

## FIFTY-SEVENTH ANNUAL AAPOR CONFERENCE PROGRAM

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### SHORT COURSE—CONDUCTING PROFESSIONAL FOCUS GROUPS: DESIGN, MODERATION, AND REPORTING

Janet Mancini Billson and Norman T. London, Group Dimensions

### SHORT COURSE—INTRODUCTION TO QUESTIONNAIRE DESIGN

Nora Cate Schaeffer, University of Wisconsin—Madison

### SHORT COURSE—SURVEY SAMPLING I

Colm O'Muircheartaigh, University of Chicago

### SHORT COURSE—HOWS AND WHYS OF COGNITIVE INTERVIEWING

Gordon Willis, National Cancer Institute

### JOINT AAPOR/WAPOR PLENARY SESSION—HOW THE ARAB/ISLAMIC WORLD SEES THE WEST—THE 2002 GALLUP POLL OF NINE PREDOMINANTLY ISLAMIC COUNTRIES

Moderator: Richard A. Kulka, Research Triangle Institute

Frank Newport, Editor-in-Chief, The Gallup Poll, The Gallup Organization

Richard Burkholder, Director of International Research, The Gallup Organization

Discussants: Hans L. Zetterberg, ValueScope, Stockholm, Sweden, and Ellen Lust-Okar, Yale University

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

### JOINT AAPOR/WAPOR SESSION—9/11 AND THE CAMPAIGN AGAINST TERRORISM—INTERNATIONAL PERSPECTIVES

Chair: Bernard Roshco

*Onlookers or Participants? Public Opinion on the Problems of Terrorism since  
September 2001 in Countries Outside the United States*

Philip Everts, Institute for International Studies, Leiden University, The Netherlands, and Pierangelo Isernia, University of Siena, Italy

*The World Will Never Be the Same*

Robert M. Worcester, Market and Opinion Research International (MORI), U.K., and Nick Moon, NOP World, U.K.

*"You Follow, Find Yourself at War": A Special Relationship?*

Nick Moon, NOP World, U.K., and Robert M. Worcester, Market and Opinion Research International (MORI), U.K.

*German Reaction to the September 11 Terror Attack in the U.S.A.: How People  
Learned about It and How They Reacted*

Karl-Heinz Reuband, Sozialwissenschaftliches Institut, Universität Düsseldorf,  
Germany  
*Media Observations on World Opinion after September 11, 2001*  
Frank Rusciano, Rider University  
Discussant: Allan L. McCutcheon, UNL-Gallup Research Center, University of  
Nebraska—Lincoln

#### TRENDS IN ATTITUDES AND PUBLIC OPINION

Chair: Kurt Lang, Emeritus, University of Washington  
*Analyzing Longitudinal Data at the Community Level: Differentiating Local Trends  
from Regional Trends in 22 Years of Public Opinion Surveying in New Brunswick,  
New Jersey*  
Patrick Murray, Eagleton Institute of Politics, Rutgers University  
*Chicken Little Economics: A Tale of Confusion and Malpractice*  
Lydia Saad, The Gallup Organization  
*Consumer Optimism: Is Conventional Wisdom Correct? Why Popular Indi-  
ces Failed Post-September 11*  
Tatiana Koudinova, Raghavan Mayur, and Clare Sherlock, TIPP, TechnoMetrica  
Market Intelligence  
*Trends in Attitudes toward the Federal Government: Time for a Change?*  
Robert W. Oldendick, Institute for Public Service and Policy Research, Univer-  
sity of South Carolina  
Discussant: Vincent Price, Annenberg School for Communication, University of  
Pennsylvania

#### JOINT AAPOR/WAPOR SESSION—BENCHMARKING WEB SURVEY RESULTS TO OTHER MODES

Chair: Janet L. Streicher  
*An Experimental Comparison of Knowledge Networks and the GSS*  
Tom W. Smith, NORC, University of Chicago  
*Face-to-Face versus Web-Enabled Panel Interviews on Magazine Reading: A Mode  
Comparison*  
Jay A. Mattlin, Knowledge Networks  
*Online Live Exit Poll during Danish General Elections*  
Mads Stenbjerre, Zapera A/S, Denmark  
*Triangulation: Three Modes Measuring HIV-Related Knowledge and Stigma in the  
United States*  
Ron Fichtner, Sheila Knight, and Danielle Lentine, Research Triangle Institute  
*Why Internet Samples Are Inherently Biased*  
John P. Robinson, Alan Neustadt, and Meyer Kestnbaum, Department of Sociol-  
ogy, University of Maryland at College Park  
Discussant: Sue Ellen Hansen, University of Michigan

#### JOINT AAPOR/WAPOR SESSION—SOCIAL DESIRABILITY AND SURVEY RESPONSE

Chair: Elizabeth F. Wiebe, Research Triangle Institute  
*A Validation of the Marlowe-Crowne Scale*  
Timothy P. Johnson, Survey Research Laboratory; Michael Fendrich and Amy  
Hubbell, Department of Psychiatry, University of Illinois at Chicago

*Social Desirability and Response Validity: A Comparative Analysis of Over-reporting Turnout in Five Countries*

Jeffrey Karp, Faculty of Social and Behavioral Sciences, Amsterdam School of Communications Research (ASCoR), Universiteit van Amsterdam, and David Brockington, Universiteit Twente, The Netherlands

*The Structure of Attitudes toward Surveys and Their Relevance for Socially Desirable Response Behavior*

Volker Stocké, University of Mannheim, Germany

*Measuring Social Capital: The Case of Blood Donations*

Cristina Ling-Chard, University of Hawaii; Charlotte Steeh, Georgia State University; Theresa W. Gillespie, Emory University

Discussant: Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts—Boston

**ROUNDTABLE—THE RELATIONSHIP BETWEEN RESPONSE RATE AND BIAS**

Organizer and Moderator: Clyde Tucker, U.S. Bureau of Labor Statistics

Participants: Clyde Tucker, U.S. Bureau of Labor Statistics; Robert Groves, Survey Research Center, University of Michigan; Fritz Scheuren, NORC, University of Chicago; Peter Mariolis, Centers for Disease Control and Prevention; Murray Edelman, Voter News Service

**CULTURAL INFLUENCES ON MEASUREMENT AND DATA COLLECTION**

Chair: Jibum Kim, University of Chicago

*Cultural Challenges in Diverse Survey Populations: The Case of the California Health Interview Survey*

David Grant, Charles DiSogra, Ninez Ponce, and Wei Yen, Center for Health Policy Research, University of California, Los Angeles; Gordon Willis, National Cancer Institute, National Institutes of Health; Elaine Zahnd, Public Health Institute

*Culture-Sensitive Context Effects: A Challenge for Comparative Surveys*

Norbert Schwarz, Institute for Social Research, University of Michigan

*Chinese and Vietnamese Response to a Health Care Survey*

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

*Skip Pattern Error: Do the Same Principles Apply in Chinese and Vietnamese Questionnaires?*

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

Discussant: Robert L. Santos, Nustats

**SAMPLE DESIGN, COVERAGE, AND WEIGHTING**

*Chair: Tom Piazza, Survey Research Center, University of California, Berkeley*  
*Telephone Household Non-coverage and Mobile Telephones*

Sun-Woong Kim and James M. Lepkowski, University of Michigan

*Traditional and Enhanced Field Listing for Probability Sampling*

Colm O'Muircheartaigh, Stephanie Eckman, and Charlene Weiss, NORC, University of Chicago

*Evaluating the Importance of Telephone Service Weighting Adjustments for State Health Insurance Surveys*

Michael Davern, State Health Access Data Assistance Center, University of Minnesota; James M. Lepkowski, Survey Research Center, University of Michigan; Kathleen Thiede Call and Lynn A. Blewett, State Health Access Data Assistance Center, University of Minnesota; Tracy Johnson, Health Policy Solutions, Inc.  
*Combining Samples versus Cumulating Cases: A Comparison of Two Weighting Strategies in NLSY97*

Steven Pedlow and Colm O'Muircheartaigh, NORC, University of Chicago  
 Discussant: Steven G. Heeringa, Survey Research Center, University of Michigan

#### SURVEYS OF PHYSICIANS AND OTHER ELITE POPULATIONS

Chair: Lisa Thalji, Research Triangle Institute

*Physician Online Panel: Putting Research Results into Action*

Mindy Schneiderman and Belle Lerner, American Medical Association

*Mixed Mode of Follow-Up Survey Administration in a Physician Study*

Todd Rockwood and Paula Henning, Division of Health Services Research and Policy, University of Minnesota

*Using On-Site Coordinators to Improve Physician Response Rates*

Patricia Gallagher and Carol Cosenza, Center for Survey Research, University of Massachusetts—Boston

*Using the Internet to Reach an Elite Population: What Works, What Doesn't?*

Karen Grigorian, Annemarie Rosenlund, and John Sokolowski, NORC, University of Chicago

Discussant: Danna Moore, Social and Economic Sciences Research Center, Washington State University

#### THE CAMPAIGN AGAINST TERRORISM: U.S. FOREIGN POLICY PERSPECTIVES

Chair: Bosah Ebo, Rider University

*The Campaign against Terrorism: Ramifications for U.S. Foreign Relations*

Alvin Richman, Office of Research, U.S. Department of State

*The Campaign against Terrorism: Views from Central Asia and Russia*

Richard B. Dobson and James Bell, Office of Research, U.S. Department of State  
*Concern of Future Threat and Public Foreign Policy Attitudes during the Recent War on Terrorism*

Fang Yang and Ronald E. Ostman, Department of Communication, Cornell University

Discussant: Claudia Deane, The Washington Post

#### INTERGROUP SOCIAL ATTITUDES

Chair: Gladys Engel Lang, University of Washington

*Multiracial Americans: Measuring the Attitudes and Experiences of a Growing Sector of the American Population*

Rebecca Flournoy and Mollyann Brodie, Henry J. Kaiser Family Foundation  
*Directive versus Permissive Public Opinion*

David W. Moore and Jeffrey M. Jones, The Gallup Organization

*A Clash of Civilizations—or of Ignorance?*

Thomas A. W. Miller and Geoffrey D. Feinberg, Roper ASW

Discussant: Barbara Burrell, Northern Illinois University

## JOINT AAPOR/WAPOR SESSION—NONRESPONSE AND COVERAGE ERROR IN WEB SURVEYS

Chair: Karol P. Krotki, Nustats

*Examining Global Response Rates among an Elite Online Audience*

Natalie Jobity and Sandra Bauman, Wirthlin Worldwide

*Nonresponse to a Web Survey in an Experimental Multi-National Design*

Scott Crawford, MSInteractive; Steve Jones and Christopher Rowen, Decisions Research

*Participation in Telephone Pre-recruited Web Surveys: Who Comes Farthest?*

Katja Lozar Manfreda, University of Ljubljana, Slovenia; Silvia Biffignandi and Monica Pratesi, Department of Mathematics, Statistics, Informatics, and Applications, University of Bergamo, Italy; Vasja Vehovar, Faculty of Social Sciences, University of Ljubljana

*Nonresponse Follow-Up and Mode Effects in a Web-Enabled Survey*

Elizabeth F. Wiebe, Lisa Thalji, Michael J. Langer, and Paul Pulliam, Research Triangle Institute

*Characteristics of Respondents to a Web Survey of the General Public*

John Tarnai and Thom Allen, Social and Economic Sciences Research Center, Washington State University

Discussant: Joe D. Eyerman, Research Triangle Institute

## JOINT AAPOR/WAPOR SESSION—QUESTION CONTEXT, ORDER, AND WORDING

Chair: Judith Tanur, SUNY at Stony Brook

*Questionnaire Effects: A Test of the Impact of Question Ordering and Context on Responses to Children's Health Insurance Questions*

Martin Frankel and Lorayn Olson, Abt Associates; Marcie Cynamon and Stephen Blumberg, National Center for Health Statistics; Larry Osborn, Pamela Giambo, and Sergei Rodkin, Abt Associates

*Party First, Ask Questions Later: Candidate Names and Voting for Congress*

Eric McGhee, University of California, Berkeley, and Mark Baldassare, Public Policy Institute of California

*The Forbid-Allow Asymmetry in Question Wording*

Karl-Heinz Reuband, Sozialwissenschaftliches Institut, Universität Düsseldorf, Germany

*Measuring Sexual Assault against Women in Washington State: Filter Questions and Question Interpretation as Factors of Questionnaire Design*

Danna Moore, Social and Economic Sciences Research Center, Washington State University

*Horse-Race Polling and Survey Method Effects—an Analysis of the 2000 Campaign*

Monika L. McDermott, Eagleton Institute of Politics, Rutgers University, and Kathleen A. Frankovic, CBS News

Discussant: Kate Stewart, Belden, Russonello, and Stewart

## NONRESPONSE BIAS IN TELEPHONE SURVEYS

Chair: Ashley Hyon, GENESYS/Marketing Systems Group

*Mechanical Screening Devices in a Low-Income, African-American Urban Community: Prevalence and Survey Effects*

Virginia H. Bartot and Martha Van Haitsma, University of Chicago Survey Lab; Man-chi Mandy Sha, NORC, University of Chicago

*The Relationship of Community Involvement to Residents' Participation in a Community Survey*

Douglas B. Currvan and Nancy Wacu Maina, Center for Survey Research, University of Massachusetts—Boston

*Utility of Tracking Difficult-to-Locate Respondents*

Nathaniel Ehrlich, Alisa McWilliams, and Steven Heeringa, Survey Research Center, University of Michigan

*(How) Do Easy-to-Reach and Hard-to-Reach Respondents Differ?*

Sid Groeneman, Groeneman Research and Consulting, and Gary Tobin, Institute for Jewish and Community Research

Discussant: Scott Keeter, George Mason University

JOINT AAPOR/WAPOR SESSION—SYSTEMATIZING THE TRANSLATION PROCESS: ESTABLISHING PROCEDURES AND GUIDELINES FOR SURVEY TRANSLATION

Chair and Discussant: Alisú Schoua-Glusberg, Harvard University

*The Development of Guidelines and Best Practices for the Conduct and Monitoring of the Translation of U.S. Census Bureau English Language Data Collection Instruments into Non-English Languages*

Manuel de la Puente and Eleanor Gerber, U.S. Bureau of the Census

*Translation and Translation Assessment for the European Social Survey*

Janet A. Harkness, ZUMA-Mannheim, Germany

*Establishing a Translation Unit in a Survey Research Organization*

Pat Montalván, Westat

*Cross-National Research Translation Challenges*

Beth-Ellen Pennell, Institute for Social Research, University of Michigan

*Using Standardized Translation Procedures to Maintain Quality Survey Documents*

Rosanna Quiroz, Research Triangle Institute

INTERVIEWER TRAINING TO INCREASE SURVEY PARTICIPATION

Chair: Geraldine Burt, U.S. Bureau of the Census

*The Development and Experimental Testing of an Innovative Approach to Training Interviewers to Avoid Refusals*

Charles D. Shuttles, Jennifer S. Welch, J. Brooke Hoover, and Paul J. Lavrakas, Nielsen Media Research

*A Test of Responsive Virtual Human Technology as an Interviewer Skills Training Tool*

Michael W. Link, Polly P. Armsby, Robert Hubal, and Curry I. Guinn, Research Triangle Institute

*"Hi, I'm Calling from . . .": Interviewer Behaviors That Lead to Success*

Kathryn Downey-Sargent, Marla Cralley, Sheila Cross, and Monique Ardell Goodger, Methods Development and Evaluation, Arbitron, Inc.

Discussant: Robert M. Groves, Survey Research Center, University of Michigan

INNOVATIVE APPLICATIONS OF SURVEY RESEARCH TO THE LAW AND REGULATION

Chair: Frederick I. Solop, Northern Arizona University

*The Cat and Canary: Napster in Court*

E. Deborah Jay, Field Research Corporation

*Verdict on Terror: Pan Am Flight 103*

John Boyle, Schulman, Ronca, and Bucuvalas, Inc., and Dean Kilpatrick, Medical University of South Carolina  
*Elite Messages and Opinion Formation: The Case of the Ohio Supreme Court*  
 Matthew W. Courser, Ohio State University  
 Discussant: Graham Hueber, Ketchum

## JOINT AAPOR/WAPOR POSTER SESSION

*The Impact of Privacy and Security Concerns on the Willingness to Provide Sensitive Information about Self via the World Wide Web*

Michael G. Elasmr and Kumiko Aoki, Communication Research Center, Boston University

*Interviewing under Emotional Distress for the Public Response to a National Tragedy Survey*

Lynn A. Hamilton, Tiffani Dobush, and Karen Grigorian, NORC, University of Chicago

*Examining Item Non-response in a Mixed Mode Customer Satisfaction Study*

Michele A. Burr, Theresa Famolaro, and Kerry Y. Levin, Westat

*Mode-Effects in Web Surveys?*

Wolfgang Bandilla and Michael Bosnjak, Center for Survey Research and Methodology, ZUMA Mannheim; Patrick Altdorfer, Forsa, Berlin, Germany

*"What Do You Do?" Occupational Coding versus Respondent Self-Classification of Occupation Status*

Isabel C. Farrar, Survey Research Laboratory, University of Illinois at Chicago

*Increasing Response Rates in a Panel Study: An Innovative Approach*

Karen Foote Retzer and Jennifer Parsons, Survey Research Laboratory, University of Illinois at Chicago; John Mirowsky, Sociology Department, Ohio State University; Vince Parker, Survey Research Laboratory, University of Illinois at Chicago

*What Do People Fear and Why? Assessing the Validity and Usefulness of the Scales Used to Operationalize Grid-Group Cultural Theory*

Matthias Kretschmer, ZMG, Frankfurt/Main, Germany, and Erin Carriere, University of Connecticut, Storrs

*The Formation of Third-Person Perceptions*

Jennifer L. Lambe, University of Delaware, and Douglas M. McLeod, University of Wisconsin—Madison

*An Approach for Measuring Survey Nonresponse for Racial and Ethnic Groups*

Deborah H. Griffin, U.S. Bureau of the Census

*A Comparison of Telephone and Nontelephone Households in a Survey to Determine Public Benefits' Eligibility*

Ingrid Graf and Linda Owens, Survey Research Laboratory, University of Illinois at Chicago

*Gender Differences in Attitudes toward Terrorism and War Before and After September 11*

Lonna Atkeson, Department of Political Science, University of New Mexico

*Capturing Complex Concepts: Cognitive Results in Developing an Item on Vocational Certificates*

Sylvia Fisher, U.S. Bureau of Labor Statistics; Kathleen Sorenson, U.S. Department of Veterans Affairs; Edie MacArthur, U.S. Department of Education

*Effects on Survey Estimates from Reducing Nonresponse in the National Survey of America's Families*

Simon Pratt, Adam Safir, Rebecca Steinbach, Timothy Triplett, and Kevin Wang, The Urban Institute

*Lessons Learned from an ATM Respondent Payment Plan*

Shawn Marsh, Matthew Mishkind, and Rita Stapulonis, Mathematica Policy Research, Inc.

*Tabular Presentation of Response Rates*

Michael Butterworth, CBS News

*Surveying Teens: Issues Related to Data Collection in Substance Abuse Surveys*

Karen Nyland and Jennifer Joseph, Survey Research and Methodology Department, University of Nebraska—Lincoln; Trent Buskirk, Department of Mathematics and Statistics, University of Nebraska—Lincoln

*Coder Variability in the Florida Ballots Study*

Joseph Murphy, NORC, University of Chicago

# ATTITUDES TOWARD CIVIL LIBERTIES, IMMIGRATION, AND DEMOCRACY IN THE WAKE OF 9/11

Chair: Susan Pinkus, Los Angeles Times

*Extraordinary Measures: Who Loves Military Tribunals and Who Wants to Listen to Suspects and Their Lawyers?*

Robert J. Blendon and Stephen Pelletier, Harvard University; Mollyann Brodie, Matt James, Drew Altman, and Rebecca Flournoy, Henry J. Kaiser Family Foundation; Marcus Rosenbaum, National Public Radio

*Immigrant, American, or Terrorist: American Attitudes toward Muslim Immigration and Civil Liberties*

Kathleen M. Moore, Chase H. Harrison, and Ben Adams, University of Connecticut

*An Examination of Racial Differences in Attitudes toward Civil Liberties*

Sarah Dutton and Jennifer De Pinto, CBS News

*Freedom, Equality, and Interests: Views of Democracy Before and After 9/11*

Kimberly Downing, Institute for Policy Research, University of Cincinnati; John Dedrick, Charles F. Kettering Foundation; Eric Rademacher, Institute for Policy Research, University of Cincinnati

*The Effects of 9/11 on Arizonans' Attitudes toward Racial Profiling*

Kelly P. McCarrier and M. Christopher Stringer, Social Research Laboratory, Northern Arizona University

Discussant: Lydia Saad, The Gallup Organization

# ELECTION CAMPAIGN EFFECTS

Chair: Edward Freeland, Princeton University

*Which Campaigns Matter? The Influence of Message Intensity, Message Density, and Campaign Length on Voter Learning*

Travis N. Ridout, University of Wisconsin—Madison

*Are Vote Intentions in a "Lockbox"? Campaign Effects in Election 2000*

D. Sunshine Hillygus, Stanford University

*Effects of the 2000 Presidential Campaign*

Michael Hagen, Annenberg School for Communication, University of Pennsylvania; Richard Johnston, University of British Columbia; Kathleen Hall Jamieson, Annenberg School for Communication, University of Pennsylvania

*The Partisan Child: Role Reversal and Political Empowerment in the Family*

Michael McDevitt, University of Colorado at Boulder

Discussant: Andrew Rojecki, Department of Communication, University of Illinois at Chicago



## JOINT AAPOR/WAPOR SESSION—MODE EFFECTS IN WEB, MAIL, AND TELEPHONE SURVEYS

Chair: Sameer Y. Abraham, The Gallup Organization

*Mode Effect in Web Surveys*

Vasja Vehovar and Katja Lozar Manfreda, Faculty of Social Sciences, University of Ljubljana, Slovenia

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

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

*Comparison of Response Rates and Quality of Response in a Survey Conducted by Mail, E-Mail, and Web*

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

*Transitioning Phone and Mail Studies to an Online Venue: Factors for Consideration*

Jennifer M. Park and Don Collier, NFO WorldGroup

Discussant: Donald P. Camburn, Research Triangle Institute

## JOINT AAPOR/WAPOR SESSION—NEW RESEARCH ON RESPONSE CATEGORIES

Chair: Matthew W. Courser, Ohio State University

*More Is Not Necessarily Better: Effects of Response Categories on Measurement Stability and Validity*

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

*Theme and Variations in the Scale of Five: The Effect of Verbal Anchors in Bipolar Satisfaction Scales*

Thomas M. Guterbock and Brian J. Meekins, University of Virginia

*Assessing the Frequency of Rare Events: Stretching Rating Scales Increases Accuracy*

Bärbel Knäuper, McGill University, and Christine Stich, Free University of Berlin, Germany

*Reliability and Validity of Web-Based Surveys: Effects of Response Modality, Item Format, and Number of Categories*

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

Discussant: Norbert Schwarz, Institute for Social Research, University of Michigan

## STRATEGIES FOR REDUCING UNIT NONRESPONSE IN RDD SURVEYS

Chair: Paul J. Lavrakas, Nielsen Media Research

*Determining Call Strategies for Various Types of Call Outcomes*

Rachel Harter, Colm O'Muircheartaigh, Whitney Moore, Carol Emmons, and Cynthia Howes, NORC, University of Chicago

*Please Leave a Message after the Tone: Survey Pre-alert Messages via Phone*

Lester Jones and Barbara O'Hare, Arbitron Inc.

*The Results and Cost-Effectiveness of a Mailed Follow-Up for the National Survey of Veterans*

Michael Wilson, Theresa Famolaro, Martha Stapleton Kudela, and John Helmick, Westat

*Reducing RDD Data Collection Costs Related to Non-contact Cases*

Mary Cay Murray, Jessica Cardoni, and K. P. Srinath, Abt Associates; Robert Wright, National Center for Health Statistics; Paul Buckley, Consultant; Patrick Cagney and Michael Battaglia, Abt Associates

Discussant: Michael W. Link, Research Triangle Institute

**SOCIOCULTURAL FACTORS: THE FORGOTTEN INFLUENCE ON SURVEY AND QUESTION RESPONSE**

Chair: Gordon Willis, National Cancer Institute, National Institutes of Health  
*Images of "the Survey": Cultural and Experiential Factors in Respondent Behavior*

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

*Social Cognition and Organizational Processes: What the Literature Says and Its Implications*

Sylvia Kay Fisher, Office of Survey Methods Research, U.S. Bureau of Labor Statistics

*The Role of Social Location in Question Response: A Comparative Analysis of Urban and Rural Poor Experience Answering General Health Questions*

Kristen Miller, Office of Research and Methodology, National Center for Health Statistics

*Sociocultural Factors and "Real" Health in Subjective Health Questions*

Paul Beatty, Office of Research and Methodology, National Center for Health Statistics

Discussant: Elizabeth A. Martin, U.S. Bureau of the Census

**SPECIAL INVITED PAPER—PRIVACY AND CONFIDENTIALITY ISSUES RELATED TO SURVEY DATA**

Chair and Discussant: Cynthia Z. F. Clark, U.S. Bureau of the Census  
 Norman M. Bradburn, Assistant Director, Directorate for Social, Behavioral, and Economic Sciences, National Science Foundation

**ROUNDTABLE—IMPROVING INCOME MEASUREMENT**

Organizer and Moderator: Pat Doyle, Demographic Surveys Division, U.S. Bureau of the Census

Participants: Nancy Bates, Anna Chan, Pat Doyle, Julia Klein Griffiths, Jeff Moore, and Joanne Pascale, U.S. Bureau of the Census

**PUBLIC RESPONSE TO THE SEPTEMBER 11 TERRORIST ATTACKS**

Chair: Barbara Everitt Bryant, National Quality Research Center, University of Michigan Business School

*Public Reaction to the September 11 Terrorist Attacks*

Tom W. Smith and Kenneth A. Rasinski, NORC, University of Chicago

*How America Responded: Public Opinion after 9/11/01*

Michael Traugott, Center for Political Studies, Institute for Social Research; Robert Groves, Survey Research Center, Institute for Social Research; Courtney Kennedy, College of Literature, Science, and the Arts, University of Michigan

*Following the Storm: Public Opinion Changes and Political Reactions in Surveys*

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

*Changes in American Public Opinion since 9/11?*

George Bishop, University of Cincinnati  
*Impact of September 11: A Natural Experiment Using the Wisconsin Continuous National Survey*  
 G. Donald Ferree, Jr., University of Wisconsin Survey Center and Department of Sociology  
 Discussant: Kathleen Frankovic, CBS News

#### PREELECTION POLLING

Chair: Mickey Blum, Blum and Weprin Associates, Inc.  
*Ballots and Crowns: Election Forecasting in Post-Communist Bulgaria*  
 Christopher D. Karadjov, SUNY at Oswego  
*Horse Race, Issues, and Character: Trends in Media Polls from 1970–1996*  
 Chase H. Harrison, Center for Survey Research and Analysis, University of Connecticut, and Richard L. Clark, Carl Vinson Institute of Government, University of Georgia  
*When Should Vote Intention Questions Be Asked in Election Surveys: At the Beginning or at the End?*  
 Patrick Fournier, University of Montreal, and Mathieu Turgeon, University of Texas at Austin  
*Improving Tracking Poll Performance Using Bayesian Methods*  
 Charles H. Franklin, University of Wisconsin—Madison  
 Discussant: David Moore, The Gallup Organization

#### JOINT AAPOR/WAPOR ROUNDTABLE—MOBILE PHONES IN TELEPHONE SURVEYS

Chair and Organizer: Marek Fuchs, Catholic University of Eichstaett-Ingolstadt, Germany  
 Participants: Vesa Kuusela, Statistics Finland, Finland; Mario Callegaro, University of Trento, Italy; Linda Piekarski, Survey Sampling, Inc.; Charlotte G. Steeh, Georgia State University; Vasja Vehovar, University of Ljubljana, Slovenia

#### JOINT AAPOR/WAPOR SESSION—METHODS FOR QUESTIONNAIRE DEVELOPMENT

Chair: Karen Bogen, Johns Hopkins University  
*Computer Assisted Pretesting of Telephone Interview Questionnaires (CAPTIQ)*  
 Marc Deutschmann, Frank Faulbaum, and Martin Kleudgen, Survey Research Center, University of Duisburg, Germany  
*Designing Questions for a Multi-Mode Survey of Health Plan Members*  
 Vickie L. Stringfellow and Floyd J. Fowler, Jr., Center for Survey Research, University of Massachusetts—Boston  
*From Meta-analysis of Case Studies to Tailored Designs for Surveys of Educators*  
 Asaph Young Chun and Kevin Carter, American Institutes for Research  
*What Does It Really Mean to Be “User Friendly” When Designing an Expenditure Diary?*  
 Jeanette Davis, Consumer Expenditure Surveys Branch of Research and Program Development; Linda L. Stinson, Office of Survey Methods Research; Nhien To, Consumer Expenditure Surveys Branch of Research and Program Development, U.S. Bureau of Labor Statistics  
*QUAID: A Computer Tool That Helps Survey Methodologists Improve the Comprehensibility of Questions*

Arthur C. Graesser, University of Memphis; Ashish Karnavat, CHI Systems;  
 Frances Daniel, Elisa Cooper, Zhiqiang Cai, Shannon Whitten, Max Louwerse,  
 Kathy Bartlett, Rajani Tenneti, and Vemula Ratnakar, University of Memphis  
 Discussant: Fran A. Featherston, National Science Foundation

#### NONRESPONSE BIAS IN FACE-TO-FACE SURVEYS

Chair: Nancy A. Bates, U.S. Bureau of the Census  
*Nonresponse in Wave 1 of the National Survey of Child and Adolescent Well-Being*  
 Kathryn Dowd, Paul Biemer, and Sara Wheelless, Research Triangle Institute  
*Race/Ethnicity as Predictors of Overall Response Rates and Consent to Genetic Research in the National Health and Nutrition Examination Survey, 1999–2000*  
 Raynard S. Kington, National Institutes of Health; Kathryn Porter, National Center for Health Statistics; Maria Agelli, National Cancer Institute; Gerry McQuillan, National Center for Health Statistics  
*Nonresponse Bias in the Consumer Expenditure Quarterly Survey*  
 John Dixon, U.S. Bureau of Labor Statistics  
 Discussant: Ward Kay, Adirondack Communications

#### MEASURING RACE AND ETHNICITY

Chair: Deborah H. Griffin, U.S. Bureau of the Census  
*The Differences between Hispanic “Origin” versus Hispanic “Identity” and Their Implications*  
 Paul J. Lavrakas, Nielsen Media Research; Matthew W. Courser, Ohio State University; Lillian Diaz-Castillo, Westat  
*Understanding the Effects of Interviewer Behavior on the Collection of Race Data*  
 Theresa Leslie, David Raglin, and Laurie Schwede, U.S. Bureau of the Census  
*Estimating Response Reliability and Bias from the Same Reinterview Data*  
 Paul Biemer, Research Triangle Institute  
*Race and Ethnicity—Does Question Order Make a Difference?*  
 Jinghua Zou and Michael Butterworth, CBS News  
 Discussant: Manuel de la Puente, U.S. Bureau of the Census

#### ROUNDTABLE—REGULATING AND REVIEWING SURVEY RESEARCH TO PROTECT HUMAN SUBJECTS—EMERGING TRENDS ON THE NATIONAL SCENE

Organizer and Moderator: Michael Fendrich, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago  
 Participants: Richard T. Campbell, Department of Sociology, University of Illinois at Chicago; Eleanor Singer, Survey Research Center, University of Michigan; Greg Koski, Director, Office of Human Research Protections, Department of Health and Human Services

#### SURVEY RESEARCH IN THE SERVICE OF CONSUMER COMMUNICATION, CHOICE, AND HEALTH

Chair: Patricia Gallagher, Center for Survey Research, University of Massachusetts—Boston  
*A Web-Enabled Panel Case Study: The Health Consumer Information Study*  
 J. Michael Dennis, William C. McCready, and Rick Li, Knowledge Networks; Laurence Baker, Stanford University; Todd Wagner, Stanford University and the Department of Veterans Affairs

*Using Research to Design an Employee Benefits Communication Program for Florida's Public Employees*

David Rockland, Graham Hueber, and Mary Elizabeth Dunleavy, Ketchum; Jay Rayburn, Florida State University

*Innovative Research Techniques to Aid in Evaluation of Parenting and Health Communication Materials*

Wendy Constantine and Susan Obarski, Center for Community Wellness, University of California, Berkeley; Victoria Albright, Field Research Corporation

*Hungry Red Planet: Can Interactive Interventions Affect Preeteen and Teens' Nutritional Behavior?*

D. Michael Anderson, Health Media Lab; Sarah Fulton, Jennifer Airey, Sandra Bauman, and Todd Abel, Wirthlin Worldwide

Discussant: Richard Warnecke, University of Illinois at Chicago

SHORT COURSE—SURVEY SAMPLING II

Colm O'Muirheartaigh, University of Chicago

THE AAPOR HERITAGE INTERVIEW SERIES—AN EVENING WITH KURT AND GLADYS ENGEL LANG

Moderator: Mark Schulman, Schulman, Ronca, and Bukavalas, Inc.

Interviewers: Kathleen A. Frankovic, CBS News, and Jack Elinson, Sociomedical Sciences, School of Public Health, Columbia University

THE PSYCHOLOGICAL IMPACT OF THE 9/11 TERRORIST ATTACKS ON AMERICANS, PART I

Chair: Ronald E. Langley, University of Kentucky

*Psychological Impacts of September 11 on New York City Residents*

Michael J. Bucuvalas, Schulman, Ronca, and Bucuvalas, Inc.; Sandro Galea, New York Academy of Medicine; Mark Morgan, Schulman, Ronca, and Bucuvalas, Inc.

*Psychosocial Impact on the New York State Population of the Terrorist Attack*

David W. Smith, Center for the Study of Services, Washington, DC; Thomas A. Melnik and Colleen Baker, New York State Department of Health; Robert Brackbill, New York City Health Department

*Distance and Degrees of Affect: Reactions to 9/11*

Kelly L. Sand and Jennifer T. Nersesian, Star-Ledger/Eagleton-Rutgers Poll

Discussant: Sandra Berry, RAND

POLITICAL KNOWLEDGE AND ATTITUDES

Chair: Matthias Kretschmer, ZMG, Frankfurt/Main, Germany

*The Knowledge Gap: A Reexamination of Gender-Based Differences in Social and Political Knowledge*

Mary Anderson, Damarys Canache, and Jeffery Mondak, Department of Political Science, Florida State University

*Understanding Short-Term Variation in Party Identification*

Larry Hugick and Margie Engle, Princeton Survey Research Associates

*Modeling Changing Party Identification*

Craig Gordon, Georgia State University

*Black Cities/White Cities: Evaluating the Mayors*

Susan Howell, Department of Political Science, University of New Orleans;  
 Huey Perry, Political Science Department, Southern University  
 Discussant: Alice Robbin, School of Library and Information Science, Indiana University, Bloomington

#### JOINT AAPOR/IFD&TC SESSION—DATA QUALITY AND MEASUREMENT ERROR ACROSS DIFFERENT SURVEY MODES

Chair: Jean Martin, Data Methodology and Evaluation Division, Office for National Statistics, U.K.

*CASI, Privacy, and Social Desirability: Results of an Experiment*

Eleanor Singer, Mick P. Couper, and Roger Tourangeau, Survey Research Center, University of Michigan

*Comparing Self-Administered Computer Surveys and Auditory Interviews: An Experiment*

LinChiat Chang, Strategic Research Group, and Jon A. Krosnick, Ohio State University

*Not Sure about “Don’t Know”? Effects of Response Choice in Mixed Mode Surveys*

George Terhanian, Randall K. Thomas, John Bremer, and Renee Smith, Harris Interactive

*Paper and Pencil versus Web Survey: Measurement Effects and Mode Differences*

Marek Fuchs, Catholic University of Eichstaett-Ingolstadt, Germany

Discussant: Paul P. Biemer, Research Triangle Institute

#### COLLECTING DATA WITH DIARIES

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

*Internet Use and Sociability: A Time Diary Study*

Norman H. Nie and D. Sunshine Hillygus, Stanford University

*Development and Validation of the Nielsen TV Diary Placement Interviewer Monitoring Form*

Kenneth W. Steve, J. Brooke Hoover, Paul J. Lavrakas, Charles D. Shuttles, Jim Crabtree, and Jennifer S. Welch, Nielsen Media Research

*Individual Diaries in Consumer Expenditure Surveys*

Parvati Krishnamurty and Lisa Lee, NORC, University of Chicago

*How Do You Measure a Day? Best Practices for Online Diary Studies*

Russ Roenick, Microsoft Corporation; K. K. Davey and Rachel Harrison, Knowledge Networks, Inc.

Discussant: John P. Robinson, Department of Sociology, University of Maryland

#### STRATEGIES FOR REDUCING UNIT AND ITEM NONRESPONSE IN FACE-TO-FACE SURVEYS

Chair: Pat Doyle, U.S. Bureau of the Census

*Attaining High Survey Participation in an Era of Growing Public Antagonism*

Pat Montalván, Westat; Glenn Pinder, Benny Kottiri, and Carolyn Petty-Martin, National Center for Health Statistics, Centers for Disease Control and Prevention

*Does a Familiar Face Increase Response?*

Kathleen E. Ott, National Agricultural Statistics Service, U.S. Department of Agriculture

*A Sense of Community: Combating Nonresponse in Face-to-Face Surveys*

Jenneve Lynch and Brian H. Roff, Eagleton Institute of Politics, Rutgers University  
*A Method for Reducing Item Nonresponse to Critical Survey Items*  
 Rachel A. Caspar, Michael A. Penne, and Elizabeth F. Wiebe, Research Triangle Institute  
 Discussant: Clyde Tucker, U.S. Bureau of Labor Statistics

#### STUDYING RACE IN SURVEYS AND EXPERIMENTS: METHODOLOGICAL AND SUBSTANTIVE ISSUES

Organizer and Chair: Devon Johnson, University of California, Los Angeles  
*Race of Interviewer Effects in a Survey of Atlanta Whites*  
 Monica McDermott, Stanford University  
*Education's Effect on Intergroup Attitudes: A Re-examination*  
 Charlotte Steeh, Georgia State University  
*Public Opinion, Crime, and Race: Survey-Based Experiments on Support for the Death Penalty and the War on Drugs*  
 Lawrence Bobo, Harvard University, and Devon Johnson, University of California, Los Angeles  
*Measuring Racial Attitudes Virtually: Respondent Reactions, Racial Differences, and Race of Interviewer Effects*  
 Maria Krysan, University of Illinois at Chicago, and Mick Couper, University of Michigan  
 Discussant: Vincent Hutchings, University of Michigan

#### JOINT AAPOR/IFD&TC ROUNDTABLE—PUBLIC OPINION ON INTERNET PRIVACY AND INFORMATION SECURITY

Organizer and Moderator: Sandra Bauman, Wirthlin Worldwide  
 Participants: Sandra Bauman, Wirthlin Worldwide; Frank Newport, The Gallup Organization; Lee Rainie, Pew Internet and American Life Project; Humphrey Taylor, The Harris Poll

#### THE PSYCHOLOGICAL IMPACT OF THE 9/11 TERRORIST ATTACKS ON AMERICANS—PART II

Chair: Beth-Ellen Pennell, Institute for Social Research, University of Michigan  
*Psychological Effects of the September 11 Terrorist Attacks: Results from the National Tragedy Study*  
 Kenneth A. Rasinski, Tom W. Smith, Marianna Toce, and James Henderickson, NORC, University of Chicago  
*Findings from the National Study of Americans' Reactions to September 11 (N-SARS)*  
 William Schlenger, Juesta Caddell, Lori Ebert, Kathleen Jordan, Kathryn Rourke, Lisa Thalji, and David Wilson, Research Triangle Institute; John Fairbank, Duke University  
*Predictors of Psychological Well-Being after the September 11 Terrorist Attacks*  
 Jennifer Berkthold, NORC, University of Chicago  
 Discussant: John Boyle, Schulman, Ronca, and Bucuvalas, Inc.

#### OPINION EXPRESSION AND CHANGE

Chair: Michael Hagen, Annenberg School for Communication, University of Pennsylvania

*The Influence of Presumed Influence*

Albert Gunther, Department of Life Sciences Communication, University of Wisconsin, and J. Douglas Storey, Johns Hopkins University

*Group Influences on Opinion Expression and Change*

Lilach Nir, Vincent Price, and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania

*Biomedical Literacy, Attitudes, and Behaviors: A Conceptual and Empirical Re-examination*

Jon D. Miller and Linda Kimmel, Center for Biomedical Communication, Northwestern University Medical School

*Interpersonal Network Heterogeneity and Willingness to Express Opinions*

Jaeho Cho and Heejo Keum, School of Journalism and Mass Communication, University of Wisconsin—Madison

Discussant: Jon A. Krosnick, Ohio State University

## JOINT AAPOR/IFD&amp;TC SESSION—APPLYING WEB RESEARCH IN MULTI-MODE DESIGNS

Chair: Reginald P. Baker, MSIInteractive

*A Nonresponse Analysis of a Mail-Web Mode Comparison*

Carol Boyd, University of Michigan Substance Abuse Research Center; Scott Crawford, MSIInteractive; Sean McCabe, University of Michigan, Substance Abuse Research Center; Mick Couper, Survey Research Center, University of Michigan

*A Mixed-Mode Internet and Telephone Survey in a Technology-Rich Environment*

Krisztina Marton, Rini Sumartojo, Gerald M. Kosicki, and Lewis R. Horner, Center for Survey Research, Ohio State University

*Demographic Differences in College Students in the Self-Selection of a Survey Mode (Web vs. Mail vs. Phone)*

Kathy Sonnenfeld, Mathematica Policy Research, Inc.

*Use of Web-Based Data Collection to Supplement Mail Survey Response Rates*

S. Randall Keesling, Research Triangle Institute

*Combining Online and CATI Data Collection Techniques with Web-Based Reporting to Measurably Improve Honeywell's International Market Research*

Karl G. Feld, Western Wats Center; William K. Stone, WKS:CSM Consulting, Inc.

Discussant: John M. Kennedy, Center for Survey Research, Indiana University

## PANEL SESSION IN HONOR OF CHARLES CANNELL: A CAREER DEDICATED TO UNDERSTANDING THE SURVEY PROCESS

Organizer and Chair: Nancy Mathiowetz, University of Maryland

Participants: Jack Fowler, Center for Survey Research, University of Massachusetts—Boston

Peter Miller, Northwestern University

Nancy Mathiowetz, University of Maryland

Nora Cate Schaeffer, University of Wisconsin—Madison

## COOPERATION, COSTS, DATA QUALITY, AND BIAS IN INCENTIVE EXPERIMENTS

Organizer: Joe Eyerman, Research Triangle Institute

Chair: Dicy Butler, SAMHSA



*The Impact of Incentives on Cooperation and Data Collection Costs: Results from the 2001 National Household Survey on Drug Abuse Incentive Experiment*

Joe Eyerman and Katie Bowman, Research Triangle Institute; Dicy Butler and Douglas Wright, SAMHSA

*Nonresponse Bias from the National Household Survey on Drug Abuse Incentive Experiment*

Douglas Wright, SAMHSA; Katie Bowman, Research Triangle Institute; Dicy Butler, SAMHSA; Joe Eyerman, Research Triangle Institute

*Incentive Effects on Measures of Response Quality in the Alcohol and Drug Services Study*

Thomas Krenzke, Leyla Mohadjer, and Jacqueline Severynse, Westat; Grant Ritter, Brandeis University; Anita Gadzik, SAMHSA

*Drug Testing Feasibility in a General Population Household Survey*

Michael Fendrich, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago; Timothy Johnson, Survey Research Laboratory, University of Illinois at Chicago; Amy Hubbell, Institute for Juvenile Research, Department of Psychiatry, University of Illinois at Chicago; Christine Orland, Survey Research Laboratory, University of Illinois at Chicago

Discussant: Eleanor Singer, Survey Research Center, University of Michigan

#### MEASURING AND ESTIMATING HEALTH INSURANCE STATUS

Organizer and Chair: Dianne Rucinski, Health Research and Policy Centers, University of Illinois at Chicago

*Measurement of the Uninsured Population—the Massachusetts Experience*

Anthony Roman and Alison Hauser, University of Massachusetts—Boston

*Effect of a Verification Item in Three Statewide RDD Health Insurance Surveys*

Colleen K. Porter, Cynthia Wilson Garvan, and R. Paul Duncan, University of Florida

*Evaluating Imputation Bias in the Current Population Survey's State Income and Health Insurance Coverage Estimates*

Michael Davern, Lynn A. Blewett, Boris Bershadsky, and Noreen Arnold, State Health Access Data Assistance Center, University of Minnesota

*The CPS versus State-Specific Estimates: Making Sense of Discrepant Rates of Uninsurance*

Kathleen Thiede Call, Anna Stauber Sommers, and Todd Rockwood, University of Minnesota

*Estimating Health Insurance Status: A Comparison of the Behavioral Risk Factor Surveillance System and Current Population Surveys*

Dianne Rucinski, Health Research and Policy Centers, University of Illinois at Chicago

Discussant: Joanne Pascale, Center for Survey Methods Research, U.S. Bureau of the Census

#### RELIGION, RELIGIOSITY, AND PUBLIC OPINION

Chair and Discussant: Murray Edelman, Voter News Service

*Measuring Spiritual Commitment and Engagement*

Jenny Liu and Lazarous Mbulo, Survey Research and Methodology Program, Gallup Research Center, University of Nebraska—Lincoln

*Religion, Religious, and Secular—What Do They All Mean?*

Ariela Keysar, Egon Mayer Center for Jewish Studies, Graduate Center of the

City University of New York, and Barry Kosmin, Institute for Jewish Policy Research, London

*The Death Penalty, Life, and Religiosity*

John M. Benson, Harvard Opinion Research Program, and Lois Timms-Ferrara, Roper Center for Public Opinion Research

*Post-9/11 Views on the Role and Importance of Religion*

Michael A. Dimock and Peyton M. Craighill, Pew Research Center for the People and the Press; Melissa Rogers, Pew Forum on Religion and Public Life

POSTER SESSION

*Hospital Effects in the Fragile Families and Child Well-Being Study: Implications for Sampling Birth Cohorts*

Julien Teitler, Columbia University, and Nancy Reichman, Princeton University

*Leveling Citizen Satisfaction*

Paul Schroeder and Ryan Hubbard, Center for Survey Research, University of Virginia

*Knowledge, Experiences, and Attitudes of South African Youth: Implications for the Future of South Africa and the AIDS Epidemic*

Annie Steffenson and Mollyann Brodie, Kaiser Family Foundation

*Separating Interviewer Effects and Sampling Point Effects Using Interpenetrated Samples with Respect to "Fear of Crime" Indicators*

Frauke Kreuter, University of California, Los Angeles, and University of Konstanz, Germany, and Rainer Schnell, University of Konstanz, Germany

*Assessing the Impact of the September 11 Attacks on Survey Error Using the National Study of Americans' Reactions to September 11*

Jeremy Morton and Joe Eyerman, Research Triangle Institute

*The Effect of Advance Letter Format and Wording on Respondent Refusals in a Targeted Telephone Survey*

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

*Test of Coding Procedures and Lexicon for the American Time Use Survey*

Sid J. Schneider, Jennifer Crafts, and David Cantor, Westat; Tina Shelley, Diane Herz, and Lisa Schwartz, U.S. Bureau of Labor Statistics

*Trends in Public Attitudes toward the Commercialization of Society*

James I. Bowie, Northern Arizona University and University of Arizona

*Methods for Improving Compliance in Exposure Studies*

Linda Dimitropoulos, Lisa Thalji, and Liz Weibe, Research Triangle Institute

*Are Higher Response Rates Better? An Investigation into the Usefulness of Convincing Reluctant Respondents to Participate in Telephone Surveys*

Mary Outwater and Kana Fuse, Center for Survey Research, Ohio State University

*Where Should the Money Go? The Effect of Incentives on Response Rates*

Mareena Wright, Kerry Y. Levin, and Jennifer E. O'Brien, Westat; Susan Wiener, Independent Sector

*Projection and Persuasion: What Leads and What Is Impacted by the Media?*

Craig Gordon, Applied Research Center, Georgia State University, and Gary T. Henry, Packard Foundation

*Improving Estimates of Heating Equipment in a Survey of Electric Utility Consumers*

Carla Jackson, Schulman, Ronca, and Bucuvalas, Inc., and Brenda Weeks, Tennessee Valley Authority

*Exploring the Impact of Telemarketing and Other Reasons for Refusal on Telephone Surveys*

Benjamin H. Detenber and Waipeng Lee, School of Communication Studies, Nanyang Technological University, Singapore

*Targeting RDD Samples at the County Level*

Karol Krotki, NuStats

*Communication Influences on Individuals since September 11*

Weiwu Zhang, Department of Communication and Theatre, Austin Peay State University

*Volunteerism and Informal Caregiving: A Methodological Comparison of Two National Surveys*

Gail Kutner, AARP

*Was My Voice Heard? Regional Differences in Post-September 11 Polls*

Elisha Smith, Sunghee Lee, and Paul Guerino, Joint Program in Survey Methodology, University of Maryland at College Park

*Dueling Paradigms: Fitting Alternative Medicine into the Survey Research Box*

James Dahlhamer, Barbara Stussman, and Kristen Miller, National Center for Health Statistics

ROUNDTABLE—PUBLIC OPINION AND POLLING IN A TIME OF WAR

Organizer and Moderator: Richard C. Rockwell, Roper Center for Public Opinion Research, University of Connecticut

Participants: Robert Blendon and John Benson, Harvard Opinion Research Program, Harvard University; Gary E. Langer, ABC News; Robert Weissberg, Department of Political Science, University of Illinois at Urbana-Champaign

CIVIC ENGAGEMENT, PARTICIPATION, AND TRUST

Chair: Robert O. Simmons, Defense Manpower Data Center

*Civic Engagement among Generation.Net*

Cliff Zukin, Rutgers University; Scott Keeter, George Mason University; Molly Andolina, Loyola University, Chicago; Krista Jenkins, Rutgers University

*Civic Engagement, Social Trust, and Online Deliberation*

Dannagal Goldthwaite, Vincent Price, and Joseph N. Cappella, Annenberg School for Communication, University of Pennsylvania

*Social Networks, Social Inequality: The Varied Impact of Political Talk on Civic Participation*

Casey A. Klofstad, Department of Government, Harvard University

*A More Attentive Union? News Interest and Civic Learning in the Wake of September 11*

Peyton M. Craighill and Michael A. Dimock, Pew Research Center for the People and the Press

Discussant: Patricia Moy, University of Washington

SOURCES OF PUBLIC OPINION

Chair: Jon D. Miller, Center for Biomedical Communication, Northwestern University Medical School

*Presidential Source Cues and Policy Appraisals, 1981–2000*

Jeffery Mondak, Christopher Lewis, Jason Sides, Joohyun Kang, and Olyn Long, Department of Political Science, Florida State University

*When Science Meets Morality: Tapping the Origins of Public Opinion on Genetic Engineering*

Matt Nisbet, Dietram A. Scheufele, and James Shanahan, Department of Communication, Cornell University

*Influencing the Opinions of Young Adults Overseas through Exposure to American Television Programs*

Michael G. Elasmr, Communication Research Center, Boston University

*The Character of Deliberation: Equality, Argument, and the Formation of Public Opinion*

David Dutwin, International Communications Research

Discussant: Gerald M. Kosicki, Center for Survey Research, Ohio State University

COGNITIVE ASPECTS OF SURVEY REPORTING

Chair: Kristin J. Stettler, U.S. Bureau of the Census

*Optimizing Survey Measurement Accuracy by Matching Question Design to Respondent Memory Organization*

Michael D. Silver and Jon A. Krosnick, Ohio State University

*Cognitive and Econometric Aspects of Responses to Surveys as Decision Making*

S. James Press, University of California, Riverside, and Judith M. Tanur, SUNY at Stony Brook

*Unobtrusive Observations: Using CASM and Design Principles to Optimize Validity and Reliability*

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

*Cognitive Interviewing Investigations of Factors Associated with Racial and Ethnic Self-Identification in Minority Fourth- and Eighth-Grade Students*

Roger Levine and Mette Huberman, American Institutes for Research

Discussant: Roger Tourangeau, University of Michigan and Joint Program in Survey Methodology

HOW MUCH IS ENOUGH? EXPERIMENTS ON PAYMENT LEVELS OF RESPONDENT INCENTIVES

Chair: Andrew Zukerberg, Microsoft

*Size of Incentive Effects in a Longitudinal Study*

Willard Rodgers, Survey Research Center, University of Michigan

*Impact of Increased Incentives on Respondent Cooperation and Interviewer Production: Results from Wave 1 of the National Survey of Child and Adolescent Well-Being*

Susan H. Kinsey, Tiffany A. Lytle, Cara A. McCarthy, and R. Suresh, Research Triangle Institute

*Various Monetary Incentives Experiment in a Mixed-Mode Survey*

Norman Trussell and Paul J. Lavrakas, Nielsen Media Research

*Tiered Incentive Payments: Getting the Most Bang for Your Buck*

Martha D. Kovac and Jason Markesich, Mathematica Policy Research, Inc.

Discussant: Brad Edwards, Westat

SURVEYING PEOPLE WITH DISABILITIES

Chair: Anne B. Ciemnecki, Mathematica Policy Research, Inc.

*Measuring Persons with Disabilities*

Nancy Mathiowetz, Roger Tourangeau, and Paul Guerino, Joint Program in Survey Methodology, University of Maryland at College Park

*Cognitive Testing Disability Questions at NCHS*

Barbara Foley Wilson, Beth L. Taylor, and Barbara M. Altman, National Center for Health Statistics

*Public Estimates of the Percent of U.S. Adults 65 and Older with a Disability: Exploring False Consciousness of Kind among the Elderly*

Sarah Dipko, Joint Program in Survey Methodology, University of Maryland at College Park

*A Study of Proxy Response in a Disability Survey*

Sunghee Lee, Joint Program in Survey Methodology, University of Maryland at College Park

Discussant: Jeffrey C. Moore, U.S. Bureau of the Census

#### ROUNDTABLE—STANDARDS FOR CREDIBLE SURVEY EVIDENCE IN LEGAL PROCEEDINGS

Chair and Organizer: Warren J. Mitofsky, Mitofsky International

Participants: Harry W. O'Neill, Roper ASW; Vincent Palladino, Fish and Neave; Paul A. Talmey, Talmey-Drake Research and Strategy; E. Deborah Jay, Field Research Corporation; Joe Lenski, Edison Media Research

#### SPECIAL SEMINAR—DEMYSTIFYING NSF—OPPORTUNITIES FOR SURVEY RESEARCH FUNDING

Robert O'Connor, Decision, Risk, and Management Science Program, National Science Foundation

#### POSTER SESSION

*Comparison of Methodologies for Radio Listening Habits*

Kristi Hagen, Social Research Laboratory, Northern Arizona University; Jason Huntley, Oregon State University

*Challenges of Survey Research: An Active Learning Experience*

Martha Kropf, Kadie Bangura, Joel Blevins, Brooke Hawkins, Janette Henson, and Tracy Rogers, University of Missouri—Kansas City; Jennifer Wilding, Kansas City Consensus

*The Impact of Restricted Access Buildings on Face-to-Face Response Rates*

Linda K. Owens, Timothy P. Johnson, and Karen Foote Retzer, Survey Research Laboratory; Michael Fendrich, Department of Psychiatry, University of Illinois at Chicago

*Handling Duplicate Telephone Numbers in an Ongoing RDD Survey: The National Immunization Survey*

Erin Foster, Abt Associates; Paul Buckley, Consultant; Elizabeth Anderson and Mary Cay Murray, Abt Associates; Robert A. Wright, National Center for Health Statistics

*Surveying Hard-to-Get Information: An Example of Pesticide Use Reporting among California Almond Growers*

Rose L. Krebill-Prather, Social and Economic Sciences Research Center, Washington State University, and Frank G. Zalom, Statewide Integrated Pest Management Project, University of California, Davis

*Problems in Applying AAPOR's Final Disposition Codes and Outcome Rates to the Utah Colleges' Exit Poll*

Howard Christensen and Melaney Slater, Brigham Young University

*Diversity among Boomers in Caring for Elders*

Xenia P. Montenegro, AARP

*Media Exposure and the Cultivation of Beliefs about Regional Air Quality*

Michael E. Gouge, Mark D. West, and Donald L. Diefenbach, University of North Carolina at Asheville

*Impact of Age, Gender, Education, and Smoking Behavior on Attitudes toward Secondhand Smoke*

Xinghua (Cathy) Zhao

*Web Survey Nonresponse among Military Members*

James R. Caplan, Defense Manpower Data Center

*Screening for Age-Eligibles in a Large Random Digit Dial Survey—Comparing a Broad versus a Narrow Age Range*

Jessica Cardoni, Abt Associates; Paul Buckley, Consultant; Robert A. Wright, National Center for Health Statistics; Ali H. Mokdad, National Immunization Program, Centers for Disease Control and Prevention; Mary Cay Murray, Abt Associates

*Managing Large-Scale, Multi-Site Mail Surveys: Principles and Tips*

Matthew Jans, Center for Survey Research, University of Massachusetts—Boston

*Reverse Directory Matching in a Telephone Survey with Geographically Defined Eligibility*

Ingrid Graf and Cayge Clements, Survey Research Laboratory, University of Illinois at Chicago

*An Analysis of Taiwan's Presidential Poll Performance, 2000*

Chien-chou Su, Department of Communications Management, Shih Hsin University, Taipei, Taiwan, and NORC, University of Chicago, and Man-chi Mandy Sha, NORC, University of Chicago

*How Does Proxy Acquisition and Expertise Influence Survey Reports?*

Monica Dashen, U.S. Bureau of Labor Statistics

*Effect of September 11 on a 30-Station Call Center*

Diane Burkom, Louise Glezen, and Pamela Kaifer, Battelle Centers for Public Health Research and Evaluation

*The Prospects for Electronic Mail Surveys*

Samuel Best, Richard Groussett, Andrew Fournier, and Lori Kalinowski, University of Connecticut at Storrs

#### SHORT COURSE — A PRACTICAL GUIDE TO PROJECT MANAGEMENT FOR THE SURVEY RESEARCHER

Mike Weeks, Research Triangle Institute

#### THE ROLE OF THE MEDIA IN SHAPING ATTITUDES AFTER 9/11

Chair: Jo Holz, Oxygen Media

*Crisis and Confidence: A Panel Study of Media Effects on Trust after September 11, 2001*

Paul Brewer, Department of Political Science, George Washington University; Sean Aday, Kim Gross, and Lars Willnat, School of Media and Public Affairs, George Washington University

*Media Discourse on Globalization and Terror*

Andrew Rojecki, Department of Communication, University of Illinois at Chicago

*More Power to the Government? Mass Media's Role in Promoting Public Consensus after September 11*

Dietram A. Scheufele and Eunjung Lee, Cornell University

*Diffusion of Catastrophic News: How Quickly Danes Learned about the September 11 Terrorist Attacks*

Mads Stenbjerre, Zapera A/S, Denmark

Discussant: Peter V. Miller, Northwestern University

#### MEDIA EFFECTS

Chair: John Baldrige, Bureau of Business and Economic Research, University of Montana

*Do the Media Prime Electoral Issues? A New Test of the Media Priming Impact on Voting Intentions*

Agnieszka Dobrzynska and Éric Bélanger, University of Montreal

*Media Use and Issue Attitudes: Examining Predictive Power in Light of New Technologies*

Bryan E. Denham, Clemson University

*Cognitive Response to Media Messages: A Comparison of the Persuasive Impact to Sanction Fear and Moral Appeals to Comply with the Law*

Robert Mason, Oregon State University

*Media Use and the Third-Person Effect: Estimates of the Influence of Exposure to Media Violence*

Mark D. West, Donald L. Diefenbach, and Michael E. Gouge, University of North Carolina at Asheville

Discussant: Lawrence T. McGill, Princeton University

#### JOINT AAPOR/IFD&TC SESSION—DESIGN ISSUES IN WEB SURVEYS

Chair: Dominic Lusinchi, Far West Research

*Assessing Respondents' Need for Clarification in Web Surveys Using Age-Based User Modeling*

Tania F. Coiner and Michael F. Schober, New School for Social Research; Frederick G. Conrad, U.S. Bureau of Labor Statistics; Patrick Ehlen, New School for Social Research

*A Web-Based Experiment to Evaluate the Effectiveness of Vaccine Information Sheets*

Alice Turner, Lisa Thalji, Robert Wagers, and Glen Laird, Research Triangle Institute; Wendy Heaps, National Immunization Program, Centers for Disease Control and Prevention

*Navigation Patterns in Web Surveys*

Carl Ramirez, U.S. General Accounting Office

*Statistical Data Validation in Web Instruments—an Empirical Study*

Andrey A. Peytchev and Emilia A. Petrova, Graduate Program in Survey Research and Methodology, University of Nebraska—Lincoln

Discussant: Mick P. Couper, Survey Research Center, University of Michigan

#### JOINT AAPOR/IFD&TC SESSION—COMPARING DIFFERENT METHODS FOR QUESTIONNAIRE DEVELOPMENT

Chair: Jeremy E. Morton, Research Triangle Institute

*A Comparison of Two Behavior Coding Systems for Pretesting Questionnaires*

W. Sherman Edwards, Vasudha Narayanan, and Stephanie Fry, Westat; Joseph A.

Catania and Lance M. Pollack, Health Survey Research Unit, University of California, San Francisco

*Does This Question Work? Comparing Results from Cognitive Interviewing and Respondent Debriefing of New Computer Crime Questions*

Kristen A. Hughes and Theresa J. DeMaio, Statistical Research Division, U.S. Bureau of the Census

*Double-Checking Your Survey: Interviewing Respondents Who Have Completed a Paper-and-Pencil Survey*

Matthew Jans and Carol Cosenza, Center for Survey Research, University of Massachusetts—Boston

Discussant: Gordon Willis, National Cancer Institute, National Institutes of Health

#### JOINT AAPOR/IFD&TC SESSION—RESPONDENT INCENTIVES: STUDIES ON THE TIMING OF PAYMENTS

Chair: Geraldine Mooney, Mathematica Policy Research, Inc.

*An Experiment on the Timing of Incentives and Different Staging Procedures on a Random Digit Dial Survey*

David Cantor, Patricia Cunningham, and J. Michael Brick, Westat; Kevin Wang, The Urban Institute; Eleanor Singer, University of Michigan; Fritz Scheuren, NORC, University of Chicago

*The Timing of Refusal-Conversion Incentives in a Telephone Survey of Physicians*

Julie Fishtein, Thomas Barton, and Anne B. Ciemnecki, Mathematica Policy Research, Inc.

*Informing the Design of Advance Letters and Incentive Strategies with an Understanding of How They Work across Population Groups and Studies*

Ashley Bowers and Jeffrey M. Gonzalez, Survey Research Unit, University of North Carolina at Chapel Hill

*Prepaid and Promised Incentives in Web Surveys—an Experiment*

Michael Bosnjak, ZUMA Mannheim, Germany; Tracy Tuten, Longwood College

Discussant: Virginia M. Lesser, Survey Research Center and Department of Statistics, Oregon State University

#### JOINT AAPOR/IFD&TC SESSION—INTERVIEWER EFFECTS

Chair: Helen M. Crossley, Independent Consultant

*Twin Effects: Race and Gender Interviewer Effects in the 2001 Twin Cities Mayoral Elections Polls*

Robert Daves, Star Tribune

*Race: Identification and Impact in Phone Surveys*

Karen E. Schnite, Public Opinion Laboratory, Northern Illinois University

*“Perceived” Race-of-the-Interviewer Effects in Telephone Interviews*

David C. Wilson and Eric P. Olesen, The Gallup Organization

*Evaluating the Impact of Interviewer Characteristics on Survey Participation*

Frank J. Mierzwa, Rob McCracken, Russ Vandermaas-Peeler, and Christine D. Tronnier, Research Triangle Institute

Discussant: Janice Ballou, Mathematica Policy Research, Inc.

#### JOINT AAPOR/IFD&TC SESSION—POTPOURRI—POTENTIAL NEW TOOLS AND APPROACHES FOR OUR PROFESSION

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

*Procedures to Reduce the Risk of Respondent Disclosure in a Public-Use Data File: The National Immunization Survey*



Meena Khare, National Center for Health Statistics; Michael P. Battaglia and David C. Hoaglin, Abt Associates; Robert A. Wright, National Center for Health Statistics

*Computer Visualization of Multi-Variate Survey Data*

Jesse Marquette, Center for Policy Studies; Jennifer Philips and Christina Norris-Watts, Department of Psychology, University of Akron

*IBM and WorldJam: An Online Qualitative Event for 52,600*

James F. Newswanger, IBM Corporate Intranet

*Motivations, Communications, and Functions of a Virtual Community: A Case Study of Linux*

Mei Lu, Department of Communication Studies, University of Michigan, and Nathaniel S. Borenstein, School of Information, University of Michigan

Discussant: Reginald P. Baker, MSInteractive

JOINT AAPOR/IFD&TC SESSION—THE EFFECTS OF SEPTEMBER 11 ON SURVEY RESPONSE

Organizer: Christine Horak, Westat

Chair: Nicholas A. Holt, Roper ASW

*The Effects of September 11 on Unit Nonresponse in the NHSDA*

Dawn M. Odom and Julie Stivers, Research Triangle Institute

*Response Rates and 9/11*

Alan Roshwalb and John P. Vidmar, Market Facts, Inc.

*The Impact of September 11 on Aggregate Survey Response Rates*

Laura Flicker, Tracey Hagerty Heller, and Bruce Allen, Westat

Discussant: Diane Burkom, Battelle Centers for Public Health Research and Evaluation

MEDIA EXPOSURE AND TRUST

Chair: Cecile Gaziano, Research Solutions, Inc.

*The Sources of Media Distrust*

Linda Kimmel and Jon D. Miller, Center for Biomedical Communication, Northwestern University Medical School; Tom W. Smith, GSS/NORC, University of Chicago

*Rally around the Flag—the Effects of September 11*

Thomas Lamatsch and Jacqueline M. Peltier, University of Nevada, Las Vegas

*Where Do People Get Their News? Media Use in a Multi-Ethnic Region*

Holley Shafer, Rufus Browning, Helen Hyun, and John Rogers, Public Research Institute, San Francisco State University

*Effects of Informational Utility on Selective News Exposure*

Silvia Knobloch, Dresden University of Technology, Germany; Francesca Dillman Carpentier and Dolf Zillmann, University of Alabama

Discussant: Robert P. Daves, Minneapolis Star Tribune

USE OF INTERNET-BASED PERSONNEL SURVEYS BY U.S. MILITARY

Chair: Timothy W. Elig, Defense Manpower Data Center

*U.S. Army Web-Based, Internet Surveys*

Lynn Milan, U.S. Army Research Institute for the Behavioral and Social Sciences

*Internet-Based Survey Research in the U.S. Navy*

Murrey G. Olmsted, Navy Personnel Research, Studies, and Technology

*Internet-Based U.S. Air Force Surveys*

Charles H. Hamilton and Louis M. Datko, Air Force Personnel Center, Randolph AFB; John Bell, HQ USAF, Testing and Survey Policy  
 Discussant: James R. Caplan, Defense Manpower Data Center

## JOINT AAPOR/IFD&amp;TC SESSION—COLLECTING SENSITIVE DATA

Chair: Diane O'Rourke, Survey Research Laboratory, University of Illinois  
*Data Quality in a Survey of Adolescents and Young Adults on Sensitive Issues*  
 Liberty Greene, Kaiser Family Foundation; Mary McIntosh and Jean D'Amico, Princeton Survey Research Associates; Tina Hoff, Kaiser Family Foundation  
*Neighborhood Effects on Drug Use Reporting*  
 Jerome Richardson, Michael Fendrich, and Timothy Johnson, University of Illinois at Chicago  
*What's Love Got to Do with It? Understanding Sexual Behavior among Adolescents*  
 Laurie J. Bauman and Rebecca Berman, Albert Einstein College of Medicine  
*Measuring HIV/STD Risk in Populations: Results of a Pilot Telephone Survey Conducted in Two States in 2001*  
 John E. Anderson, Division of HIV/AIDS Prevention, Centers for Disease Control and Prevention; Sheila Knight, Research Triangle Institute  
 Discussant: Norman M. Bradburn, National Science Foundation

## JOINT AAPOR/IFD&amp;TC SESSION—NONRESPONSE ISSUES IN MAIL SURVEYS

Chair: Young Chun, American Institutes for Research  
*The Survey Is in the Mail: Will It Get Opened?*  
 Christina Frederick, Joe Mammone, and Barbara O'Hare, Arbitron, Inc.  
*Printing Toll-Free Number on Survey Mailings to Reassure Apprehensive Respondents*  
 Martha Stapleton Kudela and W. Sherman Edwards, Westat; Barbara Crawley and Lori Teichman, Centers for Medicare and Medicaid Services (CMS)  
*The Impact of Security and Safety Concerns on Item Nonresponse in the USPS Household Diary Study*  
 Johanna Zmud and Heather Contrino, NuStats  
*Tracking Cooperation Levels among Medical Providers in the National Immunization Survey*  
 Kate Ballard-LeFauve, Martin Barron, and Michael P. Battaglia, Abt Associates; Ali Mokdad, National Immunization Program; Robert A. Wright, National Center for Health Statistics, Centers for Disease Control and Prevention  
*Item Nonresponse and Respondent Expertise in a Mail Survey of Physicians*  
 Paula Henning and Todd Rockwood, Division of Health Services Research, Policy, and Administration, University of Minnesota; Michael Finch, Center for Health Care Policy and Evaluation, United Health Group; Bruce Center, Family Practice/Community Health, University of Minnesota  
 Discussant: Robert Baumgartner, PA Consulting Group

## ROUNDBLE—DATA QUALITY OF HEALTH INSURANCE SURVEYS

Organizer and Moderator: Joanne Pascale, U.S. Bureau of the Census  
 Participants: Stephen Zuckerman, The Urban Institute; Terry L. Richardson, National Center for Health Statistics; Timothy Beebe, State Health Access Data Assis-

tance Center, University of Minnesota; Anthony M. Roman, Center for Survey Research, University of Massachusetts—Boston

JOINT AAPOR/IFD&TC SESSION—INTERVIEWER ASSESSMENT AND TRAINING—PRODUCTION AND DATA QUALITY

Chair: John Huffman, NetRatings, Inc.

*Improving Interviewer Training Using the Results of Pre- and Post-Survey Concepts Tests: A Case Study from the Current Population Survey (CPS) Annual Income Supplement*

Geraldine Burt and Lisa Knight, U.S. Bureau of the Census

*Improving Field Interviewer Performance: The Effects of Shadowing*

Kristina Ahlen and Tim Flanigan, Research Triangle Institute

*Interviewers' Anxiety and Its Relationship to Completion/Refusal Rates and Perceived Self-Efficacy*

Dong Xie, Yangyang Yuan, Lewis R. Horner, and Gerald M. Kosicki, Center for Survey Research, Ohio State University

*Measuring Interviewers' Performance in Telephone Surveys*

Claire Durand, Department of Sociology, University of Montreal

Discussant: Joan S. Cwi, Battelle Centers for Public Health Research and Evaluation

SHORT COURSE—DESIGNING EFFECTIVE SURVEY INSTRUMENTS FOR THE WEB

Mick P. Couper, University of Michigan