

CONFERENCE PROGRAM

World Association for Public Opinion Research

ATTITUDES TOWARDS AMERICA, AMERICANS, AND AMERICAN FOREIGN POLICY

Chair: Elizabeth Nelson, Taylor Nelson Group, Ltd.
France, Great Britain, and the Federal Republic of Germany
Robert Worcester, MORI
Latin America
Fred Turner, University of Connecticut

THE CHANGING ROLE OF WOMEN AROUND THE WORLD

Chair: Rena Bartos, The Rena Bartos Company
Marketing to Women Around the World
Rena Bartos, The Rena Bartos Company
Women in Europe
Helene Riffault, Faits et Opinions
Changing Aspirations: A Study of Canadian and Australian Women
George Clements, J. Walter Thompson Canada
I, Independent Individual: A Study of Finnish Women
Terttu Kampi, Consumer Compass

PUBLIC OPINION IN NORTH AMERICA

Chair: Seymour Martin Lipset, Stanford University
American and Canadian Attitudes: Differences and Similarities
Michael Adams, Environics Research Group
Foreign Policy Attitudes: A Comparison of English and French Canadians
Nathaniel Stone, Department of External Affairs, Canada
A Panel Analysis of Attitudes Toward Free Trade Between Canada and the United States
Edward Cloutier, University of Montreal

TRANSITION TO DEMOCRACY

Chair: Frederick Turner, University of Connecticut
Public Attitudes and the Return to Democracy in Argentina
Enrique Zuleta, Universidad de Belgrano
Democratic Transition in Brazil
Orjan Olsen, Pesquisa de Opinião Publica e Politica
Uruguayan Journalists and the Return to Democracy
Ray Carter, University of Minnesota

American Association for Public Opinion Research

DIDACTIC SESSION

RESPONSE VARIANCE IN SURVEYS

Colm O'Muircheartaigh, London School of Economics

PLENARY SESSION

POLITICAL ADVERTISING AND THE 1988 CAMPAIGN

Chair: Kathleen Frankovic, CBS News
 Donald Ringe, Ringe Media, Inc.
 Frank Greer, Greer & Associates
 Peter Miller, Northwestern University
 Michael Rowan, The Rowan Group
 Quick Tally

RELATIONSHIPS AMONG INTERVIEWER, RESPONSE, AND
NON-RESPONSE ERRORS

Chair: Pamela Campanelli, U.S. Bureau of the Census
Measuring Errors Due to Response and Non-Response
 Clyde Tucker, Bureau of Labor Statistics
Comparison of Response Effects for Early and Late Respondents to a Mail Survey
 Stephen A. Ayidiya and McKee McClendon, University of Akron
Who Says No to Whom—and Why: Respondent-Interviewer Interactions in a General Population Survey on AIDS
 Patricia Murphy and Diane Binson, University of Illinois at Chicago
The Influence of Interviewer Characteristics on the Quality of Survey Data in Less Developed Settings: Experimental Evidence from Nepal
 William Axinn, University of Michigan
 Discussant: Paul Moore, Research Triangle Institute

POLLS AND THE MAKING OF PUBLIC POLICY I

Chair: Bruce Altschuler, State University of New York at Oswego
Polls and Policy-makers: The Case of the National Security Council
 Ronald H. Hinckley
International Control of Atomic Energy: 1945-48
 Thomas W. Graham, Massachusetts Institute of Technology
The Literacy of Canadians: Research Results and Implications for Survey Research
 Paul Nesbitt, The Creative Research Group, Ltd.
Public Opinion Politics from the Top Down
 Cliff Zukin, Rutgers University

THE CHANGING AMERICAN FAMILY

Chair: Barbara Lee, CBS
All in the Family: The Communications Gap Revisited
 Edward B. Keller, The Roper Organization
Is the American Family Falling Apart? Changes in Family Related Attitudes and Behavior of Young People in the U.S.
 Nicholas Zill, Child Trends, Inc.
Families at Risk: Teenage Mother and Child
 S. Philip Morgan, University of Pennsylvania

ADVERTISING AND INFLUENCE: MEASURING EFFECTS

Chair: Chuck Rund, Charlton Research
An Update on What's Happening in Public Relations Measurement
 Walter Lindemann, Ketchum Public Relations
The Impact of Advertising on Young Single New Yorkers' Sexual Behavior in the AIDS Epidemic
 Harold Quinley, Yankelovich Clancy Shulman
Televised Political Advertising and Image Formation: Some New Evidence
 Donald T. Cundy, Utah State University
Advertising and National Development: The Chinese Experience
 Jung-Sook Lee and Wen-Ling Chiu, Boston University

Long Term Changes in Perceptions of an Urban Area Subsequent to an Advertising Campaign

Kurt Anderson, Southern New England Telephone Company, and James H. Watt, University of Connecticut

COGNITIVE RESEARCH ON QUESTION WORDING: SUBJECTIVE PHENOMENA

Chair: George Bishop, University of Cincinnati

Context Effects: When They Occur and How Often

Roger Tourangeau and Kenneth A. Rasinski, NORC

The Survey Interview and the Logic of Conversation: Implications for Questionnaire Construction

Norbert Schwarz, ZUMA

No Opinion Filters—A Cognitive Perspective

Hans J. Hippler, ZUMA

Discussant: Betsy Martin, U.S. Bureau of the Census

TRENDS AND FUTURES IN VALUES AND OPINION MEASUREMENT

Chair: Claire Badaracco, Marquette University

Evolution of Psychographic Types

Bruce Macadomy, Stanford Research Institute

The Empirical Perspective

Robert Cohen, Yankelovich Clancy Shulman

New Populations, Revised Clusters

John DeReu, Claritas

Discussant: Harry O'Neill, The Roper Organization

POLLS AND POLICY II: SURVEY RESEARCH FOR CONGRESS: GAO'S ROLE IN LEGISLATIVE CHANGE

Chair: Bernard Roshco, U.S. Department of State

Changes in GAO's Use of Survey Data

William Eckert

Private Pension Plan Sponsors and ERISA

William Eckert

Air Traffic Controllers and Post-Strike Opinions

Fran Featherston

Vietnam Veteran Counseling Program

David Bellis

Discussant: Laure Sharp, Survey Research Center, University of Maryland

A DEBATE: IS SAMPLING ERROR THE APPROPRIATE WARNING?

Chair: J. Ronald Milavsky, NBC

Michael Kagay, *New York Times*

Warren Mitofsky, CBS News

Andrew Mollison, Cox Newspapers

Burns Roper, The Roper Organization

LUNCHEON MEETING: LOCAL CHAPTER EXCHANGE

Organizer: Roni Rosner, former president, NYAAPOR

Donna Card Charron, incoming chair, AAPOR Membership and Chapter Relations

MEASURING RISK: ASSESSMENT OF THE HAZARDS, COMMUNICATION AND UNDERSTANDING OF RISKS

Chair: John L. Warren, Research Triangle Institute

The 1987 Surveys of Generators and Managers of Hazardous Wastes

John L. Warren, Research Triangle Institute

Public Attitudes Towards Food Irradiation: Risk Communications, Risk Assessments, and Ideology in the Evaluation of Nuclear Technology

Robert E. O'Connor, Pennsylvania State University

"Whose Fault Is It?": Reporting on Risk and Questions of Responsibility

Phyllis Endreny, University of Illinois at Chicago, and Eleanor Singer, Columbia University

Ethnic Differences Among Selected Indicators of Health Information Processing: Lessons from AIDS

Lalit Acharya and Anthony R. Fellow, California State University, Fullerton

FOCUS GROUPS AND PROBLEM SOLVING

Chair: Edward Fern, Virginia Polytechnic Institute

Innovative Problem Solving: Uses of Qualitative Research

Luane Kohnke, Citibank, and John Trost, Trost Associates, Inc.

A Focus Group Approach to Translating Questionnaire Items

Alicia S. Schoua-Glusberg, NORC

Confusion and Concern: Focus Groups and AIDS

Barbara Kaplan, The Gene Reilly Group

Focus Groups in Political Campaigns

Fred Hartwig, Peter Hart & Associates

SURVEY RESEARCH IN HISTORICAL PERSPECTIVE I

Chair: Al Gollin, Newspaper Advertising Bureau

Survey Research in the United States: Roots and Emergence, 1890-1960

Jean Converse, University of Michigan

Discussants: Seymour Sudman, University of Illinois; James A. Davis, Harvard University; and David L. Sills, Social Science Research Council

ROUNDTABLES

Communicating with Clients

Meryl Moritz, Meryl Moritz Resources, and Janice Ballou, Response Analysis Corporation

What Sank Judge Bork: Alternative Explanations for the Senate Vote

Organizer: Jim Swinehart, Public Communication Resources, Inc.

Survey Respondents as Informants for the Organizations for Which They Work

Organizer: Joe L. Spaeth, University of Illinois, Urbana-Champaign

Research Policy in the Information Society

Chair: Harold Mendelsohn, University of Denver

SURVEY RESEARCH AND FREEDOM OF INFORMATION LAWS

Chair: Stanley Presser, National Science Foundation

Survey Research and Freedom of Information Laws

Allan Tomkins and Mark Small, University of Nebraska; Joe Cecil, Federal Judicial Center

Discussants: Irving Crespi, Irving Crespi & Associates, and Deborah Hensler, The RAND Corporation

SURVEY RESEARCH IN HISTORICAL PERSPECTIVE II: MEASURING PUBLIC OPINION BEFORE SURVEYS

Chair: James Beniger, Annenberg School of Communications, University of Southern California

Women's Suffrage and the 1920 Election

Richard Maisel, New York University; Peter Tuckel and Robert Yaffee, CUNY;
and Kurt Schlichting, Fairfield University

Public Taste and Its Influence on the Nature of the Artform and Its Artists

June Riess Goldner, Queens College, CUNY

Public Opinion and Public Space: Putting Survey Research Technology in Historical Context

Susan Herbst, Annenberg School of Communications, University of Southern California

Sometimes Public Opinion Leaders: A Study of 50 Years of Editorial Writing in Southern Indiana Weekly Newspapers

Craig Sanders, Indiana University

HONESTLY BAD RESEARCH: CAUSES AND POSSIBLE CURES

Chairs: Robert S. Lee, Pace University, and Sheldon Gawiser, Gawiser Associates, Inc.

Participants: Lester Frankel, Audits and Surveys, and Leo Bogart, Newspaper Advertising Bureau

MAGAZINE READERSHIP MEASUREMENT

Chair: Peter Miller, Northwestern University

Participants: Timothy Joyce, Mediamark Research, Inc., and Pamela Baxter, Simmons Market Research Bureau, Inc.

Discussant: Seymour Sudman, University of Illinois

POLLING IN CENTRAL AMERICA: CURRENT METHODS AND INTERPRETATIONS

Chair: Harold Quinley, Yankelovich Clancy Shulman

William Millard, U.S.I.A.

William Bollinger, InterAmerican Research Center

Miguel Basáñez, National University of Mexico

Norman Webb, Gallup UK

INSTITUTIONAL REVIEW BOARDS (IRBs) AND AIDS RESEARCH ON SENSITIVE TOPICS

Chairs: Ann F. Brunswick, Columbia University, and John M. Boyle, Schulman, Ronca and Bucuvalas

NETWORK OF STATE POLLS MEETING

Organizer: Kandis Steele, University of Alabama

PLENARY SESSION**THE UNITED STATES AND THE SOVIET UNION: PUBLIC OPINION IN BOTH COUNTRIES BEFORE AND AFTER GLASNOST**

Chair: Neil Upmeyer, The Gallup Organization

Valeriy Korobienikov, U.S.S.R. Academy of Sciences

John Robinson, University of Maryland

John Martilla, Martilla & Kiley

W. Phillips Davison, Columbia University

JOINT AAPOR/WAPOR SESSION**CHANGING SEXUAL LIFESTYLES—AND THEIR IMPLICATIONS FOR AIDS**

Chair: J. Ronald Milavsky, NBC

Changing Sexual Lifestyles in Great Britain

Gordon Heald, Gallup UK

What We Have Learned from Research on AIDS

John Samuels, British Market Research Bureau
Perceived Risk, Perceived Efficacy, and Sexual Behavior
 Ronald Kessler, University of Michigan

HOW SURVEY DESIGN DECISIONS AFFECT NON-RESPONSE

Chair: Jack Ludwig, The Gallup Organization

Investigation of Interview Attempts in Relation to Survey Results

Lorna Opatow, Opatow Associates, Inc.

Call Attempts and the Probability of Interview Completion

B. F. Allen, S. M. Englehart, V. F. Nieva, and M. D. Rhoads, Westat

Gender Bias: Analysis of Factors Causing Male Underrepresentation in Surveys

Edward Lakner and Diane O'Rourke, University of Illinois

Variations in Survey Respondent Selection by Telephone

Cecilie Gaziano, marketing/opinion consultant

THE POLLS—THEIR REPORTING, THEIR EVALUATION, AND THEIR ACCURACY

Chair: Floyd Ciruli, Ciruli Associates

Public Perceptions of News Media Reporting of Polls

Michael Salwen and Bruce Garrison, University of Miami

Who Will Talk to Reporters? Biases in Survey Reinterviews

Mark Baldassare and Cheryl Katz, University of California, Irvine

The Characteristics of Polling Organizations and Polling Accuracy

Irv Crespi, Baruch College

Polling in Canada

Michael Adams, ENVIRONICS

POLLING IN SOCIALIST SOCIETIES

Chair: Alvin Richman, U.S. Department of State

Jian-Hua Zhu, Indiana University

Hai-rong Li, Michigan State University

Neil Upmeyer, Gallup Organization

James McGregor, U.S.I.A.

PUBLIC OPINION ON AIDS

Chair: Teresa F. Rogers, Columbia University

Report on First Global Survey on AIDS: Level of Knowledge and Behavior

Alec M. Gallup and George H. Gallup, Jr., The Gallup Organization

Knowledge and Attitudes About AIDS from the National Health Interview Survey

Owen T. Thornberry and Ronald W. Wilson, National Center for Health Statistics

Trends in American Public Opinion About AIDS

Eleanor Singer and Theresa F. Rogers, Columbia University

Determinants of Public Opinion About AIDS

Horst Stipp and Dennis Kerr, NBC

Discussant: Laurie Bauman, Albert Einstein College of Medicine

COGNITIVE RESEARCH ON QUESTION WORDING: OBJECTIVE PHENOMENA

Chair: Nancy Mathiowetz, National Center for Health Services Research

A Cognitive Approach to Questionnaire Design

David Mingay, Gordon Willis, Jared Jobe, Patricia Royston, Deborah Bercini, and Monroe Sirken, National Center for Health Statistics

A Schema-Based Approach to Question Asking

Marilyn Mauch and Carolyn Boyce, U.S. General Accounting Office

Experiments in Information Retrieval

Judith Fiedler, Group Health Cooperative of Puget Sound, and Elizabeth Loftus,
University of Washington

Sex Bias in the Use of Vague Quantifiers

Nora Cate Schaeffer, University of Wisconsin

ISSUES IN MAIL SURVEYS: MEASURING AND IMPROVING SURVEY QUALITY

Chair: James Frey, University of Nevada at Las Vegas

Minimizing Respondent Burden in Mail Questionnaires

Fran Featherston and Luann Moy, U.S. General Accounting Office

Differences in People's Answers to Telephone and Self-Administered Questionnaires: Results of Field and Laboratory Experiments

Don Dillman and John Tarnai, Washington State University

The Joint Effect of Personalization and a Prepaid Monetary Incentive on Mail Questionnaire Response Rates

Robert Baumgartner and Pamela Rathbun, HBRS

Finding the Right Respondent: Data Quality Comparisons of Telephone and Mail Data Collection in a Survey of Employers

Catherine Haggerty and Sara Segal Loevy, NORC

Discussant: Therese DeMaio, U.S. Bureau of the Census

SOURCES OF OPINION

Chair: Michael Kagay, *New York Times*

Attitudinal Roots of Popular Protest in France: Differences Between Before and After Measurement

Roy Pierce and Philip Converse, University of Michigan

The Stability of Socio-Political Orientations Across the Life Span

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

Education and Political Tolerance: Testing the Effects of Cognitive Sophistication and Target Group Affect

Frederick C. Licari and Lawrence Bobo, University of Wisconsin

Fact-Based vs. Opinion-Based Information in Making Political Judgments

James Kuklinski, Victor Ottati, Ellen Riggle, and Robert S. Wyer, Jr., University of Illinois; Norbert Schwarz, ZUMA

"THE SPIRAL OF SILENCE": OTHER CONCEPTUALIZATIONS

Chair: Wolfgang Donsbach, University of Mainz

Towards a Notion of "World Opinion": A Comparative Content Analysis

Frank Louis Rusciano, Rider College; Roberta Fiske Rusciano, Rutgers University; and Peggy Spitzer Christoff, University of Cincinnati

The Role of Public Opinion in Tocqueville's Democratic Theory: Some Hypotheses Augmenting the Spiral of Silence

Barbara Allen, Indiana University

If You're for It, I'm Against It, or At Least I'll Keep My Mouth Shut

Fred H. Goldner, Queens College, CUNY

An Exploratory Study on Cross-Cultural Dimensions of Power and Control

G. Ray Funkhouser, Annenberg School of Communications, University of Pennsylvania, and Hans-Bernd Brosius, Institut für Publizistik, Johannes Gutenberg Universität Mainz

SURVEYS AND INTERVENTIONS

Chair: Richard Warnecke, University of Illinois at Chicago

The Utility and Futility of Collaborative Research: The North Carolina Mutual Self-Help Smoking Cessation Trial

Edward F. Brooks, Mary Anne Salmon, and Victor H. Schoenbach, University of North Carolina; S. Tracy Orleans, Fox Chase Cancer Center

Putting Randomized Experiments and Sample Surveys in Tandem: Capitalizing on the Strengths of a Dual Methodology

Robert Mason, Oregon State University

Tailoring Education and Evaluation Methods for Lower SES Women

B. Rimer, M. Keintz, L. Fleisher, S. Workman, and P. F. Engstrom, Fox Chase Cancer Center

Utilizing Health-Related Behavioral Models to Focus the AIDS Research Agenda

Robert E. Simmons, Carol L. Hills, and Jung-Sook Lee, Boston University

THE PUBLIC DIMENSION OF NATIONAL SECURITY

Chair: Don Munton, University of British Columbia

Basic Dimensions of National Security Beliefs in the F.R.G.

Hans Rattinger, University of Bamberg and University of Toronto

Threats, Arms, and Security in Canadian Public Attitudes

Don Munton, University of British Columbia

Americans Talk Security: The Emergence of Affordability and "Economic Health" as National Security Issues

Andrew Borinstein, The Daniel Yankelovich Group

British Perceptions of Gorbachev, Reagan, the U.S.S.R., and the U.S.

Philip Sabin, Kings College

Arms, Security, and the Public in the Netherlands

Philip Everts, University of Leiden

LEGAL RESEARCH AND SURVEY RESEARCH

Chair: Stuart Herman, Technical Analysis and Communications Inc.

Legal Research: Try It, You May Like It

Harry O'Neill, The Roper Organization

The Impact of the Law on Differences Between Public and Private Attitudes

Joseph E. Scott, Ohio State University, and Charles Winnick, CUNY

Discussant: James C. Farrell

ROUNDTABLES

The Hite Report

Deborah Hensler (Chair), The RAND Corporation; Shere Hite, Hite Research;

Tom W. Smith, NORC; Louis Genevie, Louis Harris & Associates

Administrative Designs and Questionnaire Development for CATI Surveys

Sandra Berry and Diane O'Rourke, The RAND Corporation; Mary Spaeth, University of Illinois

The Electronic Media Rating Council

Melvin A. Goldberg, Electronic Media Rating Council, Inc.

MEDIA EFFECTS: INFORMATION TRANSMISSION AND ITS EFFECT ON PUBLIC OPINION

Chair: Regina Sherard, University of North Carolina

Flashlight Coverage: State News on National Broadcasts

Doris Graber, University of Illinois at Chicago

Setting the Polling Agenda for the Issue of AIDS

James W. Dearing, Annenberg School of Communications, University of Southern California

Understanding Issues in the News: "I Don't Know Much About This, But . . ."

Marion R. Just, Wellesley College; Ann N. Crigler, University of Southern California; and W. Russell Neuman, Massachusetts Institute of Technology

Ideodynamics: A Mathematical Model of the Impact of Press Coverage on Public Opinion

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

TRENDS IN PUBLIC OPINION: MOVING FORWARD AND LOOKING BACK

Chair: Murray Edelman, CBS News

Liberal and Conservative Trends in the United States Since World War II

Tom W. Smith, NORC

Collective American Memories About Important People over the Past Fifty Years

Howard Schuman and Jacqueline Scott, University of Michigan

Value Stability and Change in American Society, 1968–1981

Milton Rokeach and S. J. Ball-Rokeach, Annenberg School of Communications, University of Southern California

An Examination of the Growth of Political Conservatism Among Black Americans

Scott Keeter and Elliott Banks, Virginia Commonwealth University

Stability and Change in American Public Opinion on Foreign Policy, 1974–1986

Barbara Bardes, Loyola University of Chicago, and Robert Oldendick, University of Cincinnati

Discussant: Richard Sobel, University of Connecticut

ASKING QUESTIONS ABOUT SENSITIVE TOPICS

Chair: Kenneth John, *Washington Post*

Finding Toxic Waste Dumpers

Alfred Vogel, Response Analysis

Asking About Risk Behaviors in AIDS Surveys: Some Methodological Considerations

Dominic Lasorsa and Pamela Shoemaker, University of Texas

The Efficacy of Confidentiality Warnings in Survey Research on Sensitive Topics: The New York State Drug Survey

John M. Boyle, Schulman, Ronca and Bucuvalas, and James Schmeidler, New York State Division of Substance Abuse Services

The Impact of Racism on Political Thinking: New Methods of Assessment

Thomas Piazza and Larry Shinagawa, University of California, Berkeley; and Paul M. Sniderman, Stanford University

NEW DATA COLLECTION TECHNOLOGIES: EVALUATING MACHINE ASSISTANCE IN THE SURVEY PROCESS

Chair: William Connett, University of Michigan

A&S Voice CATI

Barry Feinberg, Audits & Surveys

Computer-Aided Personal Interviewing as a Method for Data Collection in Survey Research

N. J. Birkett, Toronto General Hospital

Computer Audience Opinions Systems: Methods, Options, and Developments

Frank Biocca, University of North Carolina

Random Digit Automated Dialing, Automated Recordings, and Their Effects on Samples

Jeffrey Stonecash, Syracuse University

Discussant: William Nicholls, U.S. Bureau of the Census

THE 1988 ELECTION—POLLS AND MEDIA

Chair: Eugene Declercq, Merrimack College

Winnowing the Field: Media Coverage and the Nominating Process

Gladys Lang and Kurt Lang, University of Washington

Public Evaluations of the 1988 Nominating Process

Michael Traugott and Margaret Petrella, The Gallup Organization

Media Momentum or Political Organization: The Iowa and New Hampshire Contests

David Moore, University of New Hampshire

As Iowa Goes, So Goes New Hampshire?

Peter Lemieux, Massachusetts Institute of Technology

Discussant: Penn Kimball

FINDING AND INTERVIEWING HARD TO REACH RESPONDENTS

Chair: Chuck D. Cowan, Center for Education Statistics

Pushing the Outside of the Envelope in Survey Research: Flight-Test Results from a Nationwide Psychosocial Epidemiological Survey of Vietnam Veterans

Richard A. Kulka, William E. Schlenger, and Michael F. Weeks, Research Triangle Institute; John M. Boyle, Schulman, Ronca and Bucuvalas

A Methodology for Surveying the Homeless

Mary Utne O'Brien, NORC

Methodological Issues in Population Surveys: Research in Puerto Rican Communities in the Northeastern United States

Sarah McGraw, Donald Brambilla, M. Idali Torres, Sonja M. McKinlay, Maria Borrero, and J. Emilio Carrillo, American Institutes for Research

Surveys of Hard to Reach Populations: Telephone Coverage and Contact Rates in Black Communities

Edward Lakner, Richard Warnecke, and John Vidmar, University of Illinois