

AAPOR CONFERENCE PROGRAM

SHORT COURSE—INTRODUCTION TO SURVEY SAMPLING

Colm O'Muircheartaigh, London School of Economics

WAPOR SESSION—PUBLIC OPINION THEORY

Chair: Wolfgang Donsbach, Technical University, Dresden, Germany
Continuity in Spiral of Silence Research

Elisabeth Noelle-Neumann, Institut for Demoskopie Allensbach, Germany
Opinion Change Theory: Basic Theoretical Building Blocks

Edouard Cloutier, University of Quebec, Canada
The Folklore Approach to Public Opinion

Martin Brouwer, University of Amsterdam, Netherlands
World Opinion as a Concept

Frank Rusciano and Minmin Wang, Rider University, U.S.A., and Roberta
Fiske-Rusciano, Rutgers University, U.S.A.

Discussant: Vincent Price, University of Michigan, U.S.A.

WAPOR SESSION—THE FUTURE OF SOCIETIES IN TRANSITION

Chair: Mary McIntosh, United States Information Agency and George Washington
University, U.S.A.

Russia

Elena I. Bashkirova, ROMIR Moscow, Russia

Poland

Janos Janjerchina, Krakow, Poland

Lithuania

Rasa Alishauskiene, BALTIC SURVEYS, Vilnius, Lithuania

Hong Kong Issues: Public Opinion in Four Major Cities in Mainland China

Huixin Ke, Beijing Broadcasting Institute, China

WAPOR SESSION—ELECTIONS IN AN INTERNATIONAL PERSPECTIVE

Chair: Nick Moon, NOP Research, London, U.K.

*Undecided Respondents in the New Zealand 1993 General Election: Subverters of
Polling Accuracy?*

Janet Hoek and Philip Gendall, Massey University, Palmerston North, New
Zealand

Economic Influences on British Voting Behavior

J. Andrew Brown, Gallup Organization, London, U.K.

*Use of the Press to Predict Public Opinion on the 1995 Sovereignty Referendum in
Quebec*

David P. Fan and Geoffrey Haswell, University of Minnesota, U.S.A.

Public Opinion toward Holding a Referendum in Sweden

Donald Granberg, University of Missouri, U.S.A., and Mikael Gilljam, Goteborg
University, Sweden

Public Opinion and the Russian Presidential Election: A Red Resurgence?

Richard Dobson, United States Information Agency, U.S.A.

**WAPOR SESSION—THE FUTURE OF SOCIETIES IN TRANSITION II:
LATIN AMERICA**

Chair: Carlos Elordi, Roper Center, U.S.A.

Political Culture in the Region

Marta Lagos, Market Opinion Research International (MORI) Chile, Santiago, Chile

Common Images in the Southern Cone

Maria Braun, MORI Argentina, Cordoba, Argentina

Perceptions of Economic Issues

Augustin Canzani, Equipos Consultores Asociados, Montevideo, Uruguay

**SHORT COURSE—THINKING ABOUT ANSWERS: THE APPLICATION OF
COGNITIVE PROCESS TO SURVEY METHODOLOGY**

Norbert Schwarz, University of Michigan

Seymour Sudman, University of Illinois

**WAPOR SESSION—AGENDA SETTING IN AN INTERNATIONAL
PERSPECTIVE**

Chair: Maxwell E. McCombs, University of Texas at Austin, U.S.A.

Candidate Images in Taiwan's First Presidential Election

Ven-Hwei Lo and Pu-tsung King, National Chengchi University, Taiwan

Two Levels of Agenda-Setting Effects in the 1995 Regional Elections in Spain

Juan Pablo Llamas and Frederico Rey, University of Navarra, Spain

Exploring the Second Level of Agenda Setting in Spain's 1996 National Election

Esteban Lopez-Escobar, University of Navarra, Spain

Who Sets the News Agenda? Professional Values in Spanish Election News

Maria Jose Canel, University of Navarra, Spain

Agenda Setting of Public Sentiments: Bringing "Values" into the Concept

Andreina Mandelli, Bocconi University, Milan, Italy

WAPOR SESSION—THE FUTURE OF SOCIETIES IN TRANSITION III

Chair: Brian Gosschalk, MORI London, U.K.

Public Opinion Research in an Evolving Democracy: The Case of Bangladesh

Q. K. Ahmad with Nilufar Banu, Bangladesh Unnayan Parishad (BUP), Bangladesh

Perceptions of Change across Two Generations in Egypt

Beverly A. Jensen, American University, Cairo, Egypt

The President's Performance Rating in the Philippines: Is It Issue-Driven?

Luis El. Abenir, Philippine Social Science Center, Quezon, Philippines

An Empirical Assessment of the Process of Democratization in South Africa

Mari Harris, MARKINOR, Pinegowrie, South Africa

**WAPOR SESSION—ATTITUDE FORMATION: INTERNATIONAL RESEARCH
PERSPECTIVES**

Chair: Frits Spangenberg, Motivaction Amsterdam, Netherlands

Can a Common Experience Lead to a Common Perception? Assessing Regional Public Opinion about Health Issues in Russia, Hungary, Poland, and the Czech Republic

Fiona Chew, Syracuse University, U.S.A.; Zdenek Kuccra, National Center for Health Promotion, Prague, Czech Republic; Vladimir Levshin, Russian Academy of Medical Sciences, Moscow, Russia; Zofia Slonska, National Institute of Cardiology, Warsaw, Poland; Peter Makara, National Institute for Public Health, Budapest, Hungary; and Sushma Palmer, Central European Center for Health and Environment, Berlin, Germany

How Are Central and East European Attitudes Structured? An Examination of a Hierarchical Model of Attitude Constraint in the Transitional Societies of Central and Eastern Europe

Mary McIntosh, United States Information Agency and George Washington University, U.S.A., and Phil Riggins, United States Information Agency, U.S.A.
Setting New Priorities in Family Values: Attitudes toward New Roles for Women in North America and Europe

Robert M. Worcester, MORI London, U.K.
Who Will Talk? On the Use of Standardized and Qualitative "Oral History" Interviews in the Study of Nazi Germany

Karl-Heinz Reuband, Technical University, Dresden, Germany
Political Efficacy among East and West Germans

Holli A. Semetko, University of Amsterdam, Netherlands, and Syracuse University, U.S.A., and Patti M. Valkenburg, University of Amsterdam, Netherlands

WAPOR SESSION—PUBLIC OPINION FROM AROUND THE WORLD

Chair: Elizabeth H. Nelson, UK Eco Labeling Board, London, U.K.

The 1995 World Values Survey: Some Preliminary Results

Miguel Basañez, Institute for Social Research (ISR), University of Michigan, U.S.A., and MORI Mexico, Mexico

Public Opinion and Parliamentary Action: Responsiveness of the German Bundestag in Comparative Perspective

Frank Brettschneider, University of Stuttgart, Germany

Minding One's P's and Q's and One's P's and C's: Handling Grammatical

Gender Issues in International Survey Questionnaires

Janet Harkness, Zentrum für Umfragen Methoden und Analysen (ZUMA), Mannheim, Germany

Similarities and Differences in Japanese Public Opinion

Nicolaos E. Synodinos, University of Hawaii, and Shigeru Yamada, Kokushikan University, Tokyo, Japan

Are You Proud of the GDR? Some Answers to an Open Question

Peter Ph. Mohler and Cornelia Zull, ZUMA, Mannheim, Germany

WAPOR SESSION—PUBLIC OPINION, POLITICS, AND THE MEDIA

Chair: Maxwell E. McCombs, University of Texas at Austin, U.S.A.

Partisanship and Communication Patterns during the 1992 Campaign

Wen-Chih Wu, Texas Tech University, U.S.A.

The Almost Candidate: Media Courtship of Colin Powell

Tamara Bell, University of Texas at Austin, U.S.A.

Measuring the Emotional Component of Public Opinion

Dixie Evatt, University of Texas at Austin, U.S.A.

Need for Orientation and Intermedia Agenda Setting

Pamela McQuesten, University of Texas at Austin, U.S.A.

The National Issues Convention: Three Comparisons of Public Journalism and Traditional News Coverage of a Deliberative Poll

Rusty Graham, Amy Reynolds, and Lisa Wyatt, University of Texas at Austin, U.S.A.

AAPOR/WAPOR PLENARY SESSION

DELIBERATIVE POLLS: WHAT DO THEY ADD TO OUR UNDERSTANDING OF PUBLIC OPINION?

James Fishkin, University of Texas at Austin

Roger Jowell, Social and Community Planning Research

Andrew Kohut, Pew Research Center for the People and the Press

Warren Mitofsky, Mitofsky International

Organizer and Moderator: Jacob Ludwig, Princeton Survey Research Associates

AAPOR/WAPOR SESSION—PUBLIC OPINION TOWARD INTERVENTION IN BOSNIA

Chair: Jim Norman, *USA Today*

U.S. Attitudes and Policy toward Bosnia

Richard Sobel, Princeton University, U.S.A.

British Attitudes toward the Bosnian Situation

Robert J. Wybrow, Gallup Organization, U.K.

How Americans View Bosnia: A Case Study of Public Support for the Use of Force Abroad

Alvin Richman, United States Information Agency, Washington, DC, U.S.A.

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

AAPOR CONCURRENT SESSIONS

ALTERNATIVE RESPONDENT-SELECTION PROCEDURES FOR HOUSEHOLD SURVEYS

Chair: Carolyn Miller, Princeton Survey Research Associates

Modeling Selection of Respondents within Household in Telephone Surveys

Charles Denk, Thomas M. Guterbock, and Dan Gold, University of Virginia

A Comparative Study of Three Respondent-Selection Techniques for Telephone Survey Research

Elaine Christiansen, Rajesh Srinivasan, and Robert Tortora, Gallup Organization

The Benefits of a "Multiple-Persons-per-Household" Sample Design

Barbara Woods, Arbitron Company

Respondent Selection within Household: Comparison of Alternate Methods

G. Donald Ferree, Jr., Roper Center

Discussant: Mark Schulman, Schulman, Ronca and Bucuvalas, Inc./Hunter College

JOURNALISM AND INFORMATION

Chair: Anke Grosskopf, University of Pittsburgh

The Growing Dominance of Opinionated Journalism in U.S. Presidential

Campaign Television Coverage

Catherine Steele and Kevin Barnhurst, Syracuse University

The New Long Journalism: Evidence and Implications

Diana Mutz, University of Wisconsin—Madison, and Kevin Barnhurst, Syracuse University

The Media, Public Knowledge, and Trust in Government

John Benson, John T. Young, and Robert J. Blendon, Harvard University;

Mollyann Brodie and Drew E. Altman, Henry J. Kaiser Family Foundation; Rich

Morin and Mario Brossard, *Washington Post*

What Do Citizens Know? The Focus Group Verdict

Doris Graber, University of Illinois at Chicago

Discussant: Wayne Wanta, University of Oregon

INVESTIGATING MODE EFFECTS (AND OTHER ARTIFACTS OF METHOD)

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

Testing Results from Different Mediums of Collecting Data: A Methodological Analysis

Ricardo Gazel and Keith R. Schwer, University of Nevada, Las Vegas

ACASI: A Practical Analysis

Nicole Grilley, Yin Kean, and Bronwyn Nichols, University of Chicago

Question Order Effects in Voting Surveys

Nick Moon, NOP Research

Measuring Crime in Public Housing Methodological Issues and Research Strategies

Lanny Piper, Research Triangle Institute, and Harold Holzman, Department of Housing and Urban Development

Discussant: Preston Jay Waite, U.S. Bureau of the Census

LESSONS FROM THE DELIBERATIVE POLLS

Organizer and Chair: Norman Bradburn, National Opinion Research Center

Information Gains and Opinion Changes: Some Results from the National Issues Convention

Robert C. Luskin, University of Texas at Austin

Social and Community Planning: Results from the British Deliberative Polls

Roger Jowell, Social and Community Planning Research

Field Challenges in Getting a National Sample to Come to Austin

Woody Carter and Sally Murphy, National Opinion Research Center

A Field Experiment to Evaluate Viewing the National Issues Convention on TV

Kenneth A. Rasinski, National Opinion Research Center

NEW TECHNOLOGY AND RESOURCES, THE INTERNET, AND THE WORLD WIDE WEB

Chair: Jay Mattlin, NBC News Audience Research

Technology and Higher Education: Preliminary Reports from a Longitudinal Student Opinion Survey

Ananda Mitra, Michael Hazen, Allan Loudon, Randy Rogan, Jill McMillan, and Michael Hyde, Wake Forest University

Uses of the World Wide Web: How Users Frame the Web

James McQuivey, Syracuse University

Personal Computers, Mass Media, and Other Uses of Time

John Robinson and Kevin Barth, University of Maryland, and Andrew Kohut, Pew Research Center

How Many Are Really on the Electronic Superhighway?

Bradford Fay, Roper Starch Worldwide

Discussant: Robert Lee, Robert S. Lee Associates

AAPOR/WAPOR SESSION—PUBLIC KNOWLEDGE AND ATTITUDES TOWARD SCIENCE TECHNOLOGY AND THE ENVIRONMENT—INTERNATIONAL PERSPECTIVES

Chair: Peter Ph. Mohler, ZUMA

Scientific Literacy in Europe, Japan, and the United States

Jon D. Miller, Chicago Academy of Sciences and Northern Illinois University, U.S.A.

Public Attitudes toward Science and Technology

Rafael Pardo, Public University of Navarra and BBV Foundation Center for Study of Science, Technology and Society, Spain, and Fujio Niwa, Saharma University, Japan

Scientific and Environmental Knowledge around the World

Tom W. Smith, National Opinion Research Center, Chicago, U.S.A.

You Can't Sink a Rainbow: International Attitudes toward Greenpeace—Taking on Shell over the Dumping of Oil Rigs in the North Sea, and the French Government over Nuclear Testing in the South Pacific

Robert Worcester, MORI London, U.K.

Discussant: Holli A. Semetko, University of Amsterdam and Syracuse University

AAPOR SESSION—INTERVIEWER-RESPONDENT INTERACTION AND BEHAVIOR CODING

Chair: Seymour Sudman, University of Illinois

A Comparison of Interviewer and Respondent Behaviors between CATI and Paper-and-Pencil Data Collection

Sally Ann Sadosky, James M. Lepkowski, and Mick P. Couper, University of Michigan

Standardizing Interviewer Behavior Based on the Results of Behavior Coding Interviews

Jaki Stanley, National Agricultural Statistics Service

How Interviewers' Conversational Flexibility Affects the Accuracy of Survey Data

Frederick Conrad, Bureau of Labor Statistics, and Michael Schober, New School for Social Research

Occasioning Intervention: Interactional Resources for Comprehension in Standardized Survey Interviews

Nora Cate Schaeffer, University of Wisconsin—Madison, and Douglas W. Maynard, Indiana University

Discussant: Kenneth A. Rasinski, National Opinion Research Center

POLITICAL KNOWLEDGE: EXPLAINING VARIABILITY AND EXPLORING CONSEQUENCES

Chair: Nancy Belden, Belden & Russonello

Perceptions of Minority Group Size: Searching for Predictors of Racial (In)Tolerance

Frederic Solop and Stacey L. Acton, Northern Arizona University

The Age of Indifference Revisited: Patterns of Media Exposure, Political Interest and Knowledge among Generation X

Eric Rademacher and Stephen Earl Bennett, University of Cincinnati

Gender Differences and Political Knowledge: The Impact of Media Information Sources

Thomas Hartley and Ken Dautrich, University of Connecticut

Political Ignorance: Alienation by Degree

John T. Young, John Benson, and Robert J. Blendon, Harvard University;

Mollyann Brodie and Drew E. Altman, Henry J. Kaiser Family Foundation; and

Rich Morin and Mario Brossard, *Washington Post*

Discussant: Michael Kagay, *New York Times*

EVALUATING SOURCES OF BIAS IN RDD SURVEYS

Chair: Kim Lesserman, Gallup Organization

New Technology and Nonresponse Bias in RDD Surveys

Peter Tuckel, Hunter College, City University of New York, and Harry O'Neill, Roper Starch Worldwide

Predicting Eligibility Rates for Rare Populations in RDD Screening Surveys

Donald Camburn, Abt Associates, and Robert A. Wright, National Center for Health Statistics

Estimating Bias in Telephone Samples with Current Population Survey Data

Lee Geisbrecht, U.S. Bureau of the Census, Amy W. Starer and Dale W. Kulp, GENESYS Sampling Systems

Discussant: Patricia Gwartney, University of Oregon

DISCUSSION PANEL—ISSUES OF THE 1996 ELECTION

Chair: Michael Traugott, University of Michigan

Panelists: Murray Edelman, Voter News Service; Kathleen A. Frankovic, CBS News; Sheldon R. Gawiser, Gawiser Associates, Inc.; Robert Joffe, Mason-Dixon Political Media Research, Inc.; and William McInturff, Public Opinion Strategies

POSTER SESSION

Asking about Balancing the Budget: Newt's Way and Another Way

Pama Mitchell, *Atlanta Journal-Constitution*

A Comparison of African American and White Participation in a Survey of Older Adults

Donald Musa, Myrna Silverman, and Steven D. Manners, University of Pittsburgh/UCSUR

Census Tract Demographic Variables as Predictors of Response Rates in a Mixed-Mode Survey of Community Violence

Scott Beach, University of Pittsburgh

The Effect of an Incentive and Persuasion Technique on Rate and Timing of Response to a Mail Questionnaire among Different Age Groups

Mary Boynton, John Tarnai, and Kent Miller, Washington State University

Training Field Interviewers to Use Computers: Past, Present, and Future Trends

Mark Wojcik and Edwin Hunt, National Opinion Research Center

A Preliminary Evaluation of an Automated Interview Monitoring and Evaluation System

Floyd Fowler and Anthony M. Roman, University of Massachusetts; Thomas Trumble, Quantum Research Corporation; Peter Forbes, University of Massachusetts; and Steve Tolecque, Quantum Research Corporation

Interviewer Training in an Epidemiologic Study: What Can Be Learned from Interviewer Behavior Coding?

Sandra Edwards, University of Utah

Validity of Retrospective Reports of Everyday Physical Activity

David Mingay, Lance M. McCracken, and Margaret M. Mueller, University of Chicago

Using Commercial Databases to Locate a 5-Year-Old Sample of Transient Respondents

Karen Grigorian, Joan W. Law, and Ellen Schwarzbach, National Opinion Research Center

An Investigation of the Validity of Astrological Characteristics in Respondents of a National Area Probability Survey

Joan Law, Pamela J. Giese, and Keith R. Smith, National Opinion Research Center

A Reliability Assessment of Drug Treatment Records Abstraction

Nora Fitzgerald and Suzanne Perry, RAND, and Yih-Ing Hser, UCLA Drug Abuse Research Center

Assessing Data Quality in the 1993 National Study of Postsecondary Faculty: Issues of Validity and Reliability in Faculty Estimates

Sameer Abraham and Lance A. Selfa, National Opinion Research Center

Variations in Seatbelt Use: An Observation Study in the State of Maine

Al Leighton, Edmund S. Muskie Institute of Public Affairs

Does Prescreening for Business Numbers by Sample Suppliers Reduce the Need for Daytime Calls?

Coleen McMurray and Rajesh Srinivasan, Gallup Organization

Comparison of the Self-Response and Telephone Inquiry Methods of Opinion Research in Assessing Overall Performance and Consumer Preference for Alternative Fuel Vehicles in the U.S. Federal Fleet

Tim Coburn and Peg Whalen, National Renewable Energy Lab

Single Item Measures: When Are They Valid?

David R. Johnson, University of Nebraska, and Karen Rejda, Gallup Organization

Toward a Systems Theory of Family Socialization, Public Opinion, and Social Movements

Cecilie Gaziano, Research Solutions, Inc.

The Use and Content of a Reactionary Talk Show: A Case of a Cable Public Access Program

William R. Davie and Jung-Sook Lee, University of Southwestern Louisiana, Lafayette

AAPOR/WAPOR DISCUSSION PANEL

THE FUTURE PATHS OF PUBLIC OPINION RESEARCH: AN INTERNATIONAL PERSPECTIVE

Co-Chairs: Wolfgang Donsbach, Dresden University of Technology, Germany, and
 Holli A. Semetko, University of Amsterdam, Netherlands, and
 Syracuse University, U.S.A.

Panelists: Philip Meyer, University of North Carolina, Chapel Hill, U.S.A.;
 Elisabeth Noelle-Neumann, Institut für Demoskopie Allensbach,
 Germany; Robert M. Worcester, MORI London, U.K.; and Hans L.
 Zetterberg, City University, Stockholm, Sweden

TRENDS IN CYNICISM AND CONFIDENCE IN INSTITUTIONS

Chair: Eric Uslaner, University of Maryland, College Park

Trends in Misanthropy

Tom W. Smith, National Opinion Research Center
The Effect of Critical News Coverage on Public Confidence in Institutions

James Devitt, Annenberg School of Communication

The Influence of Political Talk Radio on Confidence in Democratic Institutions

Patricia Moy and Michael Pfau, University of Wisconsin

Questioning Cynicism

Robert Eisinger, Lewis and Clark College, and Jim Norman, *USA Today*

Discussant: Richard Morin, *Washington Post*

INNOVATIVE APPROACHES TO DATA COLLECTION

Chair: Cheryl DeSaw, Mathematica Policy Research, Inc.

Constructing and Reconstructing Respondent Attitudes during a Telephone Survey Interview

James Flynn, Decision Research

Sentinel Approach to Data Collection

Cynthia Thomas and Joseph Gertig, Westat

Methodology for a Community-Based Key Informant Survey

Cynthia Veldman, Sara Zuckerbraun, and Stefani Schneiderman, National Opinion
 Research Center

*Encouraging Respondents to Use Visual Imagery to Improve Accuracy of
 Reporting Information in the American Housing Survey*

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

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

QUESTIONNAIRE DESIGN AND TESTING

Chair: Mick P. Couper, Joint Program in Survey Methodology (JPSM), University
 of Michigan

*Selecting Pretesting Tools according to a Model of Questionnaire Development,
 with Illustrations concerning Patient Satisfaction with Medical Care*

Hans Akkerboom, Annemiek Luiten, and Frans Kerssemakers, Statistics
 Netherlands

Measuring Customer Satisfaction: More on Corporate Surveys as Practice

Judith Tanur, State University of New York at Stony Brook, and Brigitte Jordan,
 Xerox Palo Alto Research Center

*Designing Questionnaires about Food Stamp Trafficking: Lessons from Focus
 Groups of Food Stamp Recipients*

Anne Ciemnecki, Rita Stapulonis, Julita Milliner, and James C. Ohls, Mathematica
 Policy Research, Inc.

*The Science of Constructing Respondent-Friendly Mail Questionnaires: Progress
 from Recent U.S. Census Bureau Research*

Don Dillman, Washington State University

Discussant: Judy Lessler, Research Triangle Institute

THE 1996 PRESIDENTIAL PRIMARIES

Chair: George Bishop, University of Cincinnati

Major Media Coverage of the 1996 Presidential Election Campaign

Ed Smith, Virginia Commonwealth University, and S. Robert Lichter, Center for Media and Public Affairs

Momentum and Stability: Political Attentiveness and Candidate Selection

Kelly Myers and Clark Hubbard, University of New Hampshire

Public Opinion Dynamics in the Republican Presidential Nomination of 1996: Why Dole Won; Why the Rest Fell Short

Scott Keeter, Virginia Commonwealth University

Discussant: Cliff Zukin, Rutgers University

DISCUSSION PANEL—THE AAPOR MEMBER SURVEY: IMPLICATIONS FOR THE FUTURE

Organizer: Karen L. Goldenberg, Bureau of Labor Statistics

Panelists: Nancy Belden, Belden & Russonello; Karen L. Goldenberg, Bureau of Labor Statistics; Robert Groves, University of Michigan; Diane O'Rourke, University of Illinois; and Roger Tourangeau, National Opinion Research Center

AAPOR/WAPOR SESSION—PUBLIC OPINION AROUND THE WORLD

Chair: Donald L. Shaw, University of North Carolina at Chapel Hill

Popular Support for Free Market Reforms: Czechoslovakia, 1990–1993

Allan L. McCutcheon, University of Delaware

Public Opinion in Nondemocratic Contexts: The Case of Brazil

Christine Horak, University of Nevada, Las Vegas, and Joseph Straubhaar, Brigham Young University

Understanding and Measuring Public Opinion in the Democratic People's Republic of Korea (North Korea)

Young Chun, Bureau of Labor Statistics, and Stephen Linton, Columbia University

Current Status of Opinion Polls in Korea

Kyu No, Research & Research, Inc.

Findings from the 1995 Latin Baromet

Marta Lagos, MORI Chile

ACCURACY OF MEASUREMENT FOR THE RECALL OF EVENTS AND BEHAVIORS

Chair: Cleo Jenkins, Center for Survey Methods Research (CSMR), U.S. Bureau of the Census

Effects of Time and Expenditure Recall Accuracy in Diary Surveys

Monica Dashen, Bureau of Labor Statistics

Varying Recall Periods for Bounded Recall: The Effects on Data Quality

Nancy Mathiowetz, JPSM, University of Maryland, and Jim Lepkowski, University of Michigan

Limited Domain Diaries of Consumer Expenditures

Adriana Silberstein, Bureau of Labor Statistics

Are Proxy and Self-Responses Different When Diaries Are Used?

R. Paul Moore, Research Triangle Institute

Estimating the Bias in Survey Reports of Religious Attendance

Stanley Presser, University of Maryland, and Linda L. Stinson, Bureau of Labor Statistics

DISCUSSION PANEL—PUSH POLLS AND TRUTH IN POLLING LAWS: HOW SHALL WE RESPOND?

Organizer and Chair: Thomas Guterbock, Center for Survey Research, University of Virginia

Panelists: William McInturff, Public Opinion Strategies; Sheldon R. Gawiser, National Council on Public Polls and Gawiser Associates; and Scott Keeter, Virginia Commonwealth University and Commonwealth Poll

ATTITUDE FORMATION AND CHANGE

Chair: John Zeglarski, Ronin Corporation

Advocating the Adoption of Prevention Health Behaviors: The Effectiveness of Print versus Video Communications

Timothy Greenlee, University of Rhode Island

The Duality of Opinion: An Exploration of the Media's Influence on Public Opinion

Kimberly Downing, University of Cincinnati

Do Attitudes toward Specific Supreme Court Decisions Matter? The Impact of the Webster and Flag-Burning Cases on Public Support for the Supreme Court

Jeffrey Mondak and Anke Grosskopf, University of Pittsburgh

Prejudgment in High-Profile Cases: A Meta-Analysis of the Relative Importance of Print versus Electronic Sources of Information

Robert Ross and Edward J. Bronson, California State University

Discussant: Donald DeLuca, Price Waterhouse

AAPOR SESSION—GENDER-RELATED ATTITUDES AND BEHAVIORS

Chair: Pama Mitchell, Atlanta Journal-Constitution

June Cleaver Revisited: The Impact of Television Viewing on Gender-Stereotyped Attitudes Regarding Division of Labor and Household Chores

Erica Scharrer, Syracuse University

Defining Sexual Harassment: Politics or Personal Experience?

Diana Mutz and Patricia Moy, University of Wisconsin—Madison

Housework Time and Housework Attitudes

John Robinson and Melissa Milkie, University of Maryland

Discussant: Heather Hammer, University of Hawaii and Heather Hammer Research Consulting

APPLICATIONS OF MODELING TO SURVEY RESPONSE AND NONRESPONSE

Chair: Geraldine Mooney, Mathematica Policy Research, Inc.

Poststratification and Scale Validity: A Structural Equations Modeling Approach

Mark West, University of North Carolina at Asheville

Item Nonresponse in Attitude Scales: A Latent Variable Approach

Colm O'Muircheartaigh and Irini Moustaki, London School of Economics, Methodology Institute

Item Nonresponse in Election Polls

Shari Weber and Andy Anderson, Gallup Organization

Discussant: Charles D. Cowan, Federal Deposit Insurance Corporation

PLENARY SESSION

THE WELLSPRINGS OF POLITICAL AND SOCIAL DISCONTENT IN THE UNITED STATES: A HISTORICAL VIEW

Robert Samuelson, *Newsweek* and *Washington Post*

Frank Newport, Gallup Organization

Michael Traugott, University of Michigan

Organizer and Moderator: Jacob Ludwig, Princeton Survey Research Associates

AAPOR SHORT COURSE—THE GENERAL SOCIAL SURVEY DATA AND INFORMATION RETRIEVAL SYSTEM

Tom W. Smith, National Opinion Research Center

COGNITIVE INTERVIEWING AND QUESTIONNAIRE DESIGN

Chair: Esther R. Miller, CSMR, U.S. Bureau of the Census

Using Cognitive Testing to Design a Business Survey Questionnaire

Karen L. Goldenberg, Bureau of Labor Statistics

Uncovering Adolescent Perceptions: Experiences Conducting Cognitive Interviews with Adolescents

Andrew Zukerberg, U.S. Department of Commerce, and Jennifer Hess, U.S. Bureau of the Census

Evaluating Subjective Health Questions: Cognitive and Methodological Investigations

Paul Beatty, Susan Schechter, and Karen Whitaker, National Center for Health Statistics

Who Lives Here? The Use of Vignettes in Household Roster Research

Eleanor Gerber, Tracy Wellens, and Catherine Keeley, U.S. Bureau of the Census

Discussant: Norman Bradburn, National Opinion Research Center

IT MATTERS HOW YOU ASK: ASSESSING INCOME, RACE, ETHNICITY, AND PARTY AFFILIATION

Chair: Joe Spaeth, University of Illinois, Urbana-Champaign, and Oregon State University

Obtaining Income Information from the Self-Employed: Methodological Developments

Jean Martin, Sarah Cheesbrough, and Tricia Dodd, Office for National Statistics, U.K.; Graham Farrant and Anthony McKernan, Social and Community Planning Research, U.K.

Asking Questions about Race, Ethnicity, and Ancestry: Lessons Learned from the 1995 CPS Supplement on Race and Ethnicity

Ruth McKay, Bureau of Labor Statistics

A Flexible Approach to the Measurement of Race and Ethnicity

Judith Schejbal, National Opinion Research Center; Paul J. Lavrakas, Northwestern University Survey Laboratory; and Tom W. Smith, National Opinion Research Center

Question Wording and Partisanship Reexamined: A Preliminary Report

David Moore, Gallup Organization

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

AAPOR SESSION—RESEARCH DESIGN ISSUES FOR ESTABLISHMENT SURVEYS

Chair: Janice Ballou, Eagleton Institute of Politics, Rutgers University

Respondent Selection in Mail Surveys of Establishments: Personalization versus Organizational Roles

Carl Ramirez, U.S. General Accounting Office

Increasing Response Rates in Business Surveys: A Split-Half Experiment

Young I. Chun and Kenneth W. Robertson, Bureau of Labor Statistics

The Relationship between Informant Role and Reporting Style

Joan Phillips and Seymour Sudman, University of Illinois

Evaluating Respondent Performance in an Establishment Survey

David Cantor, W. Sherman Edwards, Jeffrey Kerwin, and Kerry Levin, Westat, Inc.

Which Is Better: Grid Listing or Grouped Questions Design for Data Collection in Establishment Surveys?

Laureen Moyer, CSMR, U.S. Bureau of the Census

EXPLORATIONS OF THE THIRD PERSON EFFECT

Chair: Daniel Merkle, Voter News Service

A Social Categorization Model of the Third Person Effect

Mads Stenbjørre, Stanford University

An Experiment in Mass Media Appeals to Comply with the Law: Variation in the Third Person Effect

Robert Mason, Oregon State University

Public Perceptions of Television Influence and Opinions about Censorship in Singapore

Albert Gunther, University of Wisconsin, and Ang Peng Hwa, Nanyang Technological University

Denying the Holocaust: Third-Person Effects and Decisions to Publish a Controversial Advertisement

Vincent Price, Li-Ning Huang, and David Tewksbury, University of Michigan

Discussant: Doris A. Graber, University of Illinois at Chicago

TRANSLATION AND OTHER CHALLENGES OF CROSS-CULTURAL RESEARCH

Chair: Ann Brunswick, Columbia University

A Study of Infant Mortality among Puerto Ricans

Karl R. Landis, Institute for Survey Research, Temple University

Methodological Challenges in Measuring the Behavior and Attitudes of Hispanic Consumers in the United States

Horst Stipp, NBC, and M. Isabel Valdes, Hispanic Market Connections

Effects of Asking Language Preference in a Radio Survey of U.S. Hispanics: Impact on Response Rates, Sample Representativeness, and Reported Radio Listening

Robert Patchen and Marla D. Cralley, Arbitron Company

Meaning and the Eyes of the Beholders: Translating Survey Items

Janet Harkness, ZUMA, and Alisu Schoua Glusberg, Research Support Services

Learning How to Ask: Some Lessons from Cross-Cultural Interview Research for Surveys in a Multicultural Society

Matt T. Salo, U.S. Bureau of the Census

ROUNDTABLE SESSIONS

Introductory Scripts for Surveys

Vincent Parker, University of Illinois at Chicago, and Elizabeth A. Severns, University of Illinois

Practical Considerations for Cognitive Interviewing

Diane O'Rourke, University of Illinois; Timothy Johnson, University of Illinois; and Rachel Caspar, Research Triangle Institute

The Impact of Religion on Public Opinion

Daniel A. Stout, Brigham Young University, and JoAnn Valenti, Brigham Young University

Ethical Survey Practice—Surveying Policies and Procedures

John Kennedy, Indiana University, and Beth Webb, University of Maryland

The 1994 Republican Tidal Wave: Implications for 1996 and 1998

Alfred J. Tuchfarber, Institute for Policy Research

The American Community Survey: The Future Vehicle for Collecting Small Area Data Every Year

Preston Jay Waite, U.S. Bureau of the Census

Pretesting Survey Questionnaires: New Techniques and Changing Practices

Jennifer Rothgeb and Elizabeth Martin, CSMR, U.S. Bureau of the Census

PUBLIC OPINION ABOUT PUBLIC OPINION AND POLLING

Organizer and Chair: Al Gollin, Freedom Forum Media Studies Center

Asking Respondents to Estimate Public Opinion: Who Can Do It and How Accurate Are They?

Daniel Merkle, Voter News Service, and Paul J. Lavrakas, Northwestern University

CMOR Refusal Rates and Industry Image Studies

Harry O'Neill, Roper Starch Worldwide

Further Experiments on Presentation of Survey Findings in Newspaper Stories

Peter Miller and Michael Roloff, Northwestern University

Polls on Polls: An Update

Alec M. Gallup, Gallup Organization

ALTERNATIVE RESPONSE SCALES

Chair: Linda Piekarski, Survey Sampling, Inc.

Measuring the Intensity of Response Categories

Tom W. Smith, National Opinion Research Center

Rating Scales and Question Interpretation: When the Numbers and Graphics Tell You What the Words Don't

Norbert Schwarz, Carla Grayson, and Bärbel Knäuper, University of Michigan;

and Michaela Wänke, University of Heidelberg

The Unfinished Business of Designing Response Scales in an Applied Research Setting

Wendy Davis, Tracy Wellens, and Theresa J. DeMaio, U.S. Bureau of the Census

Discussant: John P. Katosh, Mathew Greenwald & Associates, Inc.

EVALUATING THE UTILITY OF COGNITIVE METHODS FOR DESIGNING QUESTIONNAIRES

Chair: Karen Bogen, CSMR, U.S. Bureau of the Census

How Well Do Question Evaluation Techniques Predict Test-Retest Reliability?

Jennifer Hess, U.S. Bureau of the Census, and Eleanor Singer, University of Michigan

Cognitive Design—Improved Accuracy or Increased Measurement Error—a Mixed-Mode Comparison of Behavioral and Attitudinal Questions

Todd Rockwood, CORC, University of Minnesota, and Rodney K. Baxter, Washington State University

Getting the Truth in Evaluation Reinterviews: Results of a Study to Compare Cognitively Designed Reinterview and Reconciled Reinterview

Rachel Caspar and Paul Biemer, Research Triangle Institute

Discussant: Roger Tourangeau, National Opinion Research Center

RACE AND INTEGRATION IN CONTEXT

Chair: Charlotte Steeh, University of Michigan

Attitudes of Minority Residents of the Gold Coast, Fairfield County, Connecticut, before the Simpson Verdict

Kurt Schlichting, Fairfield University

The Difference between Black and Brown: Explanations of Racial Economic Inequality

Lawrence Bobo, Russell Sage Foundation, and James R. Kluegel, University of Illinois

America's Reaction to the O. J. Simpson Trial

Frank Newport and Lydia Saad, Gallup Organization

Discussant: Tali Mendelberg, Princeton University

DISCUSSION PANEL—THE FUTURE OF PUBLIC OPINION RESEARCH

Organizer and Chair: Richard A. Kulka, Research Triangle Institute

Panelists: Don A. Dillman, Washington State University; Kathleen A. Frankovic, CBS News; Joseph K. Garrett, Nielsen North America; Lars E. Lyberg, Statistics Sweden; and Lois E. Lyberg, Statistics Sweden

EVALUATING VALIDITY

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

Can Participating in a Panel Sample Introduce Bias into Trend Estimates?

Michael Battaglia, Abt Associates; Elizabeth R. Zell and Pamela Ching, Centers for Disease Control

The Impact of Interviewer Characteristics on Cocaine Use Underreporting by Male Juvenile Arrestees

Michael Fendrich, Timothy Johnson, and Joseph Wislar, University of Illinois at Chicago

Testing the Validity of Public Assistance Surveys with Administrative Records

Wei Yen and Harold Nelson, Office of Financial Management

Checking Up on Respondents: A Voter Turnout Validation Study of the 1992 Election

Lydia Saad and Andy Anderson, Gallup Organization

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

RESPONSE ORDER EFFECTS: IDENTIFYING PATTERNS AND CORRELATES

Chair: Sheldon R. Gawiser, Gawiser Associates, Inc.

When Poor Memory Makes for Good Data (and When Not)—Age and Response Effects in Attitude Measurement

Bärbel Knäuper, ISR, University of Michigan

Standing the Test of Time: Aging and Response Order Effects

Andrew E. Smith and George Bishop, University of Cincinnati

Direction of Comparison Effects: Fact or Artifact?

Michaela Wänke, Universität Heidelberg

Public Policy Questions and Response Order: Prevalence of the Recency Effect

David Moore and Frank Newport, Gallup Organization

Discussant: Alfred J. Tuchfarber, Institute for Policy Research, University of Cincinnati

METHODS TO INCREASE RESPONSE RATES

Chair: Karin Clissold, Columbia University

The Effect of Questionnaire Length on Response Rates—a Review of the Literature

Karen Bogen, CSMR, U.S. Bureau of the Census

Increasing Response Rates and Data Quality in Personal Interview Surveys without Increasing Costs: An Application of CQI to the NHSDA

Tom Virag and Brian Burke, Research Triangle Institute

The Effect of Additional Callbacks in a Telephone Survey

Robert Baumgartner and Bryan K. Ward, Hagler Bailly Consulting, Inc.

Arbitron's Methods for Improving the Survey Response of Young Males

Jennifer Novak, Arbitron Company

Using Advance Letters in an RDD Telephone Survey

R. Paul Moore and Kathryn L. Dowd, Research Triangle Institute

INTERVIEWER TRAINING AND FIELD SUPPORT FOR CAPI SURVEYS

Chair: Larry Cohen, SRI

Training Interviewers at Home on CAPI: Measuring the Effectiveness of Westat's

On-Line Tutorial CAPITRAIN as a Home Study Training Tool

Debbie Bittner and Ben Gill, Westat, Inc.

The Perils and Promise of CAPI: The View from Field Support

Robert Wager and Shawn Marsh, National Opinion Research Center Affiliates

How Far Is Too Far? Balancing the Technological and Human Limits of Computer-Assisted Interviewing

Mark Wojcik and Julie Ingels, National Opinion Research Center

An Alternate Model of Case Management for Computer-Assisted Personal Interviewing

Lisa Thalji, University of Chicago; Mark S. Wojcik and Brian C. Young, National Opinion Research Center
 Discussant: Reginald Baker, Market Strategies, Inc.

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

Michael Weeks, Research Triangle Institute

RACIAL ATTITUDES

Chair: Murray Edelman, Voter News Service

Public Opinion about Affirmative Action

Stephen Earl Bennett, Eric Rademacher, Alfred Tuchfarber, and Andrew E. Smith, University of Cincinnati

Across the Great Divide: Examining Black-White Differences in Political Attitudes

Robert W. Oldendick, Michael W. Link, and C. Blease Graham, University of South Carolina

Experiments, Quasi-Experiments, Surveys, and Depth Interviews: A Multi-Method Approach to Understanding White Racial Attitudes

Maria Krysan, Pennsylvania State University

Cohort Effects on Racial Attitudes: Does the Topic of the Question Make a Difference?

Charlotte Steeh, University of Michigan

Discussant: Lawrence Bobo, Russell Sage Foundation

PUBLIC PERCEPTIONS ABOUT HEALTH AND SAFETY

Chair: Judith A. Schejbal, National Opinion Research Center

Trends in HIV/AIDS-Related Knowledge and Testing, 1987–1994: Data from the National Health Interview Survey

John Anderson, Division of STD/HIV Prevention, and Ronald W. Wilson, National Center for Health Statistics

People's Trust in Official Health Agencies as AIDS Information Sources: What People Perceive Medical Experts Say and What They Actually Believe

Nurit Guttman, UMDNJ, Robert Wood Johnson Medical School; Daria Boccher-Lattimore, UMDNJ; and Charles T. Salmon, Michigan State University

IssueTrack/USA: Measuring the Impact of Events on Public Perceptions of Product Safety and Health

Barry Feinberg, Audits & Surveys Worldwide

Getting Behind the Numbers on Access to Care

Karen Donelan, Harvard School of Public Health; Craig A. Hill, National Opinion Research Center; and Robert J. Blendon, Harvard School of Public Health

Discussant: Mollyann Brodie, Kaiser Family Foundation

POLITICS, ELECTIONS, AND VOTING

Chair: Susan H. Pinkus, *Los Angeles Times*

The Rise of Mail Ballot Voting in California

Mark DiCamillo, Field Institute

Defining the Religious Right: Issues of Self-Identification and Measurement of Political Groups

Cheryl Arnedt, CBS News

African American Realignment: 1937–1965

Daniel Dowd, Yale University

Neighborhood and Community Context Effects on Voter Turnout: A Case Study in Baltimore, Maryland, and Bridgeport, Connecticut

Kurt Schlichting, Fairfield University; Peter Tuckel, Hunter College, City University of New York; and Richard Maisel, New York University
 Discussant: Adam Clymer, *New York Times*

ASSESSING THE EFFECTS OF NONRESPONSE—AND REFUSAL CONVERSION

Chair: Rajesh Srinivasan, Gallup Organization

The Effects of Coverage and Nonresponse Bias in the Measure of Past Week Newspaper Readership

Sue Greer, Behavioral Science Research Corporation, and Virginia Dodge Fielder, Knight Ridder, Inc.

The Effect of Refusal Conversions on Survey Estimates

Pamela Rathbun and Robert M. Baumgartner, Hagler Bailly Consulting, Inc.

Lies, Damn Lies, and Response Rates: The Noncooperation Effect in Telephone Survey Research

Scott Goold, University of New Mexico

Initial Cooperators versus Converted Refusers: Are There Response Behavior Differences?

Johnny Blair, Timothy Triplett, Teresa Hamilton, and Yun-Chiao Kang, University of Maryland

Discussant: Donald Cundy, Decisions Research

TOWARD AN UNDERSTANDING—OF SURVEY RESPONSE

Chair: Charles D. Cowan, Federal Deposit Insurance Corporation

The Effects of Question Wording on Survey Responses: A Review of Recent Polling

George Pettinico, University of Connecticut

The Effect of Length of Recall on the Quality of Survey Data: A Meta-Analytic Approach

Nancy Mathiowetz, JPSM, University of Maryland, and Linda Stinson, Bureau of Labor Statistics

Ambiguity in Survey Questions

Matthew Berent, Idaho State University

Does Decomposition Improve the Accuracy of Behavioral Frequency Reports?

Robert Belli, Norbert Schwarz, and Eleanor Singer, University of Michigan

Discussant: Roberta L. Sangster, Bureau of Labor Statistics

AUDIO COMPUTER-ASSISTED SELF-INTERVIEWING

Organizer and Chair: Allen Duffer, Research Triangle Institute

Telephone Audio-CASI and Surveys of Sensitive Behaviors

Timothy Smith, Charles F. Turner, Heather Miller, Phillip C. Cooley, Susan M. Rogers, and Lori Von Colln, Research Triangle Institute

Interviewer-Respondent-Computer Interaction in a CAPI Survey

Allen Duffer, Jutta Thornberry, and Janice Kelly, Research Triangle Institute

Audio-CASI in Personal Interview Surveys

Susan Rogers, Barbara Forsyth, Heather Miller, Charles Turner, and Tim Smith, Research Triangle Institute

Survey Measurement of Sensitive Behaviors Using Audio-CASI

Charles Turner, Heather Miller, and Barbara Forsyth, Research Triangle Institute

SLIPPERY OPINIONS OR SQUISHY MEASUREMENT? EXPLORING ARTIFACTS OF CONTEXT AND COGNITION

Chair: Jennifer Rothgeb, CSMR, U.S. Bureau of the Census

Knowledge of and Attitudes toward the Death Penalty and Rehabilitation: Artifact or Effect?

Patricia Moy, Jack M. McLeod, William P. Eveland, Jr., and Dietram A. Scheufele, University of Wisconsin—Madison

Geographic Context, Information Sources, and the Meaning of Responses to the "Number One Problem" Item

Paul Lavrakas, Northwestern University Survey Lab, and Judith A. Schejbal, National Opinion Research Center

The Effects of Recalling Consumer Experiences on Satisfaction Judgments

Barbara Bickart, Rutgers University

Question Order Effects for Ranking and Rating Questions: Comparison between Mail and Telephone Mode of Survey Administration

Todd Rockwood, CORC-University of Minnesota

Discussant: R. Kelly Myers, University of New Hampshire

PUBLIC OPINION AND PUBLIC POLICY

Chair: Sandra Bauman, Roper Starch Worldwide

Jump-Starting School Reform: Can Public Opinion Force Change?

Floyd Ciruli, Ciruli Associates, Inc.

Who Listens When America Speaks? Constituent Representation on Environmental Issues in the Senate

Amy Richardson, Princeton University

Who Asks What and How It Is Reported: Polls, Sponsorship, and Public Opinion on New Policy Issues

Anne Hildreth, University at Albany, State University of New York

Making Major Changes in the Health Care System: Public Opinion Parallels between Two Recent Debates

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

Discussant: Kurt Lang, University of Washington

EFFECTS OF INTRODUCTIONS AND INCENTIVES ON RESPONSE RATES

Chair: Cecilie Gaziano, Research Solutions

Exploring the Impact of Survey Introductions

Pamela Campanelli, Survey Methods Centre, Social and Community Planning Research; Nick Moon, NOP Research, London; and Patrick Sturgis, Survey Methods Centre, Social and Community Planning Research

Introductory Interactions in Telephone Surveys and Nonresponse

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

The Effect of Incentives on Response Rates in Face-to-Face, Telephone, and Mixed-Mode Surveys

Nancy Gebler, Eleanor Singer, Trivellore E. Raghunathan, and Kate McGonagle, Survey Methodology Program, University of Michigan

Incentives and Response Rates: A Classic Experiment with Physicians

Craig Hill and Krishna L. Winfrey, National Opinion Research Center

Discussant: Robert Baumgartner, Hagler Bailly Consulting, Inc.

SURVEYS ON SPECIAL POPULATIONS

Organizer: Dianne Rucinski, University of Chicago

Chair: Eleanor Gerber, CSMR, U.S. Bureau of the Census

Accessing an Injecting Drug User Population

Albert Pach III, Julia Silhan Ingels, and Ellen Kaplowitz, National Opinion Research Center

Videotaping Neighborhoods

Woody Carter, Jody Dougherty, and Karen Grigorian, National Opinion Research Center

Confronting the Challenges of Data Collection in Distressed Public Housing

Vicky Gwiasda, University of Illinois; Susan J. Popkin, Abt Associates; and Elise Martel, University of Illinois

Identifying Recipients of Housing Assistance through Survey Questions

Dianne Rucinski and Leslie Athey, National Opinion Research Center; and Laurent Hodes, Department of Housing and Urban Development

Discussant: Susan C. Sprachman, Mathematica Policy Research, Inc.

DISCUSSION PANEL—DOES THE PRESS DRIVE OR MIRROR PUBLIC OPINION?

Organizer: David Fan, University of Minnesota

Panelists: David Fan, University of Minnesota; Shanto Iyengar, University of California; Leo Jeffres, Cleveland State University; Vincent Price, University of Michigan; and Elisabeth Noelle-Neumann, Institut for Demoskopie Allensbach, Germany