

AAPOR CONFERENCE PROGRAM

WAPOR SESSION—RUSSIA

Chair: Edouard Cloutier, University of Montreal

Poverty in Russia

Albert Motivans, Radio Free Europe/Radio Liberty

Values and Political Change in Russia

Maria Bashkirova, Moscow State University (student paper)

Whither Russia? Trends in Russian Public Opinion since 1991

Richard B. Dobson, U.S. Information Agency

Comrades at Arms: Mapping Ethnic Cross-Perceptions in the Former Soviet Union

Ted Robert Gurr and John P. Robinson, University of Maryland, and Erjan

Kurbanov and Ivan Slepenkov, Moscow State University

Social Development, Culture, and Democracy: Comparative Microanalysis

Elena Bashkirova, Russian Public Opinion and Market Research, Moscow

WAPOR SESSION—LATIN AMERICA

Chair: Frederick C. Turner, University of Connecticut

An Experimental Study of the Mexican Presidential Election

Miguel Basanez, MORI de Mexico, and Howard Schuman, University of Michigan

Capitalism or Socialism: Venezuelan Perceptions of Alternative Systems

José Vicente Carrasquero A., University of Connecticut

Use of New Technologies and Awareness of the Chiapas Revolution in Western Mexico

Cesar A. Morones, Jesus Ruiz, and Rolando Castillo, Center for the Study of Public Opinion, Guadalajara

Poverty in Mexico City

Romeo Pardo Pacheco, Autonomous Metropolitan University, Mexico City

Understanding Political Deconsolidation in Latin America: Public Opinion and

Fujimori's "Self-Coup" in Peru

Fabián Echegaray, University of Connecticut (student paper)

WAPOR SESSION—EUROPE

Chair: Brian Gosschalk, MORI

A British Revolution? Constitutional Reform and Public Opinion in the United Kingdom

W. Wayne Shannon and Andrew J. Taylor, University of Connecticut

Foreign Policy and Mass Public Opinion in Europe: The Structure of Opinion

Mary McIntosh and Martha Abele MacIver, U.S. Information Agency

International Comparisons of Perceptions of Broadcasting: An Application of New Qualitative Technologies

Peter Stratton, University of Leeds, and Allen Cooper, BBC World Service

Public Opinion Insights from the Recent Turkish Elections

Selim Oktar, Strateji Research and Planning, Istanbul

A Multimethod Approach to Research on Attitudes toward Expansion of Schiphol International Airport

Frits Spangenberg and Pieter Paul Verheggen, Motivaction, Amsterdam

WAPOR SESSION—UNITED STATES

Chair: Wolfgang Donsbach, Technical University of Dresden

Floaters Are Not on the Median: Discriminant Analysis as a Prediction Tool for

Floating Voters

Taeyong Kim, University of North Carolina (winner of Turner Prize for best student paper)

The Gender Gap and Foreign Policy Attitudes

Lisa Brandes, Tufts University

Attitudes toward the Information Highway: The Relationship between Attitude Change and Media Coverage

Jennings Bryant and William J. Gonzenbach, University of Alabama

A Time-Series Analysis of the Health Care Issue, 1988–1993: Real-World Cues, the Media, the Public, and the President

Patrick M. Jablonski, University of Alabama (student paper)

NAFTA, the Press, and Public Opinion

John Schmitt, Indiana University (student paper)

DIDACTIC SESSIONS

Measuring Customer Perceptions of Service Quality: State of the Art, Design, and Implementation Strategies

Susan J. Devlin and John H. Hughes, Bellcore

Using Focus Groups to Design Surveys

Robert Cameron Mitchell, Clark University, and Donna Eisenhower, Mathematica Policy Research

WAPOR SESSION—MEDIA STUDIES

Chair: Frits Spangenberg, Motivaction, Amsterdam

The Impact of the Correspondence between Pictures and Words on Learning from Television News

Hans-Bernd Brosius, University of Mainz, and Wolfgang Donsbach, Technical University of Dresden

*The Impact of TV News and Commercials on the Evaluation of the President:**Priming and Trivializing the Issue of Health Care Reform*

Stephen D. Perry, University of Alabama (student paper)

Opinion Formation and Voting Behavior in a Referendum Campaign

Peter Neijens, Willem Saris, and Jan de Ridder, University of Amsterdam, and

Mark Minkman and Jeroen Slot, Dutch Gallup Organization

Authoritarianism Revisited

Marten Brouwer, University of Amsterdam, and Peter Hofstede, University of Utrecht

Computer-aided Occupational Class Coding

Pam Campanelli, Joint Center for Survey Methods, and Nick Moon, NOP, London

WAPOR SESSION—THEORY AND METHODS

Chair: Pieter Paul Verheggen, Motivaction, Amsterdam

The Panel as a Technology for Opinion Change Measurement

Edouard Cloutier and David Irwin, University of Montreal

Experimental Evidence on the Basic Reliability of Survey Response of Youth in Russia

John P. Robinson and Stephen McHale, University of Maryland, and Ivan Slepnev and Vladimir Andreenkov, Moscow State University

Cross-sectional Features of Self-rated Poverty in the Philippines

Dennis M. Arroyo, Social Weather Stations, Quezon City (student paper)

The Effects of Questionnaire Modifications in Longitudinal Research

Lori Mitchell Dixon, Great Lakes Marketing, and Jacalyn Zigray Flom, University of Toledo

The Global Research Paradox

Jeanne Binstock van Rij, Honeycomb Institute

PLENARY SESSION

THE PUBLIC DEBATE ON HEALTH CARE REFORM

Panelists: Robert J. Blendon, Harvard University School of Public Health

Arnold Bennett, Media Director, Families USA

Cindy Toth, Health Insurance Association of America

Moderator: Julie Kosterlitz, *National Journal*

JOINT AAPOR/WAPOR SESSION—GLOBAL MARKETING

Chair: Marie Crane, M. Crane & Associates

Conducting Global Consumer Research: Considerations and Pitfalls

Susan L. Mendelsohn, Chip Walker, and Hank Bernstein, D'Arcy Masius Benton & Bowles

The Global Village That Never Was: A Study of the Variation in Consumer Motivations across Eight Countries

Richard S. Halpern, Halpern & Associates

World Opinion and the Global Market

Frank Louis Rusciano and Sigfredo A. Hernandez, Rider University

Discussant: Robert M. Worcester, MORI, London

ITEM NONRESPONSE

Chair: Herbert I. Abelson, Princeton University

Who Answers Open-ended Questions in Mail Surveys?

Arthur Sterngold and Ruth Voris, Institute for Management Studies, Lycoming College

"Don't Know" Responses: To Probe or Not to Probe, Revisited

Kathleen Carr, Ohio State University, and Lauren Burnbauer, Response Analysis Corporation

The Perception of Opinion Climate and No-Opinion Responses in Surveys

Jeremy Duanren Yuan and McKee J. McClendon, University of Akron

Nonresponse to Sensitive Questions: Nationalism in Germany

Dagmar Krebs, ZUMA

Data Quality of Reluctant Respondents: Refusal Conversions and Item Nonresponse

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

Lavrakas, Northwestern University Survey Laboratory

Discussant: Richard A. Kulka, National Opinion Research Center

COGNITIVE TECHNIQUES IN QUESTIONNAIRE DESIGN I

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

The Design and Implementation of a Large Multiphase, Cognitive Laboratory Pretest

Rachel Caspar, Michael Hubbard, and Kelly Wayne, Research Triangle Institute

The Cognitive Evaluation of the Nativity Questions for the Current Population Survey

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

Results from a Cognitive Exploration of the 1993 American Housing Survey

Dawn R. Von Thurn and Jeffrey C. Moore, U.S. Bureau of the Census

Cognitive Issues and Methodological Implications in the Development and Testing of a Traffic Safety Questionnaire

Susan Schechter and Paul Beatty, National Center for Health Statistics, and Alan Block, National Highway Traffic Safety Administration

Discussant: Michael P. Massagli, Center for Survey Research

THE CLINTON ADMINISTRATION'S FIRST YEAR

Chair: Andrew Kohut, Times Mirror Center for the People and the Press

How She's Doing? Hillary Clinton, the People, and the Polls

Barbara C. Burrell and Linda Penaloza, Wisconsin Survey Research Laboratory,
University of Wisconsin

Changes in Clinton's Approval Rating

Fred B. Soulas, ICR Survey Research Group, and Gary Langer, ABC News Polling
Unit

Generational and Gender Differences in Responses to the Clinton Presidency

Jay A. Mattlin, Time Inc., and Harold Quinley, Yankelovich Partners

Public Opinion and the Presidential Report Card: Clinton after One Year in Office

David W. Moore and Lydia Saad, Gallup Organization

Discussant: Michael J. O'Neil, O'Neil Associates

**JOINT AAPOR/WAPOR SESSION—CHILDREN, YOUNG ADULTS,
AND THE MEDIA**

Chair: Kenneth M. Winneg, Princeton Survey Research Associates

*Television and the "At Risk" Preschooler: An Analysis of Attitudes among Teachers,
Parents, and Caregivers regarding the Role of Television in the Preschool
Environment and the Nature of "School Readiness"*

Michael Cohen, Marcela Miguel Berland, and Jennifer Scott, KRC Research and
Consulting

*Prospects for Measuring the Child Radio Audience in the U.S. Using the Seven-Day
Personal Diary Method*

Robert H. Patchen, Marla D. Cralley, and Bonnie Burgess, The Arbitron Company
*Young Adults in the 1990s: They've Been to College, but Have They Acquired Any
Culture?*

Nicholas Zill, Westat

Television, Violence, and Young People in Britain Today

Robert M. Worcester and Brian Gosschalk, MORI

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

TRANSLATING SURVEY QUESTIONNAIRES

Organizer and Chair: Ruth McKay, U.S. Bureau of Labor Statistics

Issues and Guidelines for Translation in Cross-Cultural Research

Beverly Weidmer, RAND

Translating Questionnaires—Lessons Learned

Marcy Breslow, University of Michigan

*Evaluating Translations of Survey Instruments in Spanish and English: The 1990
Spanish Language Census Long Form*

Susan M. Gabbard and Jorge Nakamoto, Aguirre International

The Spanish Translation of the Redesigned CPS

Ruth McKay, U.S. Bureau of Labor Statistics, and Adalberto Aguirre, Jr.,
University of California, Riverside

*Translating a Telephone Survey on Alcohol and Drug Use: Processes and Lessons
Learned*

Robert A. Sangster, U.S. Bureau of Labor Statistics, Robert Reynolds, Weber
State University, and John Tarnai, Washington State University

Discussant: Kathleen M. Cole, Abt Associates

UNDERSTANDING SURVEY COOPERATION

Chair: Joseph Pescatore, Abt Associates

*Response to a Government Survey as Political Participation: The Relation of
Economic and Political Conditions to Refusal Rates in the Current Population Survey*

Brian A. Kojetin, Clyde Tucker, and Erin Cashman, U.S. Bureau of Labor
Statistics

*Understanding the Process of Survey Cooperation: Householder-Interviewer Doorstep
Interactions*

Robert M. Groves, University of Michigan, and Mick P. Couper, University of
Michigan and U.S. Bureau of the Census

Does "I'm Not Selling Anything" Increase Response Rates in Telephone Surveys?
Bruce Pinkleton, Joey Reagan, Dustin Aaronson, and Eduard Ramo, Washington State University

A Demographic Analysis of the Impact of Presurvey Letters on Cooperation Rates in Urban Neighborhoods

Roger B. Parks, John M. Kennedy, and Laura Frye Hecht, Indiana University
Discussant: Arthur Sterngold, Lycoming College

DISCUSSION PANEL

Election Day Exit Polling in Developing Countries

Chair: Warren J. Mitofsky, Mitofsky International
Miguel Basanez, MORI de Mexico
Lauro Mercado, Columbia University

ISSUES IN ELECTION POLLING

Chair: Santa Traugott, University of Michigan

Secret Ballot, Ballot Order, and Social Desirability Effects in an Exit Poll Experiment
Bonnie Fisher, George F. Bishop, and Eric W. Rademacher, University of Cincinnati

Its Turnout! Building a Probable Electorate in Preelection Polls

Ken Goldstein and Paul Freedman, University of Michigan

Mail Surveys for Election Forecasting?

Penny S. Visser and Jon A. Krosnick, Ohio State University, and Michael Curtin, Columbus Dispatch

A Comparison of Polling Methods

Janet Hoek, Philip Gendall, Don Esslemont, and Tony Lewis, Massey University
Identification and Segmentation of Voters in Preelection Polls

Janice Ballou and Ken Dautrich, Eagleton Institute of Politics, Rutgers University
Discussant: Michael R. Kagay, *New York Times*

POSTER SESSION

Training CAPI Interviewers by Self-Study

Mark S. Wojcik and Edwin Hunt, National Opinion Research Center

Using Generic and Telephone Consent Forms

Joan W. Law, National Opinion Research Center

An Assessment of the Commercial CATI Market

Michael Mitrano, Response Analysis Corporation

CAPI Hardware Upgrades: The Self-Study Training Approach

Deborah Bittner, Brad Edwards, Richard Apodaca, and Sandra Sperry, Westat
Representation of "Nontelephone" Households in a National Telephone Sample:

Comparison of No-Service and Infrequent-Service Households

Roy W. Reese and Carolyn A. Eldred

Evaluating a Middle Alternative on Response Categories in a Korean Study:

Schuman and Presser Revisited with the Rosenberg Self-Esteem Scale

Young I. Chun, University of Maryland

Customer Satisfaction: Predictors and Subsequent Behavior

Anita M. Bozzolo-Pugliese and Susan Libby Parker, Gallup Organization

The Effect of Question Order and Number of Questions on Physicians' Cause of Death Reporting

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

Newspapers' Page-One Use of Presidential Preelection Polls: 1980-1992

Sandra L. Bauman and Paul J. Lavrakas, Northwestern University Survey Laboratory

JOINT AAPOR/WAPOR SESSION—IMPACT OF EVENTS ON FOREIGN POLICY ATTITUDES

Chair: Richard Sobel, Princeton University

Support for the Peace Process among West Bank and Gaza Strip Palestinians

John Zogby, John Zogby Group International

The Impact of the Gulf War on Patriotism and Regime Support

Tom W. Smith, National Opinion Research Center

News, Public Opinion, and Foreign Policy: The Flow of Information

Taeyong Kim, University of North Carolina

The Domestication of Foreign Policy Attitudes: Has the End of the Cold War Had an Impact?

Ronald Hinckley, RSM

Discussant: Bernard Roscho

PRACTICAL ASPECTS OF USING BEHAVIOR CODING TO TEST SURVEY QUESTIONS

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

The Utility and Flexibility of Behavior Coding as a Methodology for Evaluating Questionnaires

James L. Esposito, U.S. Bureau of Labor Statistics, Jennifer M. Rothgeb, U.S. Bureau of the Census, and Pamela Campanelli, Survey Methods Center at SCPR, London

An Implementation of Behavior Coding for Research on Question Design: Examples from the CPS Child Support Supplement

Esther R. Miller, U.S. Bureau of the Census, and Nora Cate Schaeffer, University of Wisconsin—Madison

Using Behavior Coding to Identify and Understand Interviewer Recording Errors

Steven Blixt, Survey Research Center, University of Michigan, Jennifer Dykema, University of Wisconsin—Madison, and Mori Insinger, University of Pennsylvania

Automatic Coding of Concurrent Protocols Elicited in Questionnaire Pretests

Tina M. Bronkhorst and Ruth N. Bolton, GTE Laboratories

Chair and Discussant: Nancy A. Mathiowetz, Agency for Health Care Policy Research

DISCUSSION PANEL

Controversies over the Measurement and Reporting about Denial of the Holocaust

Chair: Kathleen A. Frankovic, CBS News

Katherine Bischooping, York University

Burns W. Roper, Roper Organization

Frank Newport, Gallup Organization

CONFIDENTIALITY

Chair: Donald R. DeLuca, Price Waterhouse

Confidentiality and Informed Consent Issues in School-based Research

Jennifer Hawes-Dawson, RAND

Confidentiality Issues in Videotaped Data Collection

Ann E. Cederlund, National Opinion Research Center

An Investigation of Respondent Confidentiality Concerns in Army Surveys

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

Preserving Patient Confidentiality while Using Rapid Case Ascertainment in a Hospital Emergency Room

Eric Vesper, Survey Research Associates

Discussant: George J. Carcagno, Mathematica Policy Research

DISCUSSION PANEL

How Do Congresspeople Get Information about Public Opinion?

Chair: Alan F. Kay, Americans Talk Issues

Rosita Thomas, American Association of Retired Persons

Cliff Zukin, Eagleton Institute of Politics, Rutgers University

RESPONSE ERRORS

Chair: Teresa L. Parsley, Research Triangle Institute

Memory Models, Response Times, and Errors in Surveys

Jesse F. Marquette and Anne-Marie Scarrisbrick-Hauser, University of Akron

Attitude Recall Questions: Do They Work?

Jon A. Krosnick and Leandre Fabrigar, Ohio State University

"Tammy Tell Me True," or Respondent Reporting Error

John Boyle, Schulman, Ronca & Bucuvalas, and Carla P. Jackson, Tennessee Valley Authority

Comparing Reports of Starting Wages

Laura Branden, Westat, and Michael R. Pergamit, U.S. Bureau of Labor Statistics

Discussant: Donna Card Charron, Decision Research

JOINT AAPOR/WAPOR SESSION—THE POLITICS OF ABORTION, FAMILY PLANNING, AND POPULATION

Chair: Nancy Belden, Belden & Russonello

Public Sentiment toward Legalized Abortion: A Comparative Analysis of American and Polish Catholics

Allan L. McCutcheon, University of Delaware, and Maria Nawojczyk, Nicolaus

Copernicus University, Warsaw

Political Activity on Abortion and Its Implications for Health Reform: Lessons from the 1992 Election

Karen Donelan, Harvard School of Public Health

Gender, Abortion, and Issue Voting

Debra L. Dodson, Center for the American Woman and Politics, Rutgers University

Is There a Constituency for U.S. Participation in Population Policy? A Cluster Analysis of American Voters

Nancy Belden and John Russonello, Belden & Russonello, and Vince Breglio and

Ronald Hinckley, RSM

Discussant: Mark A. Schulman, Schulman, Ronca & Bucuvalas

THE USE OF RECORDS TO IMPROVE DATA QUALITY

Chair: Kenneth E. John, U.S. General Accounting Office

Factors Related to the Likelihood of Compliance with Recordkeeping in a Medical Expenditures Survey

Maria Elena Sanchez and Charles A. Darby, Agency for Health Care Policy and Research

Can We Make Respondents Use Their Personal Income Records?

Karen Bogen, Jeffrey C. Moore, and Kent H. Marquis, Center for Survey Methods Research, U.S. Bureau of the Census

Improving Validity of Parental Reports of Child Immunization Status in a Telephone Survey

Lois M. Haggard and Donald Z. Gray, University of Utah

Increasing Response Rates in Follow-Up Surveys of Drug Treatment Patients

Dean R. Gerstein, Robert A. Johnson, Natalie Suter, and Kay Malloy, National Opinion Research Center, and Susan Nisenbaum, Department of Alcohol and Drug Programs, State of California

Discussant: Michael P. Battaglia, Abt Associates

DISCUSSION PANEL

New Communication Media: What Does the Consumer Want?

Chair: Ronald Milavsky, University of Connecticut
 Brad Fay, Roper Starch Worldwide
 Jo Holz, NBC
 Horst Stipp, NBC

DISCUSSION PANEL

Confidentiality, the Law, and the AAPOR Code of Ethics

Organizers: Elizabeth Martin, U.S. Bureau of the Census, and Eleanor Singer, Columbia University

Chair: Eleanor Singer, Columbia University
 Mervin D. Field, Field Institute
 Albert E. Gollin, Newspaper Association of America
 Richard Morin, *Washington Post*
 Harry W. O'Neill, Roper Organization

COGNITIVE TECHNIQUES IN QUESTIONNAIRE DESIGN II

Chair: Jane Shepherd, Westat

Cognitive Laboratory Research in the National Household Education Survey
 Mary Jo Nolin, Westat

Hidden Assumptions: The Use of Vignettes in Cognitive Interviewing

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

An Examination of Mode Effects in Cognitive Laboratory Research

Paul Beatty and Susan Schechter, National Center for Health Statistics

A Cognitive and Linguistic Exploration of the Meaning of Training: Implications for Survey Design

Pamela Campanelli and Roger Thomas, Joint Centre for Survey Methods at SCPR and LSE, Joanna Channell, Liz McAulay, and Antoinette Renouf, Research and Development Unit for English Studies, University of Birmingham

Conceptualizations of Job Search: Evidence from Verbatim Response

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

Discussant: Katherine Bischooping, York University

JOINT AAPOR/WAPOR PLENARY SESSION

THE COMING INFORMATION HIGHWAY: WHAT DOES IT MEAN FOR THE MEDIA? WHAT DOES IT MEAN FOR PUBLIC OPINION RESEARCH?

Moderator: W. R. Neuman, Tufts/MIT

News in the Future

Walter Bender, Media Lab, MIT

Time Warner's Vision of the Communications Revolution

Scott McDonald, Time Warner, New York

A Global Perspective

Bruce Bond, British Telecom, London

GENERATION X

Chair: Harry W. O'Neill, The Roper Organization

Beyond "X"—A Different Look at 18–29s

Stuart Himmelfarb, Roper Starch

Media Usage Patterns as Indications of Psychographic Characteristics: How Different is "Generation X"?

Horst Stipp, NBC

The Politics of "Generation X": America's Post-Boomer Birth Cohort Comes of Age
 Stephen E. Bennett and Eric W. Rademacher, Institute for Policy Research,
 University of Cincinnati

The Political Origins of the Grunge Generation

Diana Owen, Georgetown University, and Jack Dennis, University of
 Wisconsin—Madison

Discussant: Hazel Kahan, Hazel Kahan Research

CONTEXT AND WORDING EFFECTS

Chair: Laura Kalb, Princeton Survey Research Associates

Double Standards and Questions Involving Gender: Question Order Makes a Difference

David W. Moore and Frank Newport, Gallup Organization

Context Effects in Standardized Surveys: An Application of an Interdisciplinary Approach

Inge M. Weller, University of Mannheim, Norbert Schwarz, University of
 Michigan, and Herbert Bless, University of Heidelberg

Voting for Tax Packages: The Parts Are Greater than the Whole

Robert Mason, Survey Research Center, Oregon State University

Experiments with Question Wording in the Gallup Poll

Andrew E. Smith and George F. Bishop, Institute for Policy Research, University
 of Cincinnati

Discussant: Jay A. Mattlin, Time Inc.

SAMPLE DESIGN

Chair: Dan E. Hagan, Chilton Research Services

Coverage Error and Cost Issues in Small Area Telephone Surveys

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

*The Converted and the Hard-to-Reach: Effects of Refusal Conversion and
 "Unlimited" Callbacks in a National Telephone Sample*

Roy W. Reese

Bias in List-assisted Telephone Samples

Mike Brick, Westat, Dale W. Kulp, Marketing Systems Group, Amy Starer,
 GENESYS Sampling Systems, and Joe Waksberg, Westat

*Multi-Purpose Household Panels and General Samples: How Similar and How
 Different?*

Sid Groeneman, Market Facts

*The Effect of Amount and Type of Information on Respondent Self-Selection in RDD
 Telephone Surveys*

Kristina S. Romuald and Lois M. Haggard, Survey Research Center, University of
 Utah

Discussant: Karol P. Krotki, Temple University

DISCUSSION PANEL

Surveys as a Public Relations Tool

Chair: Barry M. Feinberg, Burson-Marsteller

Otto Lerbinger, Boston University

Nicholas J. Tortorello, Roper Organization

THE MEANING OF THE 1993 ELECTIONS

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

The Virginia Governor's Race

Scott Keeter, Virginia Commonwealth University

The New Jersey Governor's Race

Cliff Zukin, Eagleton Institute of Politics, Rutgers University

The New York City Mayor's Race

Michael X. Delli Carpini, Barnard College, Columbia University

Discussant: Evans Witt, Associated Press

CONTROVERSIES IN THE MEASUREMENT OF SEXUAL BEHAVIOR AND ATTITUDES

Chair: Sherry Marcy, DataStat

Counting Gays and Lesbians: A Case for "New" Survey Methods

Brad Edwards, Westat

Changes in American Sexual Behavior

Tom W. Smith, National Opinion Research Center

Effects of a Major Community Controversy on Response to a Student Survey of Sexual Behavior

Sandra H. Berry, Robert M. Bell, David E. Kanouse, and Mark Schuster, RAND

Estimating the Gay and Lesbian Urban Vote: Self-Identification and Voting Behavior

Robert W. Bailey, School of International and Public Affairs, Columbia University

Discussant: Murray Edelman, Voter News Services

NEW TECHNOLOGY FOR SURVEY RESEARCH

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

Spoken Language Recognition of the Year 2000 Census Questionnaire

Martin V. Appel, U.S. Bureau of the Census, and Ronald Cole, Oregon Graduate

Institute Center for Spoken Language Understanding

Disk-by-Mail Survey for Professional Populations

Theodore Downes-Le Guin and Brent Soo Hoo, Griggs-Anderson Research

Interactive Polling and Americans' Comfort Level with Technology

Kathleen A. Frankovic, Bala Ramnath, and Cheryl Mercado Arendt, CBS News

Targeting 55+ Households (Nonresponse and Technophobia)

Carol P. Stowell and Walter K. Smith, Arbitron Company

Discussant: Reginald Baker, National Opinion Research Center

ISSUES IN THE CONSTRUCTION OF RESPONSE CATEGORIES

Chair: Arthur Sterngold, Lycoming College

Effects of Rank versus Category in Measuring Subjective Social Inequality

Jurgen H. P. Hoffmeyer-Zlotnik, ZUMA

Vague Quantifiers: Universal or Segmented Norms?

Colm O'Muircheartaigh and George Gaskell, Cognitive Survey Laboratory, London

School of Economics and Political Science

The Many Dimensions of Environmental Attitudes

Frederic E. Solop, Mary Ann E. Steger, Elaine Rodriguez, and James Rhodes,

Northern Arizona University

When Political Self-Identification Measures Fail: Respondent Resistance to Conventional Survey Approaches

Jill A. Edy, Northwestern University

Discussant: Jacob Ludwig, Gallup Organization

DISCUSSION PANEL

Public Views about Art: Preferences, Attitudes, and Participation

Chair: John P. Robinson, University of Maryland

Vitaly Komar, Komar/Melamid Studio

John Marttila, Marttila & Kiley

Alexander Melamid, Komar/Melamid Studio

Nicholas Zill, Westat

THE IMPACT OF MEDIA AND SOCIAL NETWORKS ON PUBLIC POLICY ATTITUDES

Chair: Cecilie Gaziano, Research Solutions

The Emergence of a New Public Policy Issue: Information Sources and the Rise of Public Opinion toward Clean Fuels

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

Effects of the Mass Media on Calls to the National AIDS Hotline

David P. Fan, University of Minnesota, and Eric Zook and Eileen Gentry, NAIEP, Centers for Disease Control

Investigating Perceptions of Crime as the Most Important Local Issue: The Effects of Media Use and Interpersonal Connections

Jack M. McLeod, Zhongshi Guo, and Katie Daily, Mass Communication Research Center, University of Wisconsin—Madison

Economic News, Consumer Sentiment, the State of the Economy, and Presidential Popularity: A Time Series Analysis

Deborah Blood, University of Connecticut

Ties That Bind: Demographics, Social Connectedness, and Political Participation

Richard J. Timponi, State University of New York at Stony Brook (honorable mention in the student paper competition)

Discussant: Wolfgang Donsbach, Technical University of Dresden

HEALTH

Chair: Laurie J. Bauman, Albert Einstein College of Medicine

Meta-Analysis of Surveys on AIDS-related Knowledge and Attitudes

John Edwards and Patrick Smillie, Loyola University Chicago

Physicians' Perceptions regarding HMO Quality

Craig A. Hill, National Opinion Research Center

Public Knowledge and Opinion Change on Health Care Reform,

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

Barriers to Childhood Immunization among Employees of a Large Corporation

Diane Colasanto and Carolyn Miller, Princeton Survey Research Associates

Discussant: Vincent A. Scardino, Abt Associates

INTERVIEWER EFFECTS

Chair: Beth-Ellen Pennell, University of Michigan

A Meta-Analysis of Interviewer Gender and Race Effects on Survey Data

Jennifer A. Parsons and Timothy P. Johnson, University of Illinois, Chicago

The Racial Match of Interviewer and Respondent as a Factor in Self-reported Respondent Comfort in a Nontraditional Survey Setting

Carolyn A. Eldred

Discussant: Jack Fowler, University of Massachusetts

IMPROVING RESPONSE RATES IN MAIL SURVEYS

Chair: Maureen Meagher, Abt Associates

Effects of Mandatory Appeals, Benefits Appeals, and Variations in Statements of Confidentiality on Response Rates for Census Short Forms

Don A. Dillman, Washington State University, Eleanor Singer, Columbia University, and Jon Clark and James Treat, U.S. Bureau of the Census

The Effect of Covering Letters on Mail Survey Response Rates

Philip Gendall, Massey University

Using Priority Mail to Increase the Response Rate to Mail Surveys

Susan Mitchell, National Research Council, Geraldine Mooney, Mathematica Policy Research, and Carolyn Shettle, National Science Foundation

Improving Mail Surveys: The Need for Flexibility in Planning Follow-ups

Fran Featherston and Kenneth E. John, U.S. General Accounting Office

The Determinants of Acquiescence to Preprinted Information on Survey Instruments
Ananda Mitra, Gerrit Knaap, Alison Simon, Sylvia Temperley, and Ed Lakner,
University of Illinois
Discussant: Eleanor Singer, Columbia University

DISCUSSION PANEL

The Status and Implications of Proposed Privacy Legislation
Chair: Stanley Presser, University of Maryland
Nancy Belden, Belden & Russonello
Mervin D. Field, Field Institute

THE 1992 ELECTION

Chair: Doris A. Graber, University of Illinois
Why We Watched: The Uses of Political Advertising by Bush, Clinton, and Perot Voters
Pama Mitchell, *Atlanta Journal-Constitution*, and Cecilia Friend, Utica College of Syracuse University
A Pre- and Postelection Panel Survey: The Perot Factor in the 1992 U.S. Presidential Election
Lydia Saad, Gallup Organization
The Role of Marketing in the 1992 U.S. Presidential Election: How Bill Clinton Was Transformed from "Slick Willie" to "Mr. President"
Bruce I. Newman, DePaul University
Partisan Voting in a Nonpartisan Election: The Black Vote in 1992
Katherine Tate, Ohio State University
A Spatial Analysis of Contextual Effects on Voter Participation in the 1992 Presidential Election
Kurt C. Schlichting, Fairfield University, and Peter S. Tuckel, Hunter College, City University of New York
Discussant: Michael W. Traugott, University of Michigan

PUBLIC OPINION, PUBLIC KNOWLEDGE, AND PUBLIC DISCOURSE

Chair: Diane Greene, Abt Associates
A Ritual Approach to the Study of Political Knowledge
James White, Northwestern University
Asking Why about Social Problems: Ideology and Causal Models in the Public Mind
Allen H. Barton, University of Florida
The Conservative Nature of Public Opinion
Scott L. Althaus, Northwestern University (first-place winner of the student paper competition)
Discussant: Doris A. Graber, University of Illinois

REPORTING ABOUT THE FREQUENCY OF EVENTS

Chair: Ellen Boisvert, Dudley Research
Cue Specificity in Questions and Response Alternatives: Data Improvement or Source of Bias?
Michaela Wänke, University of Mannheim
Open and Closed Questions about the Frequency of Events
Nora Cate Schaeffer and Jennifer Dykema, University of Wisconsin—Madison
Strategies for Estimating Category Frequency: Effects of Abstractness and Distinctiveness
Frederick Conrad, U.S. Bureau of Labor Statistics, and Norman Brown, University of Alberta
A Protocol Analysis of Behavioral Frequency Judgments: What Information Is Used

Is as Important as How It Is Used

Barbara Bickart, Rutgers University, and E. Marla Felcher, Northwestern University

Discussant: Benjamin J. Rowe, University of Michigan

DISCUSSION PANEL

Procedures for Determining Likely Voters: Likely Voter Screening, Allocation, and/or Weighting—What Should We Be Doing?

Chair: Paul J. Lavrakas, Northwestern University

Robert Daves, *Minneapolis Star-Tribune*

Diane Feldman, Feldman Group

Harrison Hickman, Hickman Brown

Michael Traugott, University of Michigan

Sharon Warden, *Washington Post*

OVERCOMING THE SPECIAL CHALLENGES OF ESTABLISHMENT SURVEYS

Chair: Michael P. Massagli, Center for Survey Research

Cognitive Aspects of Organizational Reporting

Seymour Sudman and Joan M. Phillips, Survey Research Laboratory, University of Illinois

Answering Questions, Questioning Answers: Evaluating Data Quality in an Establishment Survey

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

Using Tourangeau's Cognitive Response Model and Focus Groups in the Redesign of an Establishment Survey Questionnaire

Young I. Chun and Deborah Stone, U.S. Bureau of Labor Statistics

Scheduling Initial Calls in a Telephone Survey of Businesses

W. Sherman Edwards and Patricia Cunningham, Westat

Discussant: Polly A. Phipps, U.S. Bureau of Labor Statistics

FOCUS GROUP RESEARCH

Chair: Jack Fowler, University of Massachusetts

Physicians' Motivations for Focus Group Attendance

Lorayn Olson and Mindy Schneiderman, American Medical Association

Design-oriented Focus Groups and Cognitive Laboratories: A Comparison

Donna Eisenhower, Mathematica Policy Research

Using Focus Groups to Discover Relevant Beliefs in the Design of Contingent Valuation Surveys

Robert Cameron Mitchell, Clark University

How Focus Groups with Children Can Provide Insights in the Development of Children's Television Programming

Susan L. Mendelsohn, D'Arcy Masius Benton & Bowles

Discussant: Meryl Moritz, Meryl Moritz Resources

PUBLIC ASSESSMENTS OF ECONOMIC CONDITIONS

Chair: Diana C. Mutz, University of Wisconsin

The Multilevel Structure of Economic Evaluations

Jeffrey J. Mondak, University of Pittsburgh, Diana C. Mutz, University of

Wisconsin, and Robert Huckfeldt, Indiana University

Economic Knowledge and Public Opinion on Economic Issues

William Walstad, University of Nebraska

The Phantom Recovery: Public Perceptions of the Economy since the 1992 Election

Larry Hugick, Princeton Survey Research Associates

Discussant: Carolyn L. Funk, Rice University

MIXED MODE SURVEYS

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

The Effect of Mixed Mode Survey Efforts on Self Reports of Mammography Screening Utilization in Elderly Women

Miriam K. Campbell, National Cancer Institute, Elizabeth Ann Coleman, University of Arkansas, Larry G. Kessler, National Cancer Institute, and Anne B. Ciemnecki, Mathematica Policy Research

"Pushing the Envelopes" (Literally and Figuratively) in a Mixed Mode Survey to Collect Health Insurance Information

John M. Kennedy, Mary Beth Camp, Tammi Taylor, Eleanor D. Kinney, Karen A. Jordan, and Deborah A. Freund, Indiana University

A Comparison of Multimodality Survey Methodology with Two Different Populations

Michael Battaglia, Diane Stoner, and William Marder, Abt Associates, and Celine Hanson, Texas Children's Hospital

Applying Telecommunications Technology to Data Collection Efforts

Diane Stoner and Henry Goldberg, Abt Associates

Discussant: Karin M. Clissold, University of Michigan

EFFECTS OF INCENTIVES FOR RESPONDENTS ON SURVEY RESPONSE

Chair: John Straubinger, Abt Associates

Raising Response Rates with Premiums, or Is \$1 Worth Anything to Anyone Anymore?

Diane S. Woodard, Arbitron Company

Effect of Payments on Response Rates and Data Quality for a General Population Telephone Survey

Richard Strouse and John Hall, Mathematica Policy Research

Effects of Incentive Payments on Response Rates and Field Costs in a Pretest of a National CAPI Survey

Allen Duffer, Research Triangle Institute, Judith Lessler, Michael Weeks, Battelle, and William Mosher, National Center for Health Statistics

Using Pilot Surveys to Increase Response Rates: Findings from the 1992-93 National Study of Postsecondary Faculty

Sameer Y. Abraham, National Opinion Research Center

Discussant: Jack P. Katosh, Matthew Greenwald & Associates

THE PAST AND FUTURE OF PUBLIC OPINION RESEARCH

Chair: Glenn H. Roberts, Glenn Roberts Research

Sixty Years since Marienthal

Paul Neurath, Paul F. Lazarsfeld Archive

Newspaper Trends, Uses, and Gratifications: A Research Odyssey

Albert E. Gollin, Newspaper Association of America

Pollster and Public Relations Advisor: Hadley Cantril and the Birth of Presidential Polling

Robert M. Eisinger, University of Chicago (honorable mention in the student paper competition)

Public Opinion about Polling in a New Information Environment

Ellen M. Dran, Northern Illinois University, Anne Hildreth, Richard Barberio, and Lance Denning, State University of New York at Albany

Discussant: James R. Beniger, University of Southern California

NEW RESEARCH

Chair: Diane Colasanto, Princeton Survey Research Associates

Dealing with Time Pressure

Patty McGrath, David & Associates, and Robert S. Lee, Lubin School of Business, Pace University

Medicaid Recipients: Mail versus Phone

Sherry Marcy, Datastat

Steps for Democracy—the Many versus the Few

Alan F. Kay, Americans Talk Issues

Sources of Nondifferentiation and Mental Coin-Flipping in the Use of Ratings Scales: Tests of Satisficing Hypotheses

Wendy R. Smith and Jon A. Krosnick, Ohio State University

Item Nonresponse: The Role of Religious Identification in Refusal to a Political Party Identification Question

Barry A. Kosmin, Ariela Keysar, City University of New York, and Dale W. Kulp, Marketing Systems Group

Public Mood and the Supreme Court: Political Adjustment in Criminal Procedure and Civil Rights Decisions

Michael W. Link, University of South Carolina (honorable mention in the student paper competition)