

CONFERENCE PROGRAM

DIDACTIC SESSION

A FRIENDLY INTRODUCTION TO SURVEY SAMPLING

Graham Kalton, The University of Michigan

PLENARY SESSION

THE PSYCHOLOGY OF INFLUENCE:

A SHERLOCK HOLMES APPROACH

Chair: Robert Groves, The University of Michigan

Presenter: Robert Cialdini, Arizona State University

Discussant: Jon Krosnick, Ohio State University

MEASURING THE EFFECT OF THE TELEVISED CANDIDATE DEBATES IN 1988

Chair: Andrew Kohut, The Gallup Organization

Impact of the Bentsen-Quayle Debate and of News "Verdicts" About the Debate: A Time-Series Analysis

James B. Lemert, University of Oregon, William Rosenberg, Drexel University,

William Elliott, Southern Illinois University, James Bernstein, University of

Oregon, Karl Nestvold, University of Oregon

The Use of Electronic Audience Response Systems in the 1988 Presidential Elections: Methodological Issues

Frank Biocca, University of North Carolina, Chapel Hill

Continual Response Measurement of TV Campaigning: Public Reactions to TV Presidential Debates

J. P. Baggaley, Concordia University (Canada)

Discussant: Gladys Lang, University of Washington

OVERVIEW OF EMPLOYEE RESEARCH: TWO CASE STUDIES

Moderator: Janice Ballou, The Eagleton Institute, Rutgers University

Al Vogel, Response Analysis Corporation

Fern Stimpson, Manufacturers Life Insurance Company

Ed Pinelli, The Hay Group

Mary Scott, *Orlando Sentinel*

Discussant: Luane Kohnke, Chase Manhattan Bank

RESPONSE EFFECTS

Chair: Susan A. Stephens, Mathematica Policy Research, Inc.

Question Redundancy and Response Set Behavior: Sometimes Problems Are More Apparent Than Real

Michael J. Wilson, Westat, Inc.

Increasing Accuracy of Respondents' Estimates of Behavioral Frequency Reports: A Cognitive Psychology Perspective

Geeta Menon and Seymour Sudman, University of Illinois, Urbana-Champaign

What Is Socially Desirable: Judging the Degree of Social Desirability in Attitude Items

Dagmar Krebs, ZUMA (West Germany)

Acquiescence: A Test of the Cognitive Limitations and Question Ambiguity Hypotheses

McKee J. McClendon, University of Akron
 Discussant: Jacqueline Scott, The University of Michigan

MEDIA ELITES AND THE STRUCTURE OF MASS OPINION

Chair: I. A. Lewis, *Los Angeles Times*
Journalists and Their Audiences: The First Step in the Formation of Public Opinion
 Jolene Kiobassa, MIT
"Pss't, Have You Heard . . . ?" How Serious Journalists Approach Rumors in the News Process
 Phyllis Endreny and Ilya Adler, University of Illinois at Chicago
Community Structure and Editor Opinions About Planning
 Clarice N. Olien, Phillip J. Tichenor, George A. Donohue, Kent L. Sandstrom, and Douglas M. McLeod, University of Minnesota
Value Change in West Germany During the Sixties: Was It a Top Down or Bottom Up Process?
 Peter Ph. Mohler, ZUMA (West Germany)
 Discussant: Philip Meyer, University of North Carolina

NONRESPONSE IN SURVEYS

Chair: Marie Crane, IntelliQuest, Inc.
In-Depth Interviews to Study Nonresponse in the National Household Seroprevalence Survey
 R. Paul Moore, Judith T. Lessler, and Rachel A. Caspar, Research Triangle Institute
The Telephone Answering Machine Poses Many Questions for Survey Researchers
 Peter S. Tuckel, City University of New York-Hunter College; Barry M. Feinberg and Robert Lowinger, Audits and Surveys
The Effect of Race/Ethnicity on Level of Effort and Response Rates in a Longitudinal Mail Survey with Telephone Follow-up
 Geraldine M. Mooney, Response Analysis, and Gita Wilder, Educational Testing Service
Topic Salience as a Predictor of Response Behavior: An Examination of Highly Motivated and Low Motivated Respondents
 Jane B. Maestro-Scherer and Susan Cleary Westneat, Cornell University
 Discussant: Robert Baumgartner, HBRS

CONTEXT EFFECTS IN SURVEY QUESTIONNAIRES

Chair: Owen T. Thornberry, Jr., National Center for Health Statistics
The Influence of Question Context on Public Policy Debate: The Case of the Perceived Health Status of Vietnam Veterans
 Richard A. Kulka, National Opinion Research Center, and John A. Fairbank, Research Triangle Institute
Question-Order Effects in Survey Research: The Role of Expertise
 Barbara A. Bickart, University of Illinois, Urbana-Champaign
 Discussant: Jack Ludwig, The Gallup Organization

LUNCHEON MEETING
 LOCAL CHAPTER EXCHANGE

Organizer: Roni Rosner, RR Research Resources

ROUNDTABLE
 SURVEY STANDARDS, ETHICS, AND RISKS

Organizer: Peter V. Miller, Northwestern University

ROUNDTABLE

THE 1988 PRESIDENTIAL ELECTION: VIEWS FROM KEY STATES

Organizer: Alfred Tuchfarber, University of Cincinnati

ROUNDTABLE

REPORTING OF POLLS IN THE MEDIA

Organizer: Paul J. Lavrakas, Northwestern University

ROUNDTABLE

THE USES AND ABUSES OF MARGINALS IN SURVEYS

Organizers: Howard Schuman, The University of Michigan, and Eleanor Singer, Columbia University

ROUNDTABLE

RESEARCH AND DEVELOPMENT OF COMPUTER ASSISTED PERSONAL INTERVIEWING (CAPI) SYSTEMS

Organizers: Stewart Rice, Joseph Fitti, and Benjamin Rowe, National Center for Health Statistics

ROUNDTABLE

METHODOLOGICAL PROBLEMS OF STUDYING AMYOTROPHIC LATERAL SCLEROSIS (ALS)

Organizers: Yvan Corbeil and Judith L. Mack

MEMBER MEETING

NATIONAL NETWORK OF STATE POLLS

Organizer: Kandis R. Steele, University of Alabama

ESTIMATING AND UNDERSTANDING SURVEY MEASUREMENT ERROR

Chair: Jay Mattlin, Temple University

Gross Satisficing and Its Effects Upon Prediction

Mark West, University of North Carolina, Asheville

The Use of Self-Reported Confidence to Improve the Accuracy of Survey Data

Robert Mason, Oregon State University

The Quality of Self and Proxy Data in a Census Bureau Panel Survey

Jeffrey C. Moore and Kent H. Marquis, U.S. Bureau of the Census

A Quantitative Review of the Effect of Data Collection Method on Data Quality: A Comparison of Mail, Telephone, and Face to Face Surveys

Edith D. DeLeeuw, Free University, Amsterdam

Discussant: Nancy Mathiowetz, National Center for Health Services Research

MEDIA CONTENT AND PUBLIC OPINION

Chair: Albert E. Gollin, Newspaper Advertising Bureau

Chain Newspaper Homogeneity and Presidential Campaign Endorsements, 1972–1988

Cecilie Gaziano, Research Solutions

AIDS in the Media: A Unique Perspective

Alex S. Edelstein and Robert Post, University of Washington

Predicting Readers' Selection of Newspaper Content: A Study in Selective Exposure

Wolfgang Donsbach, University of Mainz

Ideodynamics: A Mathematical Model of the Impact of Press Coverage on Public Opinion—The Bush–Dukakis Race, Etc.

David P. Fan and Albert R. Tims, University of Minnesota

Yours, Mine, and Ours: Information Sources, Perceptions of Unemployment, and Their Political Consequences

Diana Mutz, University of Wisconsin–Madison

STUDIES OF THE COSTS OF SURVEY RESEARCH

Chair: Gary Siegel, DePaul University

Cost Accounting Techniques

Gary Siegel, DePaul University

Does Interviewer Experience Make a Difference? Some Insights from the Household Survey of the 1987 National Medical Expenditure Survey

W. Sherman Edwards and Martha Berlin, Westat, Inc.; Miriam Clarke, National Opinion Research Center

Cost Models for Computer-Assisted Interviewing in the CPS

Richard Blass, U.S. Bureau of the Census

Cost Control for Survey Research Projects

Sharon Calkins, The University of Illinois at Chicago

The Impact of Bonus Payment on Interviewer Performance in the General Social Survey

Adele Hast, National Opinion Research Center

Discussant: Phillip Z. Fretwell, Arthur Anderson and Co.

ROUNDTABLE

READERS, AUTHORS, SUBMITTERS, TALK WITH (INSULT, COMPLAIN ABOUT) THE EDITOR OF PUBLIC OPINION QUARTERLY

Organizer: Howard Schuman, The University of Michigan

TRACKING POLLS IN PRE-ELECTION RESEARCH

Chair: Adam Clymer, The New York Times

New Hampshire Presidential Primary Polls: 1980-1988

Kenneth E. John, Schulman, Ronca, and Bucuvalas, Inc.

It's Tuesday . . . We Must Be Interviewing——? Or, The Impact of Day-of-the-Week and Time-of-Day on Candidate Preference in Pre-Election Surveys

Cliff Zukin, Rutgers University; Mark A. Schulman, Schulman, Ronca and Bucuvalas, Inc.; Bob Carter, Rutgers University

Discussants: Murray Edelman, CBS News, and Phil Gailey, St. Petersburg Times, Washington Bureau

EVALUATING ALTERNATIVE SAMPLE DESIGNS

Chair: Edward Schillmoeller, A.C. Nielsen Company

Choosing Between Directory Listed and Random Digit Sampling in Light of New Demographic Findings

Linda Piekarski, Survey Sampling, Inc.

Adjustments for Omission of Unlisted Numbers in Telephone Surveys

James M. Lepkowski, Robert M. Groves, and Teresa Parsley, The University of Michigan

Effects of Dual Mode Sampling on Estimates of Current Smoking in a Community-Based Survey

E. M. Gentry, Centers for Disease Control, and W. D. Kalsbeek, University of North Carolina, Chapel Hill

Identifying Characteristics of College Student Samples to Improve Generalizability of Results

James Pokrywczynski, Marquette University

Discussant: Martin Frankel, Baruch College and NORC

MEDIA INFLUENCE IN THE 1988 ELECTION

Chair: J. Ronald Milavsky, University of Connecticut

The Social Impact of Public Opinion: Contextual Influence in the 1988 Presidential Election

Carroll J. Glynn and Daniel G. McDonald, Cornell University

The Impact of Media Orientations on Perception of Candidates in the 1988 Presidential Election

Daniel G. McDonald and Ronald Ostman, Cornell University
Mass Media Motivation and Involvement in the 1988 U.S. Presidential Election
 Donna Rouner, Colorado State University
 Discussant: Diane Colasanto, The Gallup Organization

PLENARY SESSION

THE LINKS BETWEEN ADVERTISING, ISSUES, AND PUBLIC ATTITUDES

Moderator: Michael Traugott, The University of Michigan
 Larry McCarthy, Republican Media Consultant
 Paul Bograd, Democratic Media Consultant, Morris-Bograd-Trippi Strategies

SURVEYS OF EMPLOYEE ATTITUDES

Chair: Joan S. Black, J. S. Black and Associates
Employee Attitude Surveys in Corporate America: Motivations, Methodologies, and Results
 Joseph A. Parente and William E. Wymer, A. Foster Higgins & Co., Inc.
Audience-Generated Revisions in Employee Attitude Surveys
 Jack Clark, *Charlotte Observer*, Mary Alice Sentman, University of North Carolina, and Dan Shaver, *Charlotte Observer*
Designing a Customer Satisfaction Measurement Program That Integrates Consumer and Employee Research
 Luane Kohnke, Chase Manhattan Bank
 Discussant: Scott Taylor, Taylor Research Group

RESEARCH ON AIDS

Chair: Alison Spitz, Centers for Disease Control
The Impact of the Public Health Service AIDS Brochure on AIDS Knowledge and Attitudes in Indiana
 John M. Kennedy, Indiana University
Reaching the Less Privileged with Health Information and Services: An Exploratory Inquiry
 Jung-Sook Lee, Michigan State University
Fear Communication: Lessons from AIDS
 Anthony R. Fellow, California State University at Fullerton, and Nadine S. Koch, California State University, Los Angeles
Changes in AIDS-Related Risk Behavior Among Los Angeles Men
 Howard E. Freeman, Charles E. Lewis, Kathleen Montgomery, Christopher R. Corey, and Paul Kirchgraber, University of California, Los Angeles
 Discussant: Ronald W. Wilson, National Center for Health Statistics

QUESTIONNAIRE CONSTRUCTION AND PRETESTING PROCEDURES

Chair: Sandra H. Berry, Rand Corporation
Quantitative Techniques for Pretesting Survey Questions
 Lois Oksenberg and Charles Cannell, The University of Michigan
Developing Questions About Fertility Motivation: The Discovery of Grounded Uncertainty
 Nora Cate Schaeffer, University of Wisconsin, Madison
The Use of Ethnographic Interviewing to Inform Questionnaire Construction
 Laurie J. Bauman and Elissa Greenberg Adair, Albert Einstein College of Medicine
Cognitive Issues and Research on the Consumer Expenditure Diary Survey
 Clyde Tucker, Bureau of Labor Statistics; Frank Vitrano, U.S. Census Bureau;
 Leslie Miller and Jeanette Doddy, Bureau of Labor Statistics
 Discussant: Pamela Campanelli, U.S. Census Bureau

ASSESSING ENVIRONMENTAL RISK

Chair/Discussant: Cliff Zukin, Rutgers University

Public Perceptions Toward Environmental Health Risks: Risk Optimism and Risk Pessimism

Clifford W. Scherer, Cornell University

Perceptions of Environmental Risks at a Hypothetical Hazardous Waste Site: Trust, Risk Communications, and Behavioral Intentions Before and After Cleanup

Robert E. O'Connor, Pennsylvania State University

Assessing Environmental Risks

Richard H. Baxter, The Roper Organization

CUSTOMER SATISFACTION SURVEYS

Chair: Donna Card Charron, Decision Research Corporation

Assessing Telephone Service with Telephone Surveys

James H. Drew, Michael J. English, and Susan Prince, GTE Laboratories, Inc.

Toward an Actionable Understanding of Customer Satisfaction

Suzanne Jeffries-Fox, Jeffries-Fox Associates, Inc., and Miriam Kotsonis, AT&T Bell Laboratories

A Comparison of Two Methods for Creating an Index of Overall Customer Satisfaction

James M. Stone and Tim Rogers, Maritz Marketing Research, Inc.

Applications of Satisfaction Research for Actionable Results

Walt Glazer, International Communications Research

Discussant: Rebecca Quarles, The Wirthlin Group

NEW TECHNIQUES IN SURVEY QUESTIONNAIRE DEVELOPMENT

Chair: Cathryn S. Dippo, Bureau of Labor Statistics

The Use of Laboratory Techniques in Questionnaire Pretests: The Chicago Urban Survey Experience

Sameer Y. Abraham, National Opinion Research Center

Think Aloud Responses to Survey Questions: Illustrations of a New Qualitative Technique

George F. Bishop, University of Cincinnati

The Meaning of "Work" in the Current Population Survey: Results from Respondent Debriefing

Elizabeth A. Martin and Pamela C. Campanelli, U.S. Bureau of the Census

Total Family Income: Fact or Fiction?

Karen C. Snyder and Kathleen Carr, The Ohio State University

Discussant: Fran Featherston, General Accounting Office

PRESIDENTIAL ADDRESS

Warren Mitofsky, CBS News Election and Survey Unit

ASSESSING THEORIES OF MEDIA EFFECTS

Chair: Kurt Lang, University of Washington

Socio-Psychological Construction and the Mass Communication Effects Dialectic

Harold Mendelsohn, University of Denver

Media System Dependency Theory and Public Opinion Research: A Rich Future

Gerald J. Power, K. Kendall Guthrie, H. Ross Waring, Sandra J. Ball-Rokeach, and the Media System Dependency Research Group, USC

Making Sense of Complex Issues: Public Learning and the News Media

W. Russell Neuman, MIT, Marion Just, Wellesley, and Ann Crigler, USC

Discussant: James Beniger, University of Southern California

INTERVIEWERS: EVALUATION AND MEASURED RESPONSE EFFECTS

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

Effects of the Interviewers' Gender on Reported Rates of Child Abuse and Attitudes Toward Child Raising Practices

David W. Moore, University of New Hampshire

The Influence of Interviewer Gender on Responses to Sensitive Questions in Less Developed Settings: Evidence from Nepal

William G. Axinn, The University of Michigan

Monitoring Practices for Telephone Surveys

Catherine Haggerty, National Opinion Research Center, William Nicholls II, U.S.

Bureau of the Census, and Valerie Dull, University of California, Los Angeles

Telephone Interviewers and Psychological Type: Predicting Job Satisfaction and Performance

Colleen K. Porter and Pamela J. Shoemaker, The University of Texas at Austin

Discussant: Diane O'Rourke, University of Illinois

MEMORIAL SESSION FOR PAUL SHEATSLEY

Organizer/Chair: Tom Smith, National Opinion Research Center

Don Cahalan, University of California

Ann Brunswick, Columbia University

Norman Bradburn, The University of Chicago

Dick Baxter, The Roper Organization

Leo Bogart, Newspaper Advertising Bureau

Jack Elinson, Rutgers University

GOVERNMENT MANDATED RESEARCH

Organizer/Chair: Janice Ballou, The Eagleton Institute, Rutgers University

The Nationwide State Administered Consumer Satisfaction Survey for the Developmentally Disabled

Christina Meltzer, National Association of Developmental Disabilities Council

The National Seroprevalence (AIDS) Survey

National Center for Health Statistics

High School and Beyond

National Center for Educational Statistics

Discussant: Sandra Berry, Rand Corporation

STANDARDS FOR IMPLEMENTATION AND REPORTING OF SURVEYS AND POLLS

Chair: Burns W. Roper, The Roper Organization

Reporting Survey Findings in the Media

Horst Stipp, National Broadcasting Corporation, and Bickley Townsend, American Demographics, Inc.

Defining and Measuring Survey Quality

Rita J. Petroni and Rajendra P. Singh, U.S. Bureau of the Census

Measuring Survey Fieldwork Quality

Peter Miller, Northwestern University

Discussant: Irving Crespi, Total Research Corporation

FRAMEWORK FOR MEASURING POLITICAL KNOWLEDGE AND ATTITUDES

Chair: Barry Sussman, Barry Sussman & Associates

The Influence of Authority on Policy Attitudes

Thomas Piazza and Paul M. Sniderman, University of California, Berkeley

Political Knowledge of the U.S. Public

Michael X. Delli Carpini, Columbia University, and Scott Keeter, Virginia Commonwealth University

A Framework for Structuring Questions in Political Polls

Bruce I. Newman, DePaul University

Discussant: Martin P. Wattenberg, University of California, Irvine

SURVEYS OF YOUNG CHILDREN AND ADOLESCENTS

Organizers: Kenneth Rasinski and Carol Prindle, National Opinion Research Center

Chair: Kenneth Rasinski, National Opinion Research Center

Influence of Neighborhood Characteristics of Sex Attitudes and Behaviors of Adolescents

Frank F. Furstenberg, Jr., Herb Smith, and M. E. Hughes, University of Pennsylvania

Policy Questions and Methodological Issues in the National Education Longitudinal Study of 1988

Carol Prindle, National Opinion Research Center

How Good Are Children's Reports About Their Environment?

Kenneth A. Rasinski, National Opinion Research Center

Nationwide Studies of Young Teenagers

Robert Bezilla, The Gallup International Foundation

Safety in the Car: Attitudes and Behaviors of Adolescents Concerning Seat Belts and Drinking and Driving

Walter Gantz, Joyce R. Abrams, Peter R. Gershon, and Euisun Yoo, Indiana University

Discussant: Nicholas Zill, Child Trends, Inc.

EFFECTS OF POLITICAL CAMPAIGNS AND ADVERTISING

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

The Impact of Campaign Activity on Election Outcomes

Kurt C. Schlichting, Fairfield University

Television News and Image Impact

Donald T. Cundy, Utah State University

The "Other" as the Vulnerable Voter: A Study of the Third Person Effect in the 1988 Campaign

Dianne Rucinski and Charles T. Salmon, University of Wisconsin, Madison

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

QUESTION EFFECTS

Chair: Charles D. Cowan, National Center for Education Statistics

The Reliability of Attitudinal Survey Data: The Impact of Question and Respondent Characteristics

Duane F. Alwin, The University of Michigan, and Jon A. Krosnick, Ohio State University

Response Order Effects in Dichotomous Questions: The Impact of Difficulty and Administration Mode

Hans-J. Hippler and Norbert Schwarz, ZUMA; and Elisabeth Noelle-Neumann, Institut für Demoskopie, Allensbach (West Germany)

Response Order Effects in Long Lists: Primacy, Recency, and Asymmetric Contrast Effects

Norbert Schwarz and Hans-J. Hippler, ZUMA; Elisabeth Noelle-Neumann and Erp Ring, Institut für Demoskopie, Allensbach; Thomas Munkel, Universität Heidelberg (West Germany)

Discussant: Eleanor Singer, Columbia University

METHODS TO INCREASE SURVEY RESPONSE RATES

Chair: Carolyn Miller, The Gallup Organization

Refining Response Rate Calculations for Mail Surveys: Address Verification Experiments

Veronica F. Nieva, Westat

The Effect of a Presurvey Mailer on Survey Return

Brian Perlman, Robert Patchen, and Diane Woodard, Arbitron Ratings

The Effect of Prior Letters and Incentives on Increasing Response Rates in Mail Surveys

John Tarnai and Don A. Dillman, Washington State University

Greed or Guilt? A Comparative Assessment of the Effectiveness of Incentives for Increasing Response Rates

Nancy Whelchel and Ken Dautrich, Rutgers University and Response Analysis Corporation

Using the Total Design Method to Increase Response Rates in Mail Surveys of Businesses

M. Chris Paxson, Washington State University

PARTISANSHIP, IDEOLOGY, AND THE 1988 PRESIDENTIAL CAMPAIGN

Chair: Kathleen A. Frankovic, CBS News

Political Values and Political Generations

Michael Traugott, The University of Michigan, and Margaret Petrella, The Gallup Organization

The Hollow Realignment Continues: Partisanship in the 1988 Election

Martin P. Wattenberg, University of California, Irvine

The New Right, Ideology, and the Republican Party Image

Susan E. Howell, University of New Orleans

Age and Single-Minded Voting

Fred Zandpour, California State University, Fullerton

NEW MEASUREMENT AND ANALYSIS TECHNIQUES

Chair: John M. Boyle, Schulman, Ronca, and Bucuvalas

Market Dynamics Analysis and Market Segmentation

Robert S. Lee, Pace University

Design and Analysis of Factorial Surveys

J. J. Hox, University of Amsterdam, G. G. Kreft, UCLA, and P. L. J. Hermkens, University of Utrecht

Administration of a Full-Profile Conjoint Analysis Card Sorting Task to a Marginally Literate Population

Patricia M. Davis, Opinion Research Corporation, Kurt Conway, Marriott Corporation, and William E. Wymer, A. Foster Higgins & Co.

Discussant: Duane Alwin, The University of Michigan