians on Death Certification

David J. Mingay, NORC, Albert F. Smith, State University of New York at Binghamton, and James A. Weed and Jared B. Jobe, National Center for Health Statistics

Discussant: Brad Edwards, Westat

EVALUATING POLITICAL CANDIDATES

Chair: Michael Kagay, *New York Times*

How 1992 Truly Became "The Year of the Woman" in California Politics

Mark DiCamillo, Field Institute

Perception of Well-being as the Voting Heuristic in the 1992 Presidential Election

Jack M. McLeod, Stacy Huang, Zhongshi Guo, and Katie Daily, University of Wisconsin—Madison

Rationalization and Derivation Processes in Political Candidate Evaluation

Wendy M. Rahn, University of Wisconsin—Madison, Jon A. Krosnick, Ohio State University, and Marijke Breuning, University of Arkansas

The Gender Gap Revisited: Do Voters Apply the Same Standards to Male and Female Candidates?

Jay Mattlin, Time, Inc.

Discussant: Janice Ballou, Eagleton Institute, Rutgers University

CONDUCTING SURVEYS IN SPECIAL POPULATIONS

Chair: George Carcagno, Mathematica Policy Research

Survey Design Issues Related to Surveying a Medicaid Population

Donna L. Eisenhower, Mathematica Policy Research, Inc.

Local Talent, Local Problems: Lessons Learned Employing Community Residents for Interviewing

Gloria Thomas, Beck Young, Angela Aidela, Diane McLean, Yasmin Jefferson, Harlem Center for Health Promotion and Disease Prevention

Problems with Question Wording by Age of Respondents

Sandra Edwards, University of Utah

Nonparticipation Bias in Telephone Surveys of Children

John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc., and Dean Kilpatrick, Medical University of South Carolina

Discussant: Sherry Marcy, DataStat, Inc.

THE MEANING OF QUESTIONS TO RESPONDENTS

Chair: Norbert Schwarz, University of Michigan

Presuppositional Problems in Surveys and Polls

Arthur H. Sterngold, Lycoming College

When Intensifiers Affect Survey Questions

Daniel B. Wright, George D. Gaskell, and Colm A. O'Muircheartaigh, London

School of Economics

**Question Wording in Comparative Judgments: Understanding and Manipulating the Dynamics of Direct Comparison*

Michaela Wanke, University of Mannheim

Mushy Measures of Mushiness: Distinguishing between Operative and Meta-Attitudinal Indexes of Attitude Strength

John N. Bassili, University of Toronto

Gauging the Reliability of Attitude Reports in Public Opinion Surveys

Duane F. Alwin, University of Michigan

Discussant: Robert M. Baumgartner, HBRS, Inc.

DID WE GET IT? PUBLIC OPINION AND THE ANITA HILL—CLARENCE THOMAS CONTROVERSY

Chair: Diane Rucinski, University of Iowa

Race, Gender, and the Hill-Thomas Issue

Katherine Tate, Harvard University, and Jane Mansbridge, Northwestern

University

Assessing the Polls on the Hill-Thomas Issue

Diane Rucinski, University of Iowa

Qualitative Research on Women's Experience of the Hill-Thomas Hearings:

The Detroit Study

Frances Trix and Andrea Sankar, Wayne State University

The Polls and the Hill-Thomas Controversy: What We Learned and Unlearned about Public Opinion

David Moore, Gallup Organization

Discussant: Peter Miller, Northwestern University

STUDIES OF RESPONSES TO MAIL SURVEYS

Chair: Donald R. DeLuca, Price Waterhouse

Increasing Physician Survey Response Rates without Biasing the Results

Lorayn Olson, Mindy Schneiderman, and Ruth V. Armstrong, American Medical Association

An Experimental Study of Nonresponse Follow-up Mode Effects in an Establishment Setting

Young I. Chung, Richard Devens, Gordon Mikkelsen, and James Yule, Bureau of Labor Statistics

Why Didn't You Write? Reasons for Nonparticipation in Mail Surveys

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

Predicting Reported Nonreceipt of the 1990 Decennial Census Form

Kenneth A. Rasinski, Daniel A. Zahs, Richard A. Kulka, and Nicholas A. Holt, NORC

The Response of the Far Right to Surveys of Racial Attitudes

Howard Schuman and Maria Krysan, University of Michigan

Discussant: Fran Featherston, U.S. General Accounting Office

* First-Place AAPOR Student Paper Award.

THE IMPACT OF INTERVIEWING STYLE

Chair: Charles Cannell, University of Michigan

Understanding the Standardized/Nonstandardized Interviewing Controversy

Paul Beatty, University of Michigan

Rejections and Refusals: Openings of Requests for Survey Interviews by Telephone

Douglas W. Maynard, Indiana University, and Nora Cate Schaeffer and Robert

Cradock, University of Wisconsin—Madison

Okay—Evaluative or Neutral?

Mary V. Coit, Georgetown University

Reopening Closed Answers: Managing Respondents' Elaborations on Categorical Answers in Standardized Interviews

Robert M. Cradock, Douglas W. Maynard, and Nora Cate Schaeffer, University of Wisconsin—Madison

Discussant: Dan Zahs, NORC

POSTER SESSION

CAPI Training: Where Do We Go from Here?

Mark S. Wojcik and Edwin Hunt, NORC

Applying Principles of Total Quality Management to the Process of Industry and Occupation Coding

Rachel Caspar and Paul Biemer, Research Triangle Institute

Coder Reliability in Data Abstraction

Nora Fitzgerald and Polly A. Phipps, RAND

Quality Management Approach to Keystroke Verification

Robert Bailey, Robert Miller, and Howard Speizer, NORC

Using Fax Machines for Data Retrieval of Self-administered Surveys of Elites

Ward Kay and Jennifer Parsons, University of Illinois

Evaluating Dual Frame Samples and Advance Letters as Means of Increasing Response Rates

Michael Traugott and Kenneth Goldstein, University of Michigan

ROUNDTABLES

Polling on Mystical and Religious Experiences

Organized by Murray Edelman, Voter Research and Surveys, and Chuck Rund, Charleton Research

Sharing Ideas among Managers of Small, For-Profit Research Organizations

Organized by Richard Day, Richard Day Research, Inc.

Respondent Cooperation with Commercial Research Companies: Progress and Problems

Organized by Herb Abelson, Response Analysis, Mervin Field, Field Organization, and Tod Johnson, NPD Group

How Clients Use the Results of Surveys

Janet I. McConeghy, Northern Illinois University

PUBLIC OPINION AND PUBLIC POLICY

Chair: Kurt Lang, University of Washington

The Impact of Unpopular Government Policies on Public Support

Kenneth Dautrich, Rutgers University

Media Images and Foreign Policy: The South Africa Case

Doris Graber, University of Illinois at Chicago

No Opinion and Linkage: The Relationship of Survey Nonattitudes to Public Opinion's Effect on Government Policy

Howard Eaton, Jr., Yale University

The Attentive Public for Science Policy: A Comparative Study of 15 Industrialized Societies

Jon D. Miller and Linda K. Pifer, Chicago Academy of Sciences

The Salience of Racial Issues

Michael G. Hagen, Harvard University

Discussant: Alvin Richman, U.S. Information Agency

RESPONSE VALIDITY I

Chair: Clarita Mrena, U.S. General Accounting Office

How the Memorability of Events Affects Frequency Judgments

Frederick G. Conrad and Erin R. Cashman, Bureau of Labor Statistics, and

Normal R. Brown, University of Alberta

The Effect of Regularity on the Accuracy of Reporting of Medical Tests

Diane O'Rourke, Timothy Johnson, Seymour Sudman, and Richard Warnecke,

University of Illinois, and Jared Jobe, National Center for Health Statistics

The Overestimated Work Week: Alternative Approaches to Estimated Hours at Work

John P. Robinson, University of Maryland, and Ann Bostrom, Georgia Tech

Validation of Information Reported in a Longitudinal Mail Survey: The Use of Computer-generated Survey Forms to Reduce Respondent Burden

Edward Lakner, Gerrit Knaap, and Ananda Mitra, University of Illinois at Urbana-Champaign

**Increasing the Accuracy of Respondents' Estimates of the Frequency of Everyday Behaviors in Survey Research: Memory Cues vs. Increased Retrieval Time*

E. Marla Felcher, Northwestern University

Discussant: Seymour Sudman, University of Illinois

EVALUATING THE PERFORMANCE OF THE POLLS IN 1992

Chair/Discussant: Tom Smith, NORC

Panelists: Frank Newport, Gallup Organization

Peter Miller, Northwestern University

Warren Mitofsky and Murray Edelman, Voter Research and Surveys

John Barry, Roper Center

UNDERSTANDING RESPONSE RATES AND THEIR EFFECTS ON SURVEY DATA

Chair: Carolyn Miller, Princeton Survey Research Associates

Socio-demographic Correlates of Survey Participation

Robert M. Groves and Mick P. Couper, University of Michigan

Using Census Match Data to Analyze Nonresponse in the 1990 National Household Survey on Drug Abuse

Teresa L. Parsley, Research Triangle Institute

The Impact of Callbacks on Survey Estimates in an Annual RDD Survey

Daniel M. Merkle, D. S. Howard and Associates, and Sandra L. Bauman and

Paul J. Lavrakas, Northwestern University Survey Laboratory

Religion, Race, and Politics: A Case Study of Item Nonresponse in an Omnibus National Survey

Barry A. Kosmin and Ariela Keysar, CUNY, and Dale W. Kulp, Marketing Systems Group

Discussant: Jason Lee, U.S. General Accounting Office

NEW DEVELOPMENTS IN THE TECHNOLOGY OF INTERVIEWING

Chair: David P. Fan, University of Minnesota

Using an Automated Survey Research Device to Conduct Telephone Coincidental Surveys

Michael J. Havice, Marquette University

New CASIC Technologies at the U.S. Census Bureau

Martin V. Appel and William L. Nicholls, U.S. Bureau of the Census

* A Third-Place AAPOR Student Paper Award.

Field Coding Complex Data in CAPI: An Investigation of the Use of Data Base Search Procedures to Identify and Code Medical Providers

Maria Elena Sanchez, Agency for Health Care Policy and Research, and Carmen Johnson Vincent, Westat, Inc.

Measuring Response Latency in CATI: A High Accuracy Apparatus Compatible with All Software

John N. Bassili, University of Toronto

Discussant: Charles Palit, University of Wisconsin

ENVIRONMENTAL ATTITUDES AND ENVIRONMENTALISM

Chair: Scott Keeter, Virginia Commonwealth University

Green Ideas Sleep Furiously: The Structure and Social Bases of Environmental Attitudes and Activism in Britain

Sharon Witherspoon, SUNY at Stony Brook, and Jean Martin, Office of Population Censuses and Surveys

Concern for the Environment among Black Americans: An Assessment of Common Assumptions

Robert Emmet Jones and Lewis F. Carter, Washington State University

Application of Paired Comparison Methodology in Measuring Canadians' Forest Values

Keith Neuman, Corporate Research Associates, Inc., and Barry Watson, Environics Research Group Ltd.

Discussant: Stanley Presser, University of Maryland

RESPONSE VALIDITY II

Chair: David Mingay, NORC

Validity and Meaning of Interpersonal Discussion in Sample Surveys

Robert Mason, Oregon State University

Gender, Information Level, and "No Opinion"

Snigdha Murkherjee and McKee J. McClendon, University of Akron

The Intrahousehold Communications Study: Estimating the Accuracy of Proxy Responses at the Dyadic Level

Leslie A. Miller and Brian Kojetin, Bureau of Labor Statistics

Unemployment Rates, Self-Selection, and the CPS Reinterview Program

Judith M. Tanur and Jung-Kyu Lee, SUNY at Stony Brook

Discussant: Katherine Bischooping, University of Michigan

RESPONDENT INCENTIVES IN SURVEY DATA COLLECTION

Chair: Eleanor Singer, Columbia University and U.S. Bureau of the Census

Respondent Incentives as Part of the Survey Researcher's Toolkit

Katherine Wallman, Statistical Policy Office, Office of Management and Budget

Rewarding Response: A View from the Commercial Sector

Edward Schillmoeller, A. C. Nielsen Co.

When to Pay, When Not to Pay Respondents

Norman Bradburn, NORC

Respondent Incentives, Minimum Mean Square Error per Unit Cost, and Civic Duty

Robert M. Groves, University of Michigan

IMPROVING THE RESPONSE TO MAIL SURVEYS

Chair: Theresa DeMaio, Bureau of the Census

Principles for Designing Respondent-Friendly Questionnaires: Combining Cognitive and Motivational Research Perspectives

Cleo Jenkins and Don Dillman, Bureau of the Census

Influence of the Questionnaire Length and Financial Incentives on Response Rates and Quality for a Government-sponsored Survey of Scientists and Engineers

Geraldine Mooney, Mathematica Policy Research, Lee Giesbrecht, Bureau of the Census, and Carolyn Shettle, National Science Foundation
The Influence of Questionnaire Length, Respondent-Friendly Design, Pre-Notice Letter, Stamped Return Envelope, Postcard Reminder, and Replacement Questionnaire on Response to Census Questionnaires

Don Dillman, Jon Clark, and Nancy Bates, U.S. Bureau of the Census
Increasing Response Rates among Elite Populations: Findings from the 1992 National Study of Postsecondary Faculty Field Test

Sameer Y. Abraham and Robert A. Johnson, NORC
 Discussant: Barbara Everitt Bryant, University of Michigan

MEDIA USE, INTERPERSONAL DISCUSSION, AND THEIR IMPACTS ON CANDIDATE PREFERENCE

Chair: Vincent Price, University of Michigan
Interpersonal Interaction and the Third-Person Effect in Potential First-Time Presidential Election Voters

Stacy R. Bereck and Carroll J. Glynn, Cornell University
Media, Interpersonal Discussion, and the 1992 Elections

Jeffrey Mondak, University of Pittsburgh
Is One Prediction as Good as Another? The Relative Influence of Preelection Surveys on Voter Behavior

Patrick R. Cotter and James G. Stovall, University of Alabama
An Experiment on Coordination in Multi-Candidate Elections: The Importance of Polls and Election Histories

Robert Forsythe, University of Iowa, and Roger Myerson, Thomas A. Reitz, and Robert J. Weber, Northwestern University
 Discussant: Cliff Zukin, Rutgers University

PLENARY SESSION

PUBLIC OPINION IN THE CAMPAIGN AND IN THE WHITE HOUSE

Panelists: Stanley Greenberg, Greenberg Research, Inc.

Fred Steeper, Market Strategies

Moderator: Kathleen A. Frankovic, CBS News

RESPONDENT SELECTION PROCEDURES

Chair: Santa Traugott, University of Michigan
The Last-Birthday Selection Method and Within-Unit Coverage Problems
 Paul J. Lavrakas and Sandra L. Bauman, Northwestern University Survey Laboratory, and Daniel M. Merkle, Howard and Associates
Sampling Individuals within Households in Telephone Surveys

Gosta Forsman, University of Linköping
Within-Household Selection: Is Anybody Listening?
 Kathleen Carr and Joan Hertvik, Ohio State University
A Comparison of Telephone Survey Respondent Selection Procedures
 John M. Kennedy, Indiana University

Discussant: Peter Lynn, Social and Community Planning Research

PSYCHOLOGICAL PERSPECTIVES ON THE INTERVIEW PROCESS

Chair: Diane Colasanto, Princeton Survey Research Associates
Psychological Variables Associated with Respondents' Sensitivity to the "Income Question"

Maria van Melis-Wright and Deborah Stone, U.S. Bureau of Labor Statistics
Asking Questions about Social and Personal Change: Lessons from Social Cognition Research

Norbert Schwarz, University of Michigan, Michaela Wanke, University of Mannheim, and Herbert Bless, Heidelberg

Administering the Self-monitoring Scale in a CATI Survey and Using Response Time as an Index of Trait Schematicity

Angelika Mellema and John N. Bassili, University of Toronto

Discussant: Donald Dillman, U.S. Bureau of the Census and Washington State University

INTERPRETING THE MEANING OF THE 1992 ELECTION

Chair: Russell Neuman, Tufts University

Deriving Meaning from Election Outcomes: How the American Public Explains Bill Clinton's Victory

Diana C. Mutz, University of Wisconsin—Madison

Voter Awareness and Appraisal of the 1992 and 1988 Presidential Campaigns

Andrew Kohut, Times Mirror Center for the People and the Press, and Larry

Hugick, Princeton Survey Research Associates

Public Opinion on Health Care Reform Issues after the 1992 Election

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

Discussant: Adam Clymer, *New York Times*

THE SPIRAL OF SILENCE: POLLS AND PERCEPTIONS OF OTHERS' OPINIONS

Chair: Jeffery Mondak, University of Pittsburgh

Intense Minorities Are in the Minority: Implications for the Spiral of Silence

Mikael Gilljam, Gothenburg University, and Donald Granberg, University of Missouri—Columbia

Off the Bandwagon: Some Reflections on Poll Effects

Kurt Lang and Gladys Engel Lang, University of Washington

A Postelection Bandwagon Effect? Comparing National Exit Poll Data with a General Population Survey

Robert H. Prisuta, American Association of Retired Persons

Discussant: Charles T. Salmon, CDC

USING SURVEYS TO MAKE CROSS-NATIONAL COMPARISONS

Chair: Nancy Belden, Belden and Russenello

Public Rejection of the Elites: Democracy at Work in Canada, Denmark, France, and Switzerland

Lorne Bozinoff and Andre Turcotte, Gallup Canada, Inc.

Mountains and Molehills in Cross-national Surveys

Janet Harkness, ZUMA

Looking across the Atlantic: Mass Publics, Media Interest, and Opinions about Foreign Affairs in the U.S. and Germany

Holli A. Semetko, University of Michigan, Wolfgang G. Gibowski, German Federal Press and Information Agency, and Edward Czilli, University of Michigan

The Media and Politics Relationship in the Eyes of U.S. and German Scholars and Journalists: Two Comparative Surveys of Newspeople and Political Communication Scholars

Wolfgang Donsbach and Bettina Klett, University of Dresden

Some Experiments on Using a Projective Technique to Measure Stereotypes and Compare Them Cross-culturally

G. Ray Funkhouser, National University of Singapore

Discussant: Mary McIntosh, U.S. Information Agency

RESPONDENT TRACKING AND RESPONSE RATES

Chair: Victoria Albright, Westat

The Legalized Population Follow-up Survey: Locating Recently Legalized Aliens

Naomi Everett and John R. Michael, Westat, and Shirley J. Smith, U.S. Department of Labor

IRS Survey of Taxpayer Reactions to the Form 1040EZ-1: Effectiveness of Inexpensive Strategies for Reaching List Sample Respondents

Charles Carusi, Westat

Recent College Graduates Study

Margaret Cahalan, Lucinda Gray, Mike Brick, and Royce Gibson, Westat

Breast Implant Follow-up Investigation: Locating Respondents Who Have a Personal Interest in Interview Results.

Mary Madigan and Victoria Albright, Westat

Discussant: Paul Lavrakas, Northwestern University

APPROACHES TO QUESTIONNAIRE DESIGN

Chair: George Bishop, University of Cincinnati

National Health Interview Survey Redesign: An Anthropological Investigation of Mental Health Concepts

Dawn R. Von Thurn, Elizabeth A. Martin, and Jeffrey C. Moore, Center for Survey Methods Research, U.S. Bureau of the Census

Before the Pretest: Question Development Strategies

Steven Blixt, Donald Camburn, and Jennifer Dykema, University of Michigan

Utilizing Focus Groups in the Final Stages of Questionnaire Design

Susan Schechter, Deborah Trunzo, and P. Ellen Parsons, National Center for Health Statistics

Asking about Drugs and Drug Dependency: Reports of Drug Use and the Mode of Questionnaire Administration

David W. Keer, Stewart C. Rice, Jr., and Benjamin Rowe, U.S. Public Health Service, Centers for Disease Control

Discussant: Laure M. Sharp, Consultant

PREDICTING ELECTION OUTCOMES: PROBLEMS AND PRACTICAL STRATEGIES

Chair: Michael Traugott, University of Michigan

Wimps No More: Guidance for Allocating Undecideds in Pre-election Polls

Robert P. Daves, *Minneapolis Star-Tribune*, and Sharon Warden, *Washington Post*

Predictions of the Bush-Clinton-Perot Presidential Race from the Press

David P. Fan, University of Minnesota

Who Misled Whom? The Polls and the Voters in the 1992 British Election

Roger Jowell, Barry Hedges, Peter Lynn, Graham Farrant, and Anthony Heath, Social and Community Planning Research

Incumbent Races: Closer than They Appear

Nick Panagakakis, Market Shares Corporation

Incumbency and Recency Bias in Preelection Polls: An Explanation of the Panagakakis Effect

Philip Meyer and Robert M. Berry, University of North Carolina

Discussant: Evans Witt, Associated Press

NONTRADITIONAL PRESS COVERAGE OF THE 1992 ELECTION AND ITS IMPACT

Chair: Richard Morin, *Washington Post*

Evaluating an Alternative Model for Coverage of a Presidential Election: The Case of the "Charlotte Observer"

Sue Greer, University of North Carolina at Chapel Hill

Knowledge of Candidates' Issue Positions among First-Time and Experienced Voters: Did Talk-Show Campaigning Matter?

James Bernstein and Scott Lewis, Indiana University

The Role of Nontraditional News Sources in the 1992 Presidential Campaign

John Bare, University of North Carolina

Improving the Media's Role in the Public Sphere: The Case of the "Wichita Eagle"

Carol Reese Dykers, University of North Carolina at Chapel Hill

Discussant: Pama Mitchell, *Atlanta Journal-Constitution*

COMPARATIVE PERSPECTIVES ON CITIZENSHIP AND DEMOCRACY

Chair: Bernard Roshco, U.S. Department of State (retired)

*The Definition of Democracy in a Redefined Europe*Mary E. McIntosh, Martha Abele MacIver, Richard Dobson, and Steve Grant,
U.S. Information Agency*German Democracy under Revision: Observations on the Process of Change in the German Mass Public since 1990*

Peter Mohler, ZUMA

God and Caesar in the Newly Unified Germany: Religion and Support for Democracy in the "alten und neuen Bundeslander"

Allan L. McCutcheon, University of Delaware

A Meta-Analysis of Soviet Survey Research Methods on Ethnic and Nationality Issues

Irina McKeehan, Benedictine College

Rights or Obligations? Citizen Opinion about Citizenship

Mark Stephen Jendrysik, IRSS, University of North Carolina at Chapel Hill

Discussant: Holli Semetko, University of Michigan

LUNCHEON AND PRESIDENTIAL ADDRESS

RESPONSE SCALES

Chair: Arthur Sterngold, Lycoming College

*Weighting Anchors: Verbal and Numeric Labels for Response Scales*Colm A. O'Muircheartaigh, George D. Gaskell, and Daniel B. Wright, London
School of Economics and Political Science*An Analysis of Response Patterns to a 10-Point Scalometer*

Tom W. Smith, NORC

*Category-Specific Anchoring Effects in Rating Scales*Eric Greenleaf, New York University, Barbara Bickart, University of
Pennsylvania, and Geeta Menon, New York University*Response Order Experiments in the Gallup Poll: Effects and Explanations*

George Bishop and Andrew Smith, University of Cincinnati

Discussant: Kenneth A. Rasinski, NORC

INTERVIEWER EFFECTS ON SURVEY DATA

Chair: Howard Schuman, University of Michigan

*Measuring Interviewer Effects on Self-Reports from Homeless Persons*Jennifer A. Parsons, Timothy P. Johnson, and Richard T. Campbell, University of
Illinois*Gender and Response Effects in a Preelection Poll: Illinois 1992*Joan M. Phillips, University of Illinois at Urbana-Champaign, and Richard Schuldt,
Sangamon State University*Group Gender Composition Effects in Gender-Role Attitude Measurement:**Two Failures to Replicate*

Joel M. Savell, U.S. Army Research Institute

*He Said/She Said: Vote Choice in the 1992 Presidential Election—Respondent/**Interviewer Gender Interaction Effects in Preelection Polling*

Janice Ballou, Rutgers University

The Effects of Black and White Interviewers' Voice on Responses and Nonresponses

Young I. Chung, University of Maryland

Discussant: James Lepkowski, University of Michigan

EFFECTS OF THE 1992 DEBATES

Chair: Gladys Engel Lang, University of Washington

Public Opinion and the 1992 Presidential Debates: Upsetting and Reinforcing Predispositions

Ken Winneg and Kristen L. Conrad, Chilton Research Services
Effects of the "People's Presidential Debate" on Undecided Voters in the Richmond Area

Michael X. Delli Carpini, Barnard College, and Scott Keeter and Sharon Webb, Virginia Commonwealth University

The 1992 Presidential Debates: Do Media Interpretations Matter?

Kimberly Downing, Rutgers University

Discussant: Josephine Holtz, NBC

UNDERSTANDING CONSUMER CONFIDENCE AND BEHAVIOR

Chair: Lowndes F. Stephens, University of South Carolina

Predictions of Consumer Confidence/Sentiment from the Press

David P. Fan, University of Minnesota

Consumer Expenditure Questions Which Conform to Consumption Patterns

Theodore Downes-LeGuin, RAND, and Sulistinah Achmad, University of Indonesia

Consumer Confidence and Media Exposure

R. Kelly Myers and David W. Moore, University of New Hampshire

A National Survey of Economic Literacy

William B. Walstad, National Center for Research in Economic Literacy, and Max Larsen, Gallup Organization

Discussant: Leslie A. Miller, Bureau of Labor Statistics

MAKING SENSE OF POLLS: PRESS COVERAGE AND PUBLIC UNDERSTANDING

Chair: Donna Charron, Decision Research

Margins of Error—Do Methodological Details Help Newspaper Readers to Evaluate Statistic-based Stories?

Edward J. Lordan, Villanova University

Press Coverage of the 1992 Polls: An American/British Comparison

Peter V. Miller, Northwestern University

Polls Apart: Race, Politics, and Journalism in Mayoral and Gubernatorial Election Campaigns

Michael Traugott, Vincent Price, and Edward J. Czilli, University of Michigan
Polling on Polls: History and Issues

Ellen M. Dran, Northern Illinois University

Preelection Polls and Their Positive Roles during Elections: Two Surveys and an Experiment

Xinshu Zhao and Glen Beske, University of North Carolina, Chapel Hill

Discussant Wolfgang Donsbach, University of Dresden

AAPOR BUSINESS MEETING

BANQUET AND AWARDS CEREMONY

MOTIVATING RESPONDENT PARTICIPATION

Chair: Larry Cohen, Phoenix-Hecht/Gallup

The Impact of Privacy and Confidentiality Concerns on Survey Participation: The Case of the 1990 Census

Eleanor Singer, Nancy Mathiowetz, and Mick Couper, U.S. Bureau of the Census

The Nonsolicitation Statement: A Methodological Consideration for Survey Introductions

William J. Gonzenbach and Patrick Jablonski, University of Alabama

The Motivational Basis of Attendance at Focus Groups and Its Effect on Participant Attitudes

Peter Tuckel, Hunter College, and Elaine Leppo and Barbara Kaplan, In Vision, Inc.

Discussant: Robert Groves, University of Michigan

ORGANIZATIONAL SURVEYS

Chair: Joan Black, J. S. Black and Associates

Perceived Differences between Higher Educational Needs of Employees and Employers of Technology-based Industries in Illinois

Ananda Mitra and Vince Parker, University of Illinois at Urbana-Champaign

Higher Education and TQM: Needs, Caveats, and Opportunities for "Employee Surveys"

Walton H. Owens, Jr., Clemson University

Using the Membership of a Professional Association as a Frame for Surveying Establishments

Carl Ramirez and Kenneth E. John, U.S. General Accounting Office

Discussant: Polly A. Phipps, RAND

THE INTERNATIONAL SOCIAL SURVEY PROGRAM

Chair: Tom Smith, NORC

An Introduction to the International Social Survey Program

Tom W. Smith, NORC

Attitudes toward Marriage and Divorce in Comparative Perspective

Michael Braun, ZUMA, Jackie Scott, University of Essex, and Duane F. Alwin, University of Michigan

Social Inequality in New Zealand: The Legacy of Rogernomics and Ruthernomics

Phil Gendall

Political Participation and Value Orientation: ISSP 1985/1990

Peter Mohler, ZUMA

ASSESSING AUDIENCE IMPACT

Chair: Ronald Milavsky, University of Connecticut

Surveying a Prerecruited Panel by Mail to Economically Evaluate a Nationwide Advertising Campaign

Ann Stouffer Bisconti, U.S. Council for Energy Awareness, and Sid Groeneman, Market Facts

Research on the Effectiveness of Olympic Advertising

Horst Stipp, NBC

**A Spiral of Bias? Database Marketing and Public Opinion Formation*

J. Frederick-Collins, University of North Carolina

Discussant: Albert Gollin, Newspaper Association of America

STUDIES OF CRIME AND VIOLENCE

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

Machismo Values and Violence in America

Robert S. Lee, Pace University

Maine Criminal Justice Survey: A Survey on Attitudes toward Criminals and Alternative Punishment

Barbara Nash, Market Decisions, Inc.

* A Third-Place AAPOR Student Paper Award.

The Measurement of Violence: The Conceptual and Measurement Issues

Michael L. Vasu, North Carolina State University

Discussant: Robert Oldendick, University of South Carolina

MODE OF INTERVIEW EFFECTS

Chair: Robert H. Lee, University of Wisconsin

Effect of Response Categories on Response Process and Context Explanations

Todd H. Rockwood, Washington State University—Spokane

Mail versus Face-to-Face Surveys: A Comparison of Response Rates and Response Content Based on a Probability Sample

Maria Krysan, Howard Schuman, Leslie Jo Scott, and Paul Beatty, University of Michigan

Question Order Effects: Are They Really Less Prevalent in Self-administered Surveys?

Roberta L. Sangster, Washington State University

Interview Mode Effects in Drug Use Surveys: A Field Experiment

William S. Aquilino, University of Wisconsin—Madison

Discussant: Karol P. Krotki, Temple University

PARTY IDENTIFICATION AND PARTISANSHIP IN THE AMERICAN ELECTORATE

Chair: John P. Katosh, Mathew Greenwald and Associates, Inc.

"Reagan Democrats" and the 1992 Presidential Election

Kurt C. Schlichting, Fairfield University

Growing Up under Reagan: The Transmission of Partisanship to the American Youth, 1988–1992

Cynthia Ostberg, Linda Pifer, and Matthew Weststein, Northern Illinois University

A Content Analysis of the Meaning of Party Identification

Eric W. Rademacher, University of Cincinnati

Discussant: Wendy M. Rahn, University of Wisconsin

CENSUS 2000 DEVELOPMENTS

Chair: LaVerne Vines Collins, U.S. Bureau of the Census

Exploring Fundamental Change in the 2000 Census

LaVerne Vines Collins, U.S. Bureau of the Census

Barriers to Enumeration

Violeta Vazquez, U.S. Bureau of the Census

One-Number Census for the Year 2000

Mary H. Mulry, U.S. Bureau of the Census

Research on Sources of Undercoverage within Households

Elizabeth Martin, U.S. Bureau of the Census

Discussant: Judith Tanur, SUNY Stony Brook

UNDERSTANDING TURNOUT: FACTORS AFFECTING VOTING AND VOTE REPORTING

Chair: Diana C. Mutz, University of Wisconsin

*Someone to Watch over Me: The Candidacy of Ross Perot and Voter Turnout in the 1992 Elections**Biases in Turnout Models: A Censored Sample Approach*

Richard Maisel, New York University, and Peter Tuckel, Hunter College, CUNY

Russell Mayer, University of Michigan

A New Method of Predicting Voting Behavior

Janet A. Hoek and Philip J. Gendall, Massey University

Discussant: Mark Schulman, Schulman, Ronca, and Bucuvalas, Inc.

PUBLIC HEALTH, PUBLIC ATTITUDES, AND HEALTH BEHAVIOR

Chair: Luann M. Moy, U.S. General Accounting Office

Gender Differences in Smoking Behaviors and Motivations

Rosita Maria Thomas, Debra A. Portz, Max D. Larsen, and Gregory Gaertner,
Gallup Organization

*Research Validity and Resulting Public Policy: The Case of the DiFranza "Old Joe"
Cigarette Study*

Claude R. Martin, Jr., University of Michigan

Dynamics of AIDS-Knowledge Gaps in the First Decade of the Epidemic

Charles T. Salmon, Emory University, and Eileen Gentry, Karen Wooten, and
Fred Kroger, Centers for Disease Control

Impact of Television Media on Calls to the CDC National AIDS Hotline

Eileen M. Gentry, Karen G. Wooten, and Charles T. Salmon, Centers for Disease
Control

Discussant: Theresa F. Rodgers, Barnard College