

# **SIXTY-FIRST ANNUAL AAPOR CONFERENCE PROGRAM**

## **CONFRONTING CORE VALUES AND CULTURAL CONFLICT**

---

### **Short Courses**

*What They See Is What You Get: Nuts and Bolts of Web Surveys*

Reg Baker

*Weighting Survey Data*

Karol Krotki

*An Introduction to Conducting Surveys of Organizations*

David Cantor

*Focus Group Interviewing*

Richard Krueger

*Practical Tools for Nonresponse Bias Studies*

Robert M. Groves and J. Michael Brick

### **Sessions**

#### **PUBLIC OPINION AROUND THE GLOBE**

Chair: Robert M. Worcester, MORI

*Public Opinion Changes in the Netherlands*

Harm't Hart, Utrecht University

*Support for Free Expression in Our Largest and Most Pluralistic Democracy:*

*A Pre-Test of the Feasibility of Studying Media and Speech Rights in India*

Anantha S. Babbili and Robert O. Wyatt, Middle Tennessee State University

V. Murali, Intelligensia Research (India)

*Balancing the News Coverage of the Iraq War: The Interaction of Public Support with Mass Media and Government Agendas*

Thomas B. Christie, University of Texas at Arlington

Discussant: Claire Durand, Université de Montréal

#### **PUBLIC OPINION ABOUT POLITICAL AND SOCIAL ISSUES**

Chair: Kathleen A. Frankovic, CBS News

*Terrorism or Gay Marriage? Media, Priming, and Voting in the 2004 Election*

Tsung-Jen Shih and Dietram Scheufele, University of Wisconsin–Madison

*Perception and Assessment of Left- and Right-Wing Extremism by Public Opinion:  
An Experimental Study*

Thomas Roessing and Sandra Siebert, University of Mainz (Germany)

*Safe Sex Communication Research*

Jude Varcoe, TNS (New Zealand)

*Influence of a Question's Wording on Public Opinion Polls Results: The Example of Euthanasia*

Isabelle Marcoux, University of Québec at Montréal

*A Cultural Critique of the "White Male Effect"*

Dan Kahan and Don Braman, Yale University; John Gastil, University of Washington;

Paul Slovic, University of Oregon

Discussant: Nick Moon, GfK NOP

## METHODOLOGICAL ISSUES I

Chair: Ipek Bilgen, University of Nebraska–Lincoln

*Open-Ended Questions in Web and Telephone Surveys*

Jolene D. Smyth, Don A. Dillman, Leah M. Christian, and Mallory McBride,

Washington State University

*Overcoming Structure and Order Effects in Cognitive Interviewing*

Justin T. Bailey, Kenneth W. Steve, Anh Thu Burks, Kimberly D. Brown, and Paul

J. Lavrakas, Nielsen Media Research

*Planned Missingness Designs in CATI Surveys*

David R. Johnson, Karina Shreffler, and Katie Johnson, Pennsylvania State Univer-

sity; Julia McQuillan, University of Nebraska–Lincoln

Discussant: Peter Ph. Mohler, ZUMA

## METHODOLOGICAL ISSUES II

Chair: Anna Y. Chan, U.S. Census Bureau

*Good Item or Bad: Can Latent Class Analysis Tell?*

Ting Yan, University of Michigan; Roger Tourangeau and Frauke Kreuter, University of Maryland

*Internet-Based Essay Surveys: A One-Question Instrument for Assessing Thoughts about Cigarette Smoking*

David P. Fan, Eileen M. Harwood, Harry A. Lando, and Thomas J. Ernste, University of Minnesota

*Race and Sex Interviewer and Respondent Interactions in RDD Telephone Surveys*

Nat Ehrlich and Larry Hembroff, Michigan State University

*Mail vs. Internet Surveys among Older Persons*

Xenia Montenegro, AARP

Discussant: Edward M. English, National Opinion Research Center

## IMPACT OF NONRESPONSE

Chair: Polly Phipps, U.S. Bureau of Labor Statistics

*The Impact of Nonresponse Rates on Nonresponse Error: A Meta-Analysis*

Robert M. Groves and Emilia Peytcheva, University of Michigan

*Correcting for Survey Nonresponse*

Michael Peress, Carnegie Mellon University

*Do Late Responders Change Survey Results?*

Robin Gentry, Arbitron

*Attitudes towards Surveys, Panel Nonresponse, and Political Attitudes*

Claire Durand and François Yale, Université de Montréal

Discussant: Roeland Beerten, U.K. Office for National Statistics

INCREASING RESPONSE RATES WITH INCENTIVES

Chair: Jane Traub, Scarborough Research

*Non-Monetary Incentive Strategies in Online Panels*

Tracy Tuten and Pamela Kiecker, Virginia Commonwealth University

*Incentive Check Content Experimentation*

Brian K. Hempton and Jennifer Sinibaldi, Survey Sciences Group; Robert Saltz, Pacific Institute for Research and Evaluation

*Topic Interest, Cell Quotas, and Incentives*

Lisa K. Schwartz, Mathematica Policy Research; Lisbeth Goble and Edward M. English, National Opinion Research Center

*Effect of Progressive Incentives on Response Rates*

Heidi L. Upchurch, National Opinion Research Center; Stephanie J. Battles, U.S. Department of Energy

*Effect of Incentives on Mail Survey Response Rates*

Mike Brennan and Jan Charbonneau, Massey University

Discussant: Timothy Beebe, Mayo Clinic

DIFFUSION OF INNOVATIONS

Chair: Ashley Landreth, U.S. Census Bureau

*Nanotechnology: The Development of Attitude*

Jon D. Miller, Northwestern University

*Minimal Effects of Targeted Persuasion: Insights from the Bass and Rogers Models for the Diffusion of Innovations*

David P. Fan and Haoyu Yu, University of Minnesota

*Internet Use as an Antecedent of Expressive Political Participation among Early Internet Adopters in Colombia*

Eulàlia Puig Abril and Hernando Rojas, University of Wisconsin–Madison

*Providing Insight at Light Speed*

Mark Cameron, Techneos Systems

Discussant: Thomas Petersen, Institut für Demoskopie Allensbach

METHODOLOGY AROUND THE GLOBE

Chair: Allan L. McCutcheon, University of Nebraska–Lincoln

*Cross-Cultural Research Design*

Beth-Ellen Pennell and Zeina Mneimneh, University of Michigan

*Race, Region, and the Use of Extreme Response Sets*

Mosi A. Ifatunji, University of Illinois at Chicago

*Response Rate of Listed and Unlisted Numbers*

Wolfgang Donsbach and Olaf Jandura, University of Dresden

*Does Reducing Burden Pay Off?*

Wolfgang Neubarth, Lars Kaczmirek, and Wolfgang Bandilla, ZUMA; Michael Bosnjak and Mick P. Couper, University of Michigan  
 Discussant: Charles D. Shuttles, Nielsen Media Research

## PUBLIC OPINION AND THE ENVIRONMENT

Chair: Molly Longstreth, University of Arkansas

*Pathways to Environmental Activism*

Sandra Marquart-Pyatt, Utah State University

*Attitudes toward Climate Change: The Role of Trust*

Kristy Michaud, University of California, Santa Barbara

*Support for Environmental Justice in a Politically Progressive City*

Holley Shafer and Sheldon Gen, San Francisco State University

*How U.S. Newspapers Framed Coverage of the Bush Administration's Proposal to Drill for Oil and Natural Gas in Alaska's Arctic National Wildlife Refuge*

Anthony D. Dudo, University of Wisconsin–Madison

Discussant: Ann Bostrom, Georgia Institute of Technology

## OPINION AND BEHAVIOR

Chair: Jaana Myllyluoma, Battelle Centers for Public Health Research and Evaluation

*Understanding the Influence of Facts, Beliefs, and Myths on Organ Donation Decisions*

Kimberly Downing, University of Cincinnati

*Doing What They Say: Do Surveys Predict Behavior?*

Murrey G. Olmsted, Michael J. Schwerin, and Tracy L. Kline, RTI International;

Gerry L. Wilcove, Navy Personnel Research, Studies, and Technology

*Modes of Religious and Spiritual Orientation and Their Relationships to Consumer Behavior*

Kumar Rao, Knowledge Networks; Dwayne Ball and Ronald Hampton, University of Nebraska–Lincoln

Discussant: G. Donald Ferree, University of Wisconsin–Madison

## DESIGNING QUESTIONS I

Chair: Charles D. Shuttles, Nielsen Media Research

*Decomposition and Behavioral Frequency Questions*

Jennifer Dykema and Nora Cate Schaeffer, University of Wisconsin–Madison

*Effect of Sample Size on Cognitive Pretest Results*

Johnny Blair and Allison C. Ackermann, Abt Associates; Frederick Conrad and

Greg Claxton, University of Michigan

*Measuring Health Insurance in the U.S.*

Joanne Pascale, U.S. Census Bureau; Paul C. Beatty, National Center for Health Statistics

*The Influence of Question Wording on the Reporting of Contraceptive Method Use*

Hyunjoo Park, University of Michigan

Discussant: Eric Rademacher, University of Cincinnati

## IMPROVING CROSS-CULTURAL AND CROSS-NATIONAL QUESTIONNAIRES

Chair: John Colias, Decision Analyst

*Why Respondents Understand What They Understand*

Janet A. Harkness, University of Nebraska–Lincoln and ZUMA

*Multinational Cognitive Testing*

Kristen Miller, National Center for Health Statistics

*Eliciting Education Level in Spanish Interviews*

Alisú Schoua-Glusberg, Research Support Services

*Response Errors in Cross-Cultural Surveys*

Gordon B. Willis, National Cancer Institute; Elaine Zahnd, Public Health Institute

Discussant: Michael Schwerin, RTI International

CULTURAL CONSIDERATIONS IN SURVEY RESEARCH

Chair: Beth-Ellen Pennell, University of Michigan

*Applying AIDS Survey Methodology across Cultures*

Linda Piccinino and Johnny Blair, Abt Associates

*Reporting Hispanics Based on Language*

Melissa J. Herrmann, Jennifer Schmidt, and Lori Robbins, ICR/International Communications Research

*Culture and Survey Question Answering: A Behavior Coding Approach*

Timothy P. Johnson, Allyson L. Holbrook, Young Ik Cho, Anne Fuller, and Thom File, University of Illinois at Chicago

Discussant: Siobhan Carey, U.K. Department for International Development

REAL OR ILLUSORY OPINION?

Chair: Zachary Arens, The Gallup Organization

*Do You Have a Disaster Supply Kit? A Look at How Question Wording and Social Desirability Impacts Preparedness Surveys*

Larry Luskin, Mark Andrews, Carol Freeman, and Corey Mull, ORC Macro

*Pseudo-Opinions and “Fictitious Issues” Revisited*

Nick Allum and Patrick Sturgis, University of Surrey; Patten Smith, BMRB International

*Public Opinion: An Ambiguous Reality?*

Esteban López-Escobar, University of Navarra

Discussant: Michael Traugott, University of Michigan

POLLING AND SOCIAL ISSUES

Chair: Kenneth A. Rasinski, National Opinion Research Center

*Images of Aging 2005*

Robert H. Prisuta, Albert R. Hollenbeck, and Xenia P. Montenegro, AARP; Alexis Abramson, University of Southern California

*Strength of Opinion in Death Penalty Decisions*

Robert Ross and Edward Bronson, California State University, Chico

*Researching Refugees Arriving in the U.K.*

Mark McConaghy and Liz Pendry, U.K. Home Office

Discussant: Claudia Deane, *Washington Post*

AUTHOR MEETS CRITICS: *PREJUDICE IN POLITICS*

Chair: Leonie Huddy, SUNY Stony Brook

Authors: Lawrence D. Bobo, Stanford University; Mia Tuan, University of Oregon  
 Respondents: Stanley Feldman, SUNY Stony Brook; Marylee Taylor, Pennsylvania State University

#### PLENARY SESSION

*American Backlash: The Untold Story of Social Change in the United States*

Michael Adams, Environics Research Group

Respondents: Kathleen A. Frankovic, CBS News; Andrew Kohut, Pew Research Center; Vincent Price, University of Pennsylvania

#### ATTITUDE POLARIZATION

Chair: Gilg Seeber, University of Innsbruck

*The Enigma of the Role of Issue Salience in Voting*

Amy R. Gershkoff, Princeton University

*Reassessing Issue Polarization: The 2004 Election*

Sunshine Hillygus, Harvard University

*Values Competition and Attitudinal Ambivalence*

David W. Jamieson, Environics Research Group

*When Americans Stare across the Red-Blue Divide*

Anthony M. Salvanto, CBS News

*What about the People? Impact of Ideologically Homogeneous Groups on False Consensus*

Magdalena Wojcieszak, University of Pennsylvania

Discussant: Robert Erikson, Columbia University

#### CORE VALUES IN THE U.S. AND CANADA

Chair: Andrea Hickerson, University of Washington

*Are We Really Becoming Our Parents? Social Values and Social Change in Canada*

Keith Neuman and David Jamieson, Environics Research Group

*The Cultural Orientation of Public Opinion*

John Gastil, University of Washington; Don Braman and Dan Kahan, Yale University; Paul Slovic, University of Oregon

*The Changing Nature of American Family Life*

Suzanne Bianchi, Melissa Milkie, and John Robinson, University of Maryland

*Changes in American Core Values: 1960–2005*

John Robinson and Steven Martin, University of Maryland

Discussant: David P. Fan, University of Minnesota

#### EXPERIMENTING WITH INCENTIVE

Chair: Geraldine Mooney, Mathematica Policy Research

*Are One-Time Increases in Respondent Fee Payments Cost-Effective on a Longitudinal Survey? An Analysis of the Effect of Respondent Fee Experiments on Long-Term Participation in the NLSY97*

Kymn Kochanek, Jodie Daquilanea, and Arleigh Dom, National Opinion Research Center

*Personal Contact and Performance-Based Incentives*

Rosemary Holden, Ling-Miean Heng, Paul J. Lavrakas, Scott Bell, and Agnieszka Flizik, Nielsen Media Research

*Lottery Incentives with a College-Aged Population*

Margaret Parker and Lekha Venkataraman, National Opinion Research Center

*Improving Response Rates among Targeted Demographic Subgroups Using Large Cash Incentives*

Norman Trussell, Paul J. Lavrakas, Mildred A. Bennett, Jennie Lai, Justin Bailey, Gail Daily, and Tracie Yancey, Nielsen Media Research

Discussant: Mike Dennis, Knowledge Networks

FACTORS CONTRIBUTING TO NONRESPONSE

Chair: Judie Mopsik, Abt Associates

*Ecological Correlates of Cooperation Rate in the 2002 and 2004 General Social Survey*

Jibum Kim, Tom W. Smith, and John Sokolowski, National Opinion Research Center

*An Examination of Non-Contact as a Component of Nonresponse in a Business Survey*

Jeffrey L. Dalzell and Diane K. Willimack, U.S. Census Bureau

*Projecting Your Assets: Asset Value Nonresponse*

Natalie C. Otoo and Ryan A. Hubbard, Westat

*Changes in Nonresponse to Income Questions*

Ting Yan, Matthew Jans, and Richard Curtin, University of Michigan

Discussant: Mike Brennan, Massey University

HEALTH ISSUES

Chair: Cheryl Wiese, Group Health Cooperative

*Public Support for Drug Treatment Insurance*

Kenneth A. Rasinski and Rosalyn Lee, National Opinion Research Center

*The New South versus the Old South*

Kelly N. Foster, University of Georgia

*Culture, Caring, and Constituencies*

Kimberly A. McCaffrey, Kimberly M. Lawler, Robert J. Wolosin, and Paul A. Clark, Press Ganey Associates

*Physical Activity Interventions: What Works Best?*

Teresa A. Keenan and Laura Skufca, AARP

*A Values-Based Segmentation of Youth Smokers*

David Jamieson and Donna Dasko, Environics Research Group; Murray Kaiserman and Judy Snider, Health Canada

Discussant: Dianne Rucinski, University of Illinois at Chicago

MECHANISMS OF VOTING AND PARTICIPATING IN GOVERNMENT

Chair: Trevor Tompson, Associated Press

*Ballot Design and Voting in the 2004 Elections*

Martha Kropf, University of Missouri–Kansas City; David C. Kimball, University of Missouri–St. Louis

*The Human Dimension of Elections: How Poll Workers Shape Public Confidence in Elections*

Thad Hall, University of Utah; J. Q. Monson and Kelly D. Patterson, Brigham Young University

*Literal versus Conceptual Ballot Wording*

Val R. Smith, Sacramento State University; John E. Nienstedt, Competitive Edge Research

*E-Government, the Web, and the Promise of Democracy*

Michael Margolis, University of Cincinnati

Discussant: Thomas Holbrook, University of Wisconsin–Milwaukee

## RATING SCALES

Chair: Ariela Keysar, Trinity College

*Measurement Quality and Response Scale Format*

Dagmar Krebs and Bettina Langfeldt, University of Giessen

*How Successful I Am Depends on What Number I Get: The Effects of Numerical Scale Labels and Need for Cognition on Survey Responses*

Ting Yan, University of Michigan

*Is it Possible to Obtain Equivalent Answers to Scalar Questions in Web and Telephone Surveys?*

Leah M. Christian, Don A. Dillman, and Jolene D. Smyth, Washington State University

*Using Filtered Questions to Improve Rating Scales*

Kelly Myers, RKM Research

Discussant: Murrey G. Olmsted, RTI International

## THE UTILITY OF PUBLIC OPINION POLLS: A DEBATE

Chair: Patricia Moy, University of Washington

*The Illusion of Public Opinion*

George Bishop, University of Cincinnati

*Polling Matters*

Frank Newport, Gallup Organization

Respondents: Diana C. Mutz, University of Pennsylvania; Robert Y. Shapiro, Columbia University

## DESIGNING QUESTIONS II

Chair: Colleen K. Porter, University of Florida

*Crafting Questions about Disabilities: Learning More about How the Question Determines the Answer*

Janice Ballou, David Edson, Cheryl DeSaw, and Jennifer McGovern, Mathematica Policy Research

*Experiments on the Structure and Specificity of Complex Survey Questions*

Paul Beatty, National Center for Health Statistics; Carol Cosenza, University of Massachusetts–Boston

*Using Graphical Elements to Convey Complex Economic Survey Concepts*

Alfred D. Tuttle and Rebecca L. Morrison, U.S. Census Bureau



*Reducing Screening Costs in a Telephone Survey*

Katherine Ballard LeFauve and K. P. Srinath, Abt Associates

Discussant: Karen Bogen, University of Massachusetts–Boston

DRAWING CAUSAL INFERENCES ABOUT RACIAL ATTITUDES FROM SURVEY DATA

Chair: Devon Johnson, George Mason University

*The Promise of Racial Considerations: Differences in Gender and Race-Based Attitudes towards Affirmative Action*

David C. Wilson, The Gallup Organization

*Between Social Theory and Survey Practice on Race*

TaeKu Lee, University of California, Berkeley

*Won't You Be My Neighbor? Class, Race, and Residence*

Camille Z. Charles, University of Pennsylvania

*Neighborhood Effects on Racial Attitudes in Four Cities: Estimates from a Structural Equation Model for Clustered Data*

Michael P. Massagli, Dana-Farber Cancer Institute

Discussant: David R. Johnson, Pennsylvania State University

INTERPRETING THE PUBLIC

Chair: Richard L. Clark, University of Georgia

*"Direction of the Country": What Does It Tell Us?*

Stacy DiAngelo and Larry Hugick, Princeton Survey Research Associates International

*Foreign Policy and the Rational Public in Canada*

François Petry and Dermot O'Connor, Université Laval

*Political Polarization and the Rational Public*

Yaeli Bloch-Elkon, Columbia University and Bar-Ilan University; Robert Y. Shapiro, Columbia University

*Scale of Foreign Attitudes Toward the U.S.*

Alvin Richman, U.S. Department of State

Discussant: Barbara Bardes, University of Cincinnati

OVERREPORTS OF VOTING

Chair: Kathy Dykeman, Socratic Technologies

*Reducing Vote Over-Reporting: Conditions under Which Self-Reports of Voter Turnout Are Reduced by an Experimental Question Wording in the 2004 National Election Study Survey*

Allyson L. Holbrook, University of Illinois at Chicago; Jon A. Krosnick, Stanford University

*Understanding Vote Overreporting, A Case Study: British General Elections 1992, 1997, and 2001*

Ipek Bilgen, Allan McCutcheon, Robert F. Belli, and Rene Bautista, University of Nebraska–Lincoln

*Modeling a Likely Electorate in Preelection Polls for Low Turnout Elections*

Robert P. Daves, *Minneapolis Star Tribune*

*Involvement, Memory Failure, and Overreporting*

Volker Stocké and Tobias Stark, University of Mannheim

Discussant: Kathleen A. Frankovic, CBS News

## SURVEY MODE EFFECTS

Chair: James J. Bason, University of Georgia

*Trends in Mode Effects in Physician Surveys across Time: A Comparison of Internet and Telephone Methods*

Karl G. Feld, Robin Linehan, and Steven Wakefield, Johnston, Zabor, McManus  
*Respondent Mode Preference in a Multimode Survey*

Lance Selfa and Scott Sederstrom, National Opinion Research Center  
*Supplementing RDD Surveys with Web Data*

Karol Krotki, RTI International  
*Web and Mail Surveys: A Mode Test*

Vickie L. Stringfellow and Anthony M. Roman, University of Massachusetts–Boston  
Discussant: Reg Baker, Market Strategies

## THE IMPACT OF MONETARY INCENTIVES

Chair: Sameer Abraham, The Gallup Organization

*“Downstream” Effect of Cash Incentives to Parents*

Sue L. Mann, Diana J. Lynn, and Arthur V. Peterson, Fred Hutchinson Cancer  
Research Center and University of Washington

*Effect of Letter with Cash to RDD Refusals*  
Jane Traub, Scarborough Research

*An Experiment Testing a Promised Incentive for a Random Digit Dial Survey*  
David Cantor and Inho Park, Westat; Holly Schiffrin, University of Mary Washington;  
Bradford Hesse, National Cancer Institute

*Prepaid Versus Promised Incentives for Recruiting Participants to an Online Health  
Intervention*

Victor J. Strecher and Mick P. Couper, University of Michigan; Gwen L.  
Alexander and George Divine, Henry Ford Health System; Christine C. Johnson,  
Henry Ford Health System for the MENU Choices Study, HMO Cancer Research  
Network

Discussant: Michael Butterworth, CBS News

## THE POLITICS OF SPECIAL POPULATIONS

Chair: Patrick Murray, Monmouth University

*Political Partisanship in the Army*

Jason Dempsey, Columbia University and the U.S. Military Academy; Robert Y.  
Shapiro, Columbia University; Craig Cummings, U.S. Army

*The Politics of the American Professoriat*

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

*Military Families’ Views of the War in Iraq*  
Sarah Dutton, CBS News

Discussant: Whitt Kilburn, Florida International University

## VALUES AROUND THE WORLD

Chair: Tom W. Smith, National Opinion Research Center

Panelists: Steven Kull, Program on International Policy Attitudes; Gary Langer, ABC News; Andrew Kohut, Pew Research Center  
Discussant: Richard Burkholder, Gallup Organization

## CORE VALUES INTERNATIONAL

Chair: Karl Feld, Johnston, Zabor, McManus

*Comparing Personal Value Orientations in the EU*

Peter Ph. Mohler and Katrin Wohn, ZUMA

*Measuring International Socio-Religious Values and Conflict by Coding U.S. State Department Reports*

Brian J. Grim, Catherine Meyers, Jaime Harris, and Julie VanEerden, Pennsylvania State University; Roger Finke, Pennsylvania State University and Association of Religion Data Archives

*National Pride in Global Perspective*

Tom W. Smith, National Opinion Research Center

*Determinants of Support for Terrorism among Muslim Publics: Findings from the Pew Global Attitudes Surveys*

Richard Wike, Nicole M. Speulda, and Nilanthi Samaranyake, Pew Research Center

Discussant: Dietram A. Scheufele, University of Wisconsin-Madison

## MEDIA EFFECTS REVISITED

Chair: Robert Mason, Oregon State University

*Impact of News Exposure on Beliefs about the Likelihood of Terrorist Attacks*

Kenneth Winneg, University of Pennsylvania

*The Relative Contributions of Print and Broadcast*

Cecilie Gaziano, Research Solutions

*Media Use, National Attachment, and Citizenship*

Patricia Moy, Andrea Hickerson, and Brandon Bosch, University of Washington

*Incivility and Campaigns*

Deborah Jordan Brooks and John Geer, Dartmouth College

Discussant: Robert K. Goidel, Louisiana State University

## MIXED-MODE STUDIES

Chair: Jennifer L. Beck, U.S. Census Bureau

*Developing Harmonized Questions for Use in a Mixed-Mode Data Collection Environment*

Amanda Wilmot and Abigail Dewar, U.K. Office for National Statistics

*Mixing Modes on the European Social Survey*

Caroline E. Roberts, City University; Peter Lynn and Annette E. Jaeckle, University of Essex

*Mixed Modes and Mode Effects: Focus on the Web*

Laurie Lewis, Izabella Zandberg, and Brian Kleiner, Westat

Discussant: Joe Cardador, Service Management Group

## SAMPLING AND NONRESPONSE ISSUES

Chair: Andrew Zukerberg, U.S. Census Bureau

*Cluster Sampling: A False Economy?*

Andrew Zelin and Roger Stubbs, Ipsos-MORI

*A Zip-Code Based Correction for Nonresponse*

Leonie Huddy, Stanley Feldman, Ivana Eterovic, Inna Burdein, Maxwell Mak, and Linda Pfeiffer, SUNY Stony Brook

*Weighting Surveys: Identifying Key Poststratifiers*

Michael P. Battaglia and Martin R. Frankel, Abt Associates; Michael Link, Centers for Disease Control and Prevention

Discussant: John L. Eltinge, U.S. Bureau of Labor Statistics

## TRANSLATING AND EVALUATING QUESTIONNAIRES

Chair: Alisú Schoua-Glusberg, Research Support Services

*Methods for Translating Survey Questionnaires*

Barbara H. Forsyth, Martha Stapleton Kudela and Kerry Levin, Westat; Deirdre Lawrence and Gordon Willis, National Cancer Institute

*Behavior Coding Real-Time Survey Interpreters*

Michael W. Link, Centers for Disease Control and Prevention; Larry Osborn and Michael P. Battaglia, Abt Associates; Holly Hoegh, Public Health Institute; Martin R. Frankel, Abt Associates and Baruch College

*Cognitive Interviewing versus Behavior Coding*

Deirdre Lawrence, National Cancer Institute; Kerry Levin, Westat

*Bilingual Behavior Coding in Practice*

Jennifer H. Childs and Ashley D. Landreth, U.S. Census Bureau

*Understanding Effects of Different English to Spanish Translations: A Case Study of ISSP Attitudinal Questions*

Ana Villar, Rene Bautista and David Palmer, University of Nebraska–Lincoln; Janet Harkness, University of Nebraska–Lincoln and ZUMA; Francisco Abundis, Parametria SA de CV

## TRYING TO OVERCOME NONRESPONSE

Chair: Diane O'Rourke, University of Illinois Survey Research Laboratory

*When Is Enough, Enough: Do Extraordinary Recruitment Efforts Improve Data Quality?*

Kathleen Tiefenwerth, Battelle Centers for Public Health Research and Evaluation; Patti Hawse, Johns Hopkins School of Public Health

*Microsimulation of Alternative Survey Designs*

Sonja Ziniel and Robert M. Groves, University of Michigan; Barbara C. O'Hare, Arbitron

*Unintended Consequences: How Purging Business Numbers in RDD Surveys Can Increase Noncoverage*

Daniel Merkle, Gary Langer, and Jon Cohen, ABC News; Linda Piekarski, Survey Sampling; Robert Benford and David Lambert, TNS

*The Effect of Login Procedure on Survey Response*

Benjamin Healey and Allan Smee, Massey University

*Impact of Disclosure Risk on Survey Participation Decisions*

Frederick Conrad, Eleanor Singer, Mick P. Couper, Frost Hubbard, and Robert Groves, University of Michigan; Hyunjoo Park, RTI International

Discussant: Brian Meekins, U.S. Bureau of Labor Statistics

# WHO REALLY WON ELECTION 2004?

Chair: Susan Pinkus, *Los Angeles Times*

*Was the 2004 Election Stolen? Ohio Data Analysis*

Ron Baiman, University of Illinois at Chicago

*Polling Bias or Corrupted Count? Accepted Improbabilities and Neglected Correlations in 2004 U.S. Presidential Exit Poll Data*

Steve Freeman, University of Pennsylvania

*The True Electorate*

Michael P. McDonald, George Mason University

*Beyond Exit Poll Fundamentalism: Surveying the 2004 Election Debate*

Mark Lindeman, Bard College

Discussant: Elizabeth Liddle, University of Nottingham

# ROUNDTABLE OF POQ EDITORS: TRENDS IN PUBLIC OPINION THEORY AND RESEARCH

Chair: Cliff Zukin, Rutgers University

Panelists: Peter Miller, Northwestern University; Stanley Presser, University of Maryland; Vincent Price, University of Pennsylvania; Howard Schuman, University of Michigan; Eleanor Singer, University of Michigan

# A SAMPLING REVOLUTION: ALTERNATIVE SAMPLING FRAMES FOR PROBABILITY BASED HOUSEHOLD SURVEYS

Chair: Martin Frankel, Abt Associates and Baruch College

*Validating a Sampling Revolution: Benchmarking Address Lists against Traditional Field Listing*

Colm O'Muircheartaigh, Edward M. English, Stephanie Eckman, Heidi L.

Upchurch, and Erika Garcia Lopez, National Opinion Research Center; James

Lepkowski, University of Michigan

*Using Residential Mailing Lists as a Sampling Frame for In-Person Surveys*

Vincent G. Iannacchione, RTI International

*Mixed-Mode and Address Frame Alternatives to RDD*

Ali H. Mokdad and Michael W. Link, Centers for Disease Control and Prevention;

Michael P. Battaglia and Larry Osborn, Abt Associates; Martin R. Frankel, Abt

Associates and Baruch College

Discussant: Michael Brick, Westat

# COGNITIVE INTERVIEWING

Chair: Brian L. Grim, Pennsylvania State University

*Cognitive Interview Methodology Revisited: Development of Best Practices for Pre-testing Spanish Survey Instruments*

Patricia L. Goerman, U.S. Census Bureau

*Common Survey Question Design Problems and Their Role in Communicating Question Intent*

Stephanie Willson, National Center for Health Statistics

*Efficient Respondent Selection for Cognitive Interviewing*

Allison C. Ackermann and Johnny Blair, Abt Associates

Discussant: Robert M. Groves, University of Michigan

## CORE VALUES AND BEHAVIOR

Chair Sandra L. Bauman, Bauman Research and Consulting

*The Role of Core Values in Creating Effective Communications and Outreach Campaigns*

Nancy Belden, Kate Stewart, and John Russonello, Belden, Russonello and Stewart

*Personal Values and Political Opinions*

Whitt Kilburn, Florida International University

*Family Values and Conflicting Messages*

Susanna Kung and Thomas Duffy, ORC Macro

*Core Values and Instrumental Information-Seeking*

Tim Gohmann, Decision Analyst; Rebecca C. Quarles and Robert W. Schnurr, QSA Research and Strategy

Discussant: Keith Neuman, Environics Research Group

## ESTIMATES OF CELL PHONE USAGE

Chair: Teresa A. Keenan, AARP

*Wireless Substitution: 2005 Update and Its Impact on Surveys of Children*

Stephen J. Blumberg and Julian V. Luke, National Center for Health Statistics

*Identifying Recent Cell Phone-Only Households*

Deborah Jay and Mark DiCamillo, Field Research Corporation

*Ownership and Usage Patterns of the Cell Phone: 2000-2006*

Peter S. Tuckel, Hunter College; Sally Daniels and Geoff Feinberg, GfK NOP

Discussant: Linda Piekarski, Survey Sampling International

## EVENT REPORTING

Chair: Beatrice Rammstedt, ZUMA

*Identifying Societal Events*

Juliane Landmann and Cornelia Zuell, ZUMA

*Comparing Event History Data to Focused Queries*

Vincent E. Welch, Kim Williams, Brian Lisek, and Thomas B. Hoffer, National Opinion Research Center

*Does the Event History Calendar Improve the Reporting of When Events Happened?*

Robert F. Belli, University of Nebraska-Lincoln; Frank P. Stafford, University of Michigan

Discussant: Roger Tourangeau, University of Maryland

## NEWS MEDIA AND ATTITUDES

Chair: Kimberly Downing, University of Cincinnati

*Think about Him This Way*

Sei-Hill Kim, Auburn University; Miejeong Han, Hanyang University; Dietram A. Scheufele, University of Wisconsin-Madison

*The Media's Role in Fragmenting Public Agendas*

Natalie J. Stroud, University of Pennsylvania

*News Coverage of the New York Times on Epidemic Hazards: Linking Framing and Issue Attention Cycle toward an Integrated Theory of Print News Coverage of Epidemic Hazards*

Tsung-Jen Shih and Rosalyna Wijaya, University of Wisconsin–Madison

Discussant: Jon Cohen, ABC News

## ENVISIONING THE SURVEY INTERVIEW OF THE FUTURE

Chair: Michael Schober, New School for Social Research

Panelists: Norman Bradburn, National Science Foundation; Fred Conrad and Mick P. Couper, University of Michigan; Arthur Graesser, University of Memphis; Nora Cate Schaeffer, University of Wisconsin–Madison; Michael Schober, New School for Social Research

## THE 2005 ELECTIONS: A PORTENT FOR '06?

Chair: Gary Langer, ABC News

Panelists: Claudia Deane, *Washington Post*; Lee Miringoff, Marist College; Patrick Murray, Monmouth University; Susan H. Pinkus, *Los Angeles Times*

## CONVERTING NONRESPONDENTS

Chair: Colm O'Muircheartaigh, National Opinion Research Center

*Survey Terminators: They Won't Be Back, But Does It Matter?*

Scott Keeter, Carolyn L. Funk, and Courtney Kennedy, Pew Research Center

*Finding Converts: Who Becomes a Refusal Conversion*

David Dutwin and Melissa Herrmann, ICR/International Communications Research

*Which Refusers Are Most Likely to be Converted*

Mary Outwater, University of Oklahoma OU POLL

*A Theoretical Framework for Survey Break-Offs*

Andy Peytchev, University of Michigan

Discussant: James Caplan, U.S. Department of Defense

## EVALUATING DATA QUALITY

Chair: Patricia A. Gwartney, University of Oregon

*Cost Structures and Data Quality for Surveys*

John L. Eltinge, U.S. Bureau of Labor Statistics

*Research Synthesis of National Survey Estimates of Religious Identity*

Elizabeth Tighe and Leonard Saxe, Brandeis University; David Livert, Pennsylvania

State University–Lehigh Valley

*Collection and Delivery of Paradata*

Reg Baker, Market Strategies

Discussant: Thomas M. Guterbock, University of Virginia

## MODE (AND OTHER) EFFECTS ON DATA QUALITY

Chair: Andrea D. Rounce, Carleton University

*Data Comparability in a Telephone and Faceto-Face Survey of Persons with Disabilities*

Matt Sloan, Debra Wright, and Kirsten Barrett, Mathematica Policy Research  
*Utility of Rating Confirmation in IVR Surveys*  
 Joe Cardador, Service Management Group  
*Discrepancy between Survey and Administrative Data*  
 Kathleen T. Call, Michael Davern, Gestur Davidson, and Rebecca Nyman, University  
 of Minnesota  
 Discussant: Karol Krotki, RTI International

## POLITICS AND PUBLIC OPINION

Chair: Natalie J. Stroud, University of Pennsylvania  
*Is California Weird?*  
 Max Neiman and Douglas Strand, Public Policy Institute of California  
*The Relative Accessibility of Partisan Stereotypes and Policy Information in Voters' Candidate Evaluations*  
 Danna Basson, University of Wisconsin–Madison  
*Value Structures: How Pew Got It (Almost) Right*  
 Solon J. Simmons, University of Wisconsin–Madison  
*The Influence of Partisanship on Perceptions of the Economy in Georgia: What Are We Measuring?*  
 Richard L. Clark and Tom Tanner, University of Georgia  
 Discussant: Kent Tedin, University of Houston

## POLLS ABOUT SCIENCE AND HEALTH ISSUES

Chair: Nick Synodinos, University of Hawaii  
*Morality and Utility Trade-Offs in the Embryonic Stem Cell Research Debate*  
 Melissa Constantine, Karen Virnig, and Todd Rockwood, University of Minnesota  
*Priming Embryonic Stem Cell Research: The Role of Involvement in Priming Effects on Attitudes and Behavioral Intentions towards Embryonic Stem Cell Research*  
 Doshik Yun, Seungahn Nah, and Douglas M. McLeod, University of Wisconsin–Madison  
*The Use and Impact of Polls in Health Policymaking*  
 François Petry, Université Laval; Richard Nadeau, and Christine Rothmayr, Université de Montréal; Eric Belanger, McGill University  
 Discussant: Jon D. Miller, Northwestern University

## RACIAL IDENTITIES AND ATTITUDES, CORE VALUES AND CULTURAL CONFLICT

Chair: Matthew O. Hunt, Northeastern University  
*Racial Resentment 1986–2004: The Importance of Racial Threat, Traditional Values, and Antiblack Affect*  
 Peter Mateyka, Pennsylvania State University; Michael Hughes, Virginia Polytechnic Institute and State University  
*Locating a Black “Community of Culture” in Brazil*  
 Stanley R. Bailey, University of California, Irvine  
*Race and Public Policy in Multiethnic Contexts*  
 Tyrone Forman and Maria Krysan, University of Illinois at Chicago



*Multiracial Contexts and Immigration Attitudes*

Eric Oliver and Shang Ha, University of Chicago

Discussant: Monica McDermott, Stanford University

SOCIAL DESIRABILITY BIAS AND SENSITIVE ISSUES

Chair: Janet Streicher, Citibank

*Sensitive Topics: Are There Modal Differences?*

Zannette Uriell, Navy Personnel Research, Studies, and Technology; Chantay Dudley, University of Memphis

*Identifying Mode Effects When Asking Highly Sensitive Questions*

Jessica E. Graber, Erin Wargo, Angela Jaszczak, Katie Lundeen, and Stephen Smith, National Opinion Research Center

*Social Desirability Bias in CATI, IVR, and Web*

Frauke Kreuter, Stanley Presser, and Roger Tourangeau, University of Maryland

*Effect of Language on Mental Health Reporting among Hispanics*

Laura Flicker, Elizabeth Dean, Rosanna Quiroz, and Mai Wickelgren, RTI International; Laura DiGrande and Tina McVeigh, New York City Department of Health and Mental Hygiene

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

STUDYING SPECIAL POPULATIONS

Chair: Joe Lenski, Edison Media Research

*Standardized Interviews with Young Children*

Marek Fuchs, University of Kassel

*Wherever the Children Go, I'll Follow Them: The Reliability of Information on Schooling Given by School-Age Respondents*

Nick Moon, GfK NOP Social Research

*The Effect of Covering Linguistic Minorities Using Multilingual Surveys*

Sunghye Lee, Hoang Anh Nguyen, John H. Kurata, and May Jawad, University of California, Los Angeles, Center for Health Policy Research

*Modeling Response Times for Old and Young Respondents to Improve Their Understanding of Survey Questions*

Patrick Ehlen, Stanford University; Michael F. Schober, New School for Social Research; Frederick G. Conrad, University of Michigan

Discussant: Fran Featherston, National Science Foundation

DOES NONRESPONSE MATTER?

Chair: Charlotte Steeh, independent consultant

*Wave Nonresponse in a National Telephone Survey*

Rui Wang, University of Michigan

*Nonresponse Bias in a Mail Survey of Physicians*

Emily McFarlane, Murrey Olmsted, Joe Murphy, and Craig Hill, RTI International

*Nonresponse Bias in a Mail Survey*

Agnieszka Flizik and Paul Lavrakas, Nielsen Media Research

*Examination of Nonresponse and Measurement Error*

Courtney Kennedy, Pew Research Center; Kristen Olson, University of Michigan

*Nonresponse Bias in Estimating Big Game Harvest*

Bryan K. Ward and Carrie Koenig, PA Consulting Group

Discussant: Patrick Glaser, Council for Marketing and Opinion Research

## EFFECTS OF CELL PHONE USAGE

Chair: Meena Khare, National Center for Health Statistics

*Effects of Cell Phones in Land-Line Households*

Dennis Lambries, Institute for Public Service and Policy Research; Robert W. Oldendick, University of South Carolina; Michael Link, Centers for Disease Control and Prevention

*Cell Phones in List-Assisted, RDD Sample*

Kirsten Ivie, Robert Pels, and Dagmar Zentrichova, ORC Macro

*Geographic Controls in a Cell Phone Sample*

Anna Fleeman and Dan Estersohn, Arbitron

*Cell Phone Samples: Who Are We Missing?*

Kristen Purcell and Jonathan Best, Princeton Survey Research Associates International; Lee Rainie and John Horrigan, Pew Internet and American Life Project

Discussant: Jon Wivagg, NuStats DataSource

## INTERVIEWER-RESPONDENT INTERACTION AND RESPONSE PROCESSES

Chair: Tim J. Gabel, RTI International

*Visual and Verbal Cues of Survey Respondents' Need for Clarification*

Michael F. Schober, New School for Social Research; Frederick G. Conrad, University of Michigan; Wil Dijkstra, Free University of Amsterdam

*Sounds of Silence: Structure of Response Latency*

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

*Race of Respondent Interaction with Event History Calendar and Question-List Interviews: A Verbal Behavior Analysis*

Mario Callegaro, Robert F. Belli, David R. Palmer, and Emilio Serrano, University of Nebraska–Lincoln

*Think-Aloud Evidence of Conceptual Misalignment in Telephone Interviews*

Anna Suessbrick, NeuroHealth Psychological Associates; Michael F. Schober, New School for Social Research; Frederick G. Conrad, University of Michigan

Discussant: Nick Moon, GfK NOP

## POLLS AND MEDIA IN ELECTIONS

Chair: Micheline Blum, Blum and Weprin Associates

*Media Assessments of Polls and Pollsters in 2004*

Michael Traugott, University of Michigan

*Polls vs. Markets as Electoral Predictors*

Robert Erikson, Columbia University; Christopher Wlezien, Temple University

*Media Coverage of Election Polls, 2004 and Beyond*

Mark Blumenthal, Bennett, Petts and Blumenthal; Joel D. Bloom, University of Oregon

*Measuring Voter Ability to Discern Misleading Ads*

Christopher P. Borick, Muhlenberg College

Discussant: Jeff Jones, The Gallup Organization

# QUESTIONNAIRE CONTEXT EFFECTS

Chair: Kenneth Steve, Nielsen Media Research

*The Effect of Context on Reported Alcohol Use*

Floyd J. Fowler, University of Massachusetts–Boston

*Is Randomization Enough? Understanding The Prevalence and Magnitude of Sequence Effects in “List” Items*

Carolyn L. Funk, Michael Dimock, and Courtney Kennedy, Pew Research Center

*Does Less Equal More? Preliminary Results of an Experiment on Income Question Strategy*

Joel Kennet, Peggy Barker, and Dicy Painter, Substance Abuse and Mental Health Services Administration

*Extreme Response Style: Style or Substance?*

Allyson L. Holbrook, Young I. Cho, and Timothy P. Johnson, University of Illinois at Chicago

Discussant: Karen Goldenberg, U.S. Bureau of Labor Statistics

# RELIGION, VALUES, AND CONFLICT

Chair: Andrew Smith, University of New Hampshire

*Values in Conflict: The Religious “Hard Core”*

Scott H. Clarke, Michigan State University

*Changing Values: Patterns of Lifetime Switching Out of a Religious Identification in the U.S.*

Ariela Keysar and Barry A. Kosmin, Trinity College

*The Democrats’ God Problem*

Gregory A. Smith and Peyton M. Craighill, Pew Research Center

*Cultural Conflict and Racial Attitudes*

Michael Hughes, Virginia Polytechnic Institute and State University; Steven A.

Tuch, George Washington University

Discussant: Murray Edelman, Rutgers University

# SURVEY CONFIDENTIALITY AND ETHICS

Chair: Tracy Tuten, Virginia Commonwealth University

*Confidentiality Concern and Survey Participation*

Anna Y. Chan and Jeffrey C. Moore, U.S. Census Bureau

*Survey Research Ethics: Practicing What We Preach?*

Stanley Presser and Susan C. Kenney, University of Maryland

*The “Third Man” Excuse for Conducting Surveys That Cause Public Harm*

Robert G. Mason, Oregon State University

Discussant: Melissa Constantine, University of Minnesota

# THINKING ABOUT IMMIGRATION

Chair: Randal S. ZuWallack, ORC Macro

*American Attitudes toward Immigration: A National and Regional Study*

Michael Dimock and Scott Keeter, Pew Research Center; Richard Wike, Pew Global Attitudes Project

*Emigration and Memories*

Amy Corning, University of Michigan

*Do Immigration Debates Reflect or Define Opinion?*

Fred Solop and Nancy Wonders, Northern Arizona University

Discussant: Sandra Marquart-Pyatt, Utah State University

## HOW TO REDUCE NONRESPONSE

Chair: Clyde Tucker, U.S. Bureau of Labor Statistics

*Reducing Item Nonresponse in Questions Asking for a Point Estimate by Use of a Follow-Up Range Question*

Colleen K. Porter, Cyndi Garvan, and R. P. Duncan, University of Florida

*What Do Nonresponse Follow-Up Surveys Reveal?*

John M. Kennedy, Indiana University

*Testing an Advance Contact Targeted-Awareness Campaign to Raise Response Rates*

Ana P. Melgar, Paul J. Lavrakas, Agnieszka Flizik, Rosemary Holden, and Maria Anatro, Nielsen Media Research

*BRFSS Pilot Test of Tailored Spanish Lead Letters*

Lisa Carley-Baxter, David Roe, and Rosanna Quiroz, RTI International; Michael Link, Centers for Disease Control and Prevention

Discussant: Larry Luskin, ORC Macro

## INTERVIEWER EFFECTS

Chair: Melissa Herrmann, ICR/International Communications Research

*Conversations with a Stranger: Perceptibility of the Race of Interviewer*

Mario Callegaro, University of Nebraska-Lincoln; David C. Wilson, The Gallup Organization

*Effects of Interviewer-Respondent Interaction on Interviewer Assessments*

James Wolf, Angela Rodak, and Charles Hulen, Indiana University-Indianapolis; Sharon Sidenbender, The Ohio State University

*Effect of Interviewer Experience on Response Rates*

Rashna Ghadialy and Parvati Krishnamurty, National Opinion Research Center

*Bilingual Interviewing: Contact Effort, Call Outcomes, Cooperation, and Survey Results in Spanish-Language versus English-Language Telephone Interviewing*

Jon Wivagg, NuStats DataSource; Rob Santos, NuStats

Discussant: Jaki S. McCarthy, U.S. Department of Agriculture

## MEASURING INSTRUMENTS

Chair: Joanne Pascale, U.S. Census Bureau

*Tipping the Scales: Weighing in on Word versus Numeric Measurement*

Carol L. Wilson, Corporate Research Associates

*Colors, Labels, and Heuristics for Scales*

Roger Tourangeau, Mick P. Couper and Frederick Conrad, University of Michigan

*Coding Occupations in NLSY97*

Parvati Krishnamurty, National Opinion Research Center

*How Difficult Items Are Coded into the Standard Occupational Classification (SOC) System, and What This Means for You*

Jake Bartolone and Micah Sjoblom, National Opinion Research Center

Discussant: Barbel Knauper, McGill University

PUBLIC OPINION ABOUT HURRICANE KATRINA

Chair: Michael Hughes, Virginia Polytechnic Institute and State University

*The Response to Hurricane Katrina in Georgia*

James J. Bason, University of Georgia

*"I Can't Imagine It": Citizen Losses after Katrina*

Susan E. Howell, University of New Orleans; Jeanne Hurlbert and John Beggs,  
Louisiana State University; Valerie A. Haines, University of Calgary

*Racially Based Reactions to Hurricane Katrina*

Leonie Huddy and Stanley Feldman, SUNY Stony Brook

*The Dynamics of Presidential Approval: The Effect of Hurricane Katrina*

Gazmend Alushi, University of Connecticut

Discussant: Ana Maria Arumi, Public Agenda

PUBLIC OPINION AND POLICYMAKING

Chair: François Petry, Université Laval

*Valuing Public Opinion: Political Actors' Assessment of Opinion*

Andrea D. Rounce, Carleton University

*Using Survey Data to Guide Policy Implementation: The Case of the Medicare Drug Law*

Mollyann Brodie, Elizabeth Hamel, and Erin Weltzien, Henry J. Kaiser Family  
Foundation; Robert Blendon and John Benson, Harvard School of Public Health

*Impact of Attrition on Health Insurance Estimates*

Steven Cohen and Trena Ezzati-Rice, Agency for Healthcare Research and Quality  
*Access to Health Care and Voting Behavior*

Jeanette Ziegenfuss, Michael Davern, and Lynn Blewett, University of Minnesota

Discussant: Robert Y. Shapiro, Columbia University

RDD SAMPLES

Chair: Sunghee Lee, University of California, Los Angeles, Center for Health Policy  
Research

*RDD Selection Method to Increase Response Rates*

Randal S. ZuWallack, ORC Macro

*A Comparison between Random Digit Dialing and Listed Household Sampling Frames  
Using Targeted Samples*

Yasamin Miller, Cornell University

*RDD vs. RDD Recruited Panel: A Comparison*

Darby Miller-Steiger and Zachary Arens, The Gallup Organization

*Gunfight at the Cleveland Mayoral Primary Corral: RBS vs. RDD in a Head-to-Head  
Test*

Joseph Shipman and Jay H. Leve, SurveyUSA

Discussant: Michael P. Battaglia, Abt Associates

THE ROLE OF RELIGION IN CONTEMPORARY POLITICS

Chair: Brandon Bosch, University of Washington

*Linking Evangelical Values and Media Choices*

Russ Tisinger and Eran Ben-Borath, University of Pennsylvania

*Simulating Preferred Bundles of Values and Beliefs*

John V. Colias and Beth Horn, Decision Analyst

*Religiosity and Political Agendas*

Douglas Strand, Public Policy Institute of California

Discussant: Scott Keeter, Pew Research Center

## POLLING FOR THE COURTS: ISSUES OF PROFESSIONAL ETHICS AND PRACTICES

Chair: Nancy Mathiowetz, University of Wisconsin–Milwaukee

Panelists: Deborah Jay, Field Research Corporation; Richard A. Kulka, Abt Associates; Stanley Presser, University of Maryland; Mark A. Schulman, Schulman, Ronca and Bucuvalas

## MEET THE AUTHORS

*America Against the World: How We Are Different and Why We Are Disliked* (Times Books, 2006)

Authors: Andrew Kohut and Bruce Stokes, Pew Research Center

*AAPOR Book Award Winners: The Psychology of Survey Response* (Cambridge University Press, 2000)

Authors: Roger Tourangeau, University of Maryland; Lance J. Rips, Northwestern University; Kenneth Rasinski, National Opinion Research Center

The AAPOR Book Award seeks to recognize influential books that have stimulated theoretical and scientific research in public opinion and/or influenced our understanding or application of survey research methodology.

## BOOSTING RESPONSE RATES

Chair: Frauke Kreuter, University of Maryland

*Boosting Response Rates: Are There Optimal Times to E-mail Respondents?*

Elizabeth W. Wood, Jennifer O'Brien, Kerry Levin, and Tracey H. Heller, Westat

*Advance Letter Readability and Survey Cooperation*

Martin Barron, James Chesire, Keeshawna Brooks, and Karen Wooten, Centers for Disease Control and Prevention

*Using Mail Surveys to Increase Response Rates to a Telephone Survey*

Charlotte Steeh, independent consultant

*Effects of Multiple Sponsors on RDD Response Rates*

Sherman Edwards and Michael Brick, Westat; John Kurata and David Grant, University of California, Los Angeles, Center for Health Policy Research

Discussant: Theresa DeMaio, U.S. Census Bureau

## ENHANCING INTERNET SURVEYS

Chair: Magdalena Wojcieszak, University of Pennsylvania

*Using Interactive Web-Based Maps*

Jennifer Sinibaldi, Sara Showen, and Scott D. Crawford, Survey Sciences Group; Robert Saltz, Pacific Institute for Research and Evaluation

*Web-Based Consent Form Design: An Experiment with Two Populations*

Scott D. Crawford and Brian Hempton, Survey Sciences Group; Daniel Eisenberg, Leslie Wimsatt, and Ezra Golberstein, University of Michigan

*Minimizing Data Collection Time in Web-Based Surveys*

Ananda Mitra, Mayank Gupta, Ashley Wagoner, Heather Champion, and Robert DuRant, Wake Forest University

*Eye-Movement Analysis of a Web Survey*

Cleo Redline, National Science Foundation; Melissa Hunfalvay and Christopher Lankford, Eye Response Technologies

Discussant: Don A. Dillman, Washington State University

## ISSUES DEALING WITH RACE

Chair: Lisa Carley-Baxter, RTI International

*Attitudes, Beliefs and Behaviors of African-Americans vs. Others: Influences of Cultural Differences on Cancer Survival*

Larry A. Hembroff and Nathaniel Ehrlich, Michigan State University; May Yassine, Michigan Public Health Institute

*Does Who You Live With Matter? Race and Ethnicity in America's Households and Their Potential Effects on Survey Research*

Marla D. Cralley, Arbitron

*Black-Latino Political Coalitions: Cooperation or Conflict?*

Tony E. Carey, SUNY Stony Brook

*Framing Reparations: Question Wording Effects in Surveys on Reparations for Slavery (1997–2002)*

Thomas Craemer, University of Connecticut

Discussant: Mark Blumenthal, Bennett, Petts and Blumenthal

## MORE FACTORS CONTRIBUTING TO NONRESPONSE

Chair: Paul Beatty, National Center for Health Statistics

*Using Call Records in Longitudinal Surveys to Understand Response*

Megan Henly and Nancy A. Bates, U.S. Census Bureau

*The Results of a Statewide Survey on Survey Burden*

Timothy Beebe, Sunni Barnes, Steven Jacobsen, G. Richard Locke, Jeff Sloan, and Kari Strain, Mayo Clinic

*Investigating Nonresponse Bias: An Analysis of Early, Mid and Late Responders to a Panel Survey of Texas High School Students*

Julie L. Paasche and Robert L. Santos, NuStats

*The Effect of Screener Wording on Response Rates*

Karina M. Shreffler, Katie Johnson, and David R. Johnson, Pennsylvania State University; Julia McQuillan, University of Nebraska–Lincoln

Discussant: Claire Durand, Université de Montréal

## POLITICAL PARTICIPATION AND VOTING

Chair: Jason Dempsey, Columbia University and the U.S. Military Academy

*Dual Pathways to Participation? A Reexamination of the Links between Network Heterogeneity and Political Participation*

Nam-Jin Lee, University of Wisconsin–Madison

*Voter Preferences, Party Contact, and Mobilization*

Jonathan Nagler, New York University; Jan E. Leighley, University of Arizona

*Latino Political Opinion and Participation*

Henry Flores, St. Mary's University; Antonio Gonzalez, William C. Velasquez Institute; Luis Miranda, Mirram Group; Matt Barreto, University of Washington

*Internet Uses and Political Engagement*

Shelley Boulianne, University of Wisconsin–Madison

Discussant: Casey A. Klofstad, University of Miami

## SAMPLING AND STUDYING RARE POPULATIONS

Chair: Thomas P. Duffy, ORC Macro

*Multiple Frame Designs for Rare Populations*

Benjamin T. Phillips, Charles Kadushin, Leonard Saxe, and Graham Wright, Brandeis University

*Fielding the Nursing Home CAHPS Pilot Study*

Carol Cosenza, University of Massachusetts–Boston

*Conducting a Survey of Hurricane Katrina Evacuees*

Mollyann Brodie and Erin Weltzien, Henry J. Kaiser Family Foundation; Claudia Deane, *Washington Post*; Melissa Herrmann, ICR/International Communications Research

Discussant: Barbara Bryant, University of Michigan

## UNDERSTANDING MODES OF DATA COLLECTION

Chair: Dawn V. Nelson, U.S. Census Bureau

*Testing Five Methods for Recruiting a Radio Diary Panel*

Gavin Lees and Mike Brennan, Massey University

*Use of Eye-Tracking in Studying Response Processes*

Mirta Galesic, Roger Tourangeau, and Ting Yan, University of Michigan; Cong Ye, University of Maryland

*Impact of Mode on Open-Ended Responses*

Jennifer Edgar, U.S. Bureau of Labor Statistics

*Differential Effects of Mode of Data Collection in a Cancer Screening Study of Unmarried Women Ages 40–75 Years*

Melissa A. Clark, Michelle L. Rogers, Gene F. Armstrong, and William Rakowski, Brown University

Discussant: Mario Callegaro, University of Nebraska–Lincoln

## WHAT AAPOR CAN DO TO SUPPORT ITS SENIOR MEMBERS

Chair: Brad Edwards, Westat

## CITY POLLS

Chair: Steve Everett, Everett Group

*Internet Panel: An Experiment in Democracy*

Phillip Downs, Florida State University and Kerr and Downs Research

*Public Opinion and City Identity*



Richard Florida, George Mason University; Darby Miller-Steiger and David C. Wilson, The Gallup Organization

*Using Public Opinion Research to Inform and Build a Local Civic Engagement Initiative: Research Insights from Metro Voices, Metro Choices Atlanta*

Tony Foleno, The Advertising Council

*Social Capital in Urban China*

Jie Chen, Old Dominion University

Discussant: Shelley Boulianne, University of Wisconsin–Madison

## DATA QUALITY AS A FUNCTION OF THE INTERVIEWER

Chair: Jennifer M. Rothgeb, U.S. Census Bureau

*Interviewer Cooperation Rates and Data Quality: Do Interviewers With High Cooperation Rates Also Produce the Most Reliable Estimates?*

Michael Lemay, University of Maryland

*How Organizations Monitor the Quality of Work Performed by Their Telephone Interviewers*

Anh Thu Burks, Paul J. Lavrakas, Ken Steve, Kim Brown, Brooke Hoover, and Jerry Sherman, Nielsen Media Research; Rui Wang, University of Michigan

*Can You Teach an Old Dog New Tricks?*

Vicki Wilmer and Jodie Daquilanea, National Opinion Research Center

*Interviewer Perceptions of Interview Quality*

Kirsten A. Barrett, Matt Sloan, and Debra Wright, Mathematica Policy Research

Discussant: Brad Edwards, Westat

## DESIGNING QUESTIONS III

Chair: Kathryn Downey-Sargent, U.S. Bureau of Labor Statistics

*Open-Ended Comments versus Closed-Ended Answers*

Robert O. Simmons, DMDC

*Experimental Tests of Some Standards of Practice*

Donna Eisenhower and Kristin Quito, New York City Department of Health and Mental Hygiene; Greg Van Ryzin and Stephen Immerwahr, Baruch College

*Short versus Long Survey Introduction*

Gillian B. Gero, ORC Macro

Discussant: Sherman Edwards, Westat

## GENDER ISSUES

Chair: Carol Cosenza, University of Massachusetts–Boston

*Men's Attitudes toward Feminism*

Matt Schroeder, Pennsylvania State University

*Work-Family Conflict and Where Mothers Work*

S. M. C. Kelley and C. G. E. Kelley, International Survey Center

*Same-Sex Marriage and the Elections of 2004*

Joel D. Bloom and Priscilla Yamin, University of Oregon

*Political Knowledge and Vote Choice on a State Same-Sex Marriage Amendment*

John Baxter Oliphant, Brigham Young University

Discussant: Janice Ballou, Mathematica Policy Research

## NEWS AND INFORMATION-SEEKING

Chair: Laura Flicker, RTI International

*Learning Political Information from the News*

Clarissa David, University of Pennsylvania

*The Internet and Public Consumption of News*

John Horrigan, Pew Internet and American Life Project

*Blogs, Traditional Sources Online, and Participation*

Homero Gil de Zuniga, Eulàlia Puig Abril, and Hernando Rojas, University of

Wisconsin–Madison

Discussant: John Robinson, University of Maryland

## PERSUADING THE RECALCITRANTS

Chair: Robert P. Daves, *Minneapolis Star Tribune*

*Does Color Increase Response Rates?*

Jan Charbonneau and Mike Brennan, Massey University

*Improving Response in Spanish-Speaking Households*

James J. Dayton, Robert S. Pels, and Kirsten Ivie, ORC Macro; Michael Link, Centers for Disease Control and Prevention

*Hang Ups: A Look at Quick Refusals*

Courtney N. Mooney and Barbara O'Hare, Arbitron

*Comparing the Use of Color in Mail Questionnaires*

Virginia M. Lesser and Lydia Newton, Oregon State University

## SPECIAL SAMPLING PROBLEMS

Chair: Yasamin Miller, Cornell University

*Local Area Surveys: Sample Design and Management*

Naomi Freedner, Randal ZuWallack, and James Dayton, ORC Macro; Zi Zhang,

Massachusetts Department of Public Health

*Contacting Sample Households: Lessons from Time Use Survey*

Aaron Maitland, University of Maryland

*Implementing an Address List-Based Sample Design*

Vijoy K. Gopalakrishnan, Arbitron

*Are Surname Oversamples Efficient for Sampling?*

Michael Davern, Donna McAlpine, and Jeanette Ziegenfuss, University of Minnesota;

Timothy Beebe, Mayo Clinic

Discussant: Steven Cohen, Agency for Healthcare Research and Quality

## AAPOR Poster Session I

## GROUP 1

Discussant: Angelina Kewal Ramani, Education Statistics Services Institute

*Impact of High School Preparation and Available Resources on Future Education and Career Goal*

David Jones, Nicole A. Couchot, and Amanda M. Smith, Wright State University

*Judgments of Responses to Peer Provocations*

Yael Kidron, American Institutes for Research; Shirley S. Feldman, Stanford University

*Developing an Industry Identifier for Survey Research*

Patrick Glaser, Council for Marketing and Opinion Research

*Is a User-Friendly Diary More Effective?*

Nhien To and Lucilla Tan, U.S. Bureau of Labor Statistics

*Tattoos, Directions, and Mode of Administration*

Todd Rockwood, Melissa Constantine, and Karen Virnig, University of Minnesota

*Applying Field-Based Pretesting Methods*

Kerry Levin, Barbara H. Forsyth, and Martha Stapleton Kudela, Westat; Deirdre Lawrence and Gordon Willis, National Cancer Institute

GROUP 2

Discussant: Richard A. Kulka, RTI International

*Customer Satisfaction and Hispanic Acculturation*

Jose d. Márquez-Ortiz, Service Management

*The BFI-10: Validation and Predictive Power*

Beatrice Rammstedt, ZUMA

*Robustness Study of the 2004 BRFSS Prevalence Estimates*

Henry W. Roberts, Centers for Disease Control and Prevention

*Are You There? Evaluating Sources for Locating Respondents*

Andrew Zukerberg, Megan Henly, Amy Herron, John Finamore, and Neil Ferraiuolo, U.S. Census Bureau

*Approach the Bench: Reaching the Attorney Population*

Kathleen Dalton, National Opinion Research Center; M. Mandy Sha, RTI International; Arin Reeves, American Bar Association, Communications on Women in the Profession

*Community and Survey Nonresponse*

Ryan A. Hubbard, Westat; Thomas M. Guterbock, University of Virginia

GROUP 3

Discussant: John Gastil, University of Washington

*Surfing for Soulmates*

Lee Rainie, Pew Internet and American Life Project; Seth Sanders, University of Maryland

*Judging Companies' Performance: Corporate Social Responsibility in the Philippines*

Jose Bayani D. Baylon, The Coca-Cola Export Corporation; Linda Luz B. Guerrero, Gerardo A. Sandoval, and Iremae Labucay, Social Weather Stations

*Personality Testing as a Tool for Interviewer Selection*

Jennifer Harding, Christina Abbott, Berwood Yost, and Angela Knittle, Franklin and Marshall College

*A Remedy for the Publicly Defamed*

Jeong-Nam Kim and Randy Patnode, Xavier University; Harrison De Stefano, University of Maryland

*The Red Herring Test: Detecting Guesses in Surveys*

Patrick Sturgis and Nick Allum, University of Surrey; Patten Smith and Rachel Owen, BMRB International

*Enhancing Interviewer Quality on NLSY97*

Kyle Fennell, National Opinion Research Center

## GROUP 4

Discussant: Michael A. Xenos, University of Wisconsin–Madison

*AAPOR's Standard Definitions and Academic Journals*

Thomas R. Marshall, University of Texas at Arlington

*Organic Assessed: Attitudes and Purchase Intentions*

Robin Sherk, Boston University

*Where Does Charity Begin?*

Stephanie A. Williams and Paul J. Lavrakas, Nielsen Media Research

*The Place of the Library in the Community*

Angela Cecina, Marcus Leach, Rebecca Showers, Caroline Simpson, Christopher White, Ryan White, and Martha Kropf, University of Missouri–Kansas City;

Therese Bigelow, Kansas City Public Library

*Coorientation in a Public Opinion Context: Predicting Accurate Perceptions of Community Opinion*

Lindsay H. Hoffman and Jason B. Reineke, Ohio State University

*Prediction of Final Response Rates in Field Surveys*

Stephanie Eckman, Colm O'Muircheartaigh, and Heidi L. Upchurch, National Opinion Research Center

## GROUP 5

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

*Cognitive Assessment of Geospatial Survey Data*

David J. Roe, Douglas Currivan, and George Ghneim, RTI International; James Holt, Centers for Disease Control and Prevention

*Analysis of Attrition on Travel Estimates*

Thomas P. Duffy and Randal S. ZuWallack, ORC Macro; Paul M. Gurwitz, Renaissance Research and Consulting

*Inside the Within Precinct Error*

Michael Butterworth, CBS News

*Adjusting for Attrition and Intermittent Wave Nonresponse*

Moh Yin Chang, University of Nebraska–Lincoln

*Evaluating RDD Surveys Conducted Offshore*

LinChiat Chang and Todd Myers, Opinion Research Corporation

*The Nature of Nonresponse in a Survey of Medicare*

Patricia M. Gallagher and Floyd J. Fowler, University of Massachusetts–Boston

## AAPOR Poster Session II

## GROUP 1

Discussant: Hernando Rojas, University of Wisconsin–Madison

*Japanese Public Opinion Surveys: 2005*

Nicolaos E. Synodinos, University of Hawaii; Shigeru Yamada, Kokushikan University

*Ballots and Crowns 2: Bulgarian Polling, 2001–2005*

Christopher D. Karadjov, California State University, Long Beach

*Attitudes about Arab-Americans: Detroiters' Views*

Reynolds Farley, University of Michigan; Maria Krysan, University of Illinois at Chicago

*Are There Post-Democratic European Publics?*

Gilg Seeber, University of Innsbruck

*Post-Katrina and Rita Political Evaluations*

Robert K. Goidel, Louisiana State University

*The Cost of Being a Girl: Youth Labor Market in the United States and the Origins of the Gender Wage Gap*

Yasemin Besen, SUNY Stony Brook

## GROUP 2

Discussant: Todd Rockwood, University of Minnesota

*Radio Listening Differences between Cell-Only Respondents and Those Reached on Landlines*

Anna Fleeman, Arbitron

*Web-Based Surveys: Respondents vs. Nonrespondents*

Zannette Uriell, Paul Rosenfeld, and Rosemary Schultz, Navy Personnel Research, Studies, and Technology

*A Follow-Up on the Use of Email Prompting*

Lekha Venkataraman and Margaret Parker, National Opinion Research Center

*Mapping Survey Cooperation Patterns and Determinants in Emerging Democracies: The Case of Brazil and Mexico*

Fabián Echegaray and Leonardo Athias, Market Analysis Brasil

*Minimizing Respondent Burden with Prenotification*

Tracy Tuten and Pamela Kiecker, Virginia Commonwealth University

## GROUP 3

Discussant: Grace O'Neill, U.S. Census Bureau

*How the Mention of Saddam Hussein in a Survey Question Impacts Americans' Views of the War with Iraq*

Jennifer De Pinto, CBS News

*More on Measuring Cancer Knowledge in the HINTS*

Vish Viswanath, Harvard School of Public Health; Michael P. Massagli, Dana-Farber Cancer Institute

*Quantifying Nature: A Sociological Assessment of Contingent Valuation Survey Methods*

Anthony V. Silvaggio, Humboldt State University; Patricia A. Gwartney, University of Oregon

*Involvement, Survey Attitude, and Item Nonresponse*

Volker Stocké and Tobias Stark, University of Mannheim

*Validation of Navy QOL Retention Models*

Michael J. Schwerin, Tracy L. Kline, and Murrey G. Olmsted, RTI International;

Gerry L. Wilcove, Navy Personnel Research, Studies, and Technology

*Collecting Physical Measure Data in a Survey: Does the Interviewer Affect Cooperation Rates?*

Katie Lundeen, Jessica Graber, Angela Jaszczak, Erin Wargo, and Stephen Smith, National Opinion Research Center

## GROUP 4

*Where, Exactly, are the RDD Nonrespondents?*

Edward M. English and Lisbeth Goble, National Opinion Research Center; Lisa K. Schwartz, Mathematica Policy Research

*Finding Wealth: Surveying Wealthy Households*

Roeland Beerten and Charles Lound, U.K. Office for National Statistics

*The Efficacy of Telephone Presurvey Notification*

Leslyn Hall and Josh Brown, ORC Macro

*Privacy Concerns, Too Busy, or Just Not Interested? Predicting Interim and Final Refusals in a Government Health Survey*

Nancy Bates, U.S. Census Bureau; Eleanor Singer, University of Michigan; James Dahlhamer, National Center for Health Statistics

*Nonparticipation of Twelfth Graders in NAEP*

Young Chun, American Institutes for Research; Andrew Kolstad, National Center for Education Statistics

*Analysis of a New Form of Contact Observations*

Kristen Olson, Jennifer Sinibaldi, and Jim Lepkowski, University of Michigan