

# AAPOR CONFERENCE PROGRAM

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## DIDACTIC SEMINAR

### IMPROVING QUESTIONNAIRE DESIGN WITH COGNITIVE INTERVIEWING TECHNIQUES

Instructors: David J. Mingay, National Opinion Research Center  
Gordon B. Willis, National Center for Health Statistics

## PLENARY SESSIONS

### NEW AND OLD AAPOR EXECUTIVE COUNCILS

### SURVEYING AMERICAN SOCIAL TRENDS: CHANGING WEATHER IN A COOLING CLIMATE ATOP THE LIBERAL PLATEAU

Chair: Duane F. Alwin, University of Michigan

Keynote Address: James A. Davis, Harvard University and National Opinion  
Research Center

Discussants: Philip E. Converse, Center for Advanced Study in the Behavioral  
Sciences  
Cliff Zukin, Field Institute

## MEETING

### ALL-CHAPTER BREAKFAST

Organizer and Chair: Nancy A. Mathiowetz, U.S. Bureau of the Census

### WARS, PRESIDENTS, THE MEDIA, AND THE PUBLIC

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

*"Rally Events" and Presidential Approval*

Larry Hugick and Alec M. Gallup, Gallup Organization, Inc.

*Media Coverage and Public Opinion on the Persian Gulf*

Donald P. Fan, University of Minnesota

*Vietnam Generation's Attitudes in the Persian Gulf: Have the Doves Become Hawks?*

Floyd Ciruli, Ciruli Associates

*Reaction to the Persian Gulf Crisis: Gender, Race, and Generational Differences*

Frederic I. Solop and Nancy A. Wonders, Northern Arizona University

Discussant: Mary Klette, NBC News

## MAIL SURVEY INNOVATIONS

Chair: Carolyn E. Miller, Princeton Research Associates

*In Living Color: A Large-Scale Experiment on the Effects of Color on Response  
Rates in Mail Surveys*

Scott Keeter, J. David Kenamer, and James M. Ellis, Virginia Commonwealth  
University

*Personal Delivery of Mail Questionnaires for Household Surveys: A Test of Four  
Retrieval Methods*

Paul T. Melevin, Donald A. Dillman, Rodney Baxter, and C. Ellen Lamiman,  
Washington State University

*Data Quality in Mail, Telephone and Face-to-Face Surveys: A Mode Comparison in the Netherlands*

Edith D. De Leeuw, IOPS

*Improving Response Rates in Mixed Mode Surveys: TVA Residential Customer Survey*

Carla Jackson, Tennessee Valley Authority, and John Boyle, Schulman, Ronca, and Bucuvalas, Inc.

Discussant: Robert M. Baumgartner, HBRS, Inc.

ISSUES IN SURVEY AND CENSUS PARTICIPATION

Organizers: Mick Couper and Robert M. Groves, U.S. Bureau of the Census

Chair: Warren J. Mitofsky, Voter Research and Surveys

*1990 Census Mail Response: An Examination of Causal Relations at the County Level Using Regression Analysis*

Jay Keller, U.S. Bureau of the Census

*The Role of the Interviewer in Survey Participation*

Mick Couper and Robert M. Groves, U.S. Bureau of the Census

*The Effects of Survey Experience on Interviewer Expectations: Findings from the National Household Survey on Drug Abuse*

Rachel A. Caspar and Teresa L. Parsley, Research Triangle Institute

Discussant: Eleanor D. Singer, Columbia University

SPECIAL ROUNDTABLE

THE KING DAY REFERENDA IN ARIZONA: A RETROSPECTIVE ON THE CAMPAIGN, THE POLLS, AND THE MEDIA

Organizers: Lee Sigelman and Henry C. Kenski, University of Arizona

Chair: Henry C. Kenski, University of Arizona

Panelists: Robert Robb, Nelson, Ralston, Robb Communications and Public Relations

Earl de Berge, Behavior Research Center

Michael O'Neill, O'Neill and Associates

Lee Sigelman, University of Arizona

A. Wade Smith, Arizona State University

RESPONSE ERRORS IN SURVEYS

Chair: Andy Kohut, Princeton Research Associates

*Errors of Experience: Response Errors in Reports About Child Support*

Nora Cate Schaeffer, University of Wisconsin

*Efficacy and Patterns of Job Search among Youths*

Judith M. Tanur, SUNY, Stony Brook, and Hee-Choon Shin, Pennsylvania State University

*Response Contamination by Third Parties in a Household Interview Survey*

Louise Corti and Karin Clissold, ESRC, University of Essex

*Quality of Self-reported Financial Data in a National Study of the Disabled*

Steven Machlin, U.S. General Accounting Office

Discussant: John Robinson, University of Maryland

DRUG USE SURVEYS

Chair: Pama Mitchell, *Atlanta Journal and Constitution*

*Measuring Drug Use in the U.S.A.: Overview of the National Household Survey on Drug Abuse*

Lana D. Harrison, National Institute on Drug Abuse

*Asking about Drugs and Drug Dependency: The Role of the Questionnaire Design Research Laboratory*

David Keer, Benjamin Rowe, Deborah Bercini Trunzo, and Stewart Rice, National Center for Health Statistics

*A Comparison of Survey Methodologies and Blood Chemistry Indicators in the Measurement of Drug and Alcohol Use among Postpartum Women*

Craig Blakely, Dottie Carmichael, James Dyer, and John Eltinge, Texas A&M University; Bert Little, Parkland Hospital; and Eric Fredlund, Texas Commission on Alcohol and Drug Abuse

*A Time Series Analysis of the Drug Issue, 1985-1990: The Press, the President, and Public Opinion*

William J. Gonsenbach, University of North Carolina, Chapel Hill

Discussant: Don Cahalan, University of California, Berkeley

## SURVEY-BASED EXPERIMENTS

Chair: Rachel A. Caspar, Research Triangle Institute

*Part-Whole Question Order Effects*

McKee J. McClendon and Snigdha Mukherjee, University of Akron

*Effects of Placement of Middle Position Alternative on Substantive Opinion Responses*

Robert Mason, Oregon State University; John Carlson, University of Idaho; and Marti McCracken, Oregon State University

*Response Form Effects in Election Polling Projects*

Jesse F. Marquette, University of Akron

*The Effect of Opinion Poll Question Order on the Propensity to Vote for a Levy Issue*

Lori Mitchell Dixon, University of Toledo

Discussant: Roger Tourangeau, National Opinion Research Center

## SPECIAL PLENARY SESSION

### RACISM AND AMERICAN POLITICS

Chair: Lawrence Bobo, University of California, Los Angeles

Keynote Speakers: David O. Sears, University of California, Los Angeles

Michael Dawson, University of Michigan

Ronald Brown, Eastern Michigan University

## ROUNDTABLE

### THE 1990 BALLOT AND "VOTER RESEARCH AND SURVEYS"

Organizer and Chair: Paul J. Lavrakas, Northwestern University

Panelists: Warren J. Mitofsky, Voter Research and Surveys

Michael R. Kagay, *New York Times*

Kathleen A. Frankovic, CBS News

Michael Traugott, University of Michigan

Philip Meyer, University of North Carolina, Chapel Hill

## ROUNDTABLE

### INTERACTIONAL TROUBLES IN PERSONAL SURVEYS

Organizer and Chair: Nora Cate Schaeffer, University of Wisconsin

Panelists: Brigitte Jordan, Xerox Parc and Institute for Research on Learning

Emanuel Schegloff, University of California, Los Angeles

Roger Tourangeau, National Opinion Research Center

Theresa DeMaio, U.S. Bureau of the Census

## ROUNDTABLE

SURVEYING PEOPLE WITH DISABILITIES: ISSUES IN SAMPLING DATA  
COLLECTION AND ANALYSIS

Organizer and Chair: Corinne Kirchner, American Foundation for the Blind

Panelists: Roni Rosner, American Foundation for the Blind

J. Merrill Shanks, University of California, Berkeley

Mark Schulman, Schulman, Ronca, and Bucuvalas, Inc.

## ENVIRONMENTAL ISSUES

Chair: Jacob Ludwig, Gallup Organization, Inc.

*Opinions and Opinion Change toward Global Warming Combining a Survey with an Experiment*

Robert E. O'Connor, Pennsylvania State University

*Environmental Consumerism: Harbinger or Hoax*

Michael P. Battaglia and Richard P. Wells, Abt Associates

*From Conservatism to Conservation. Environmentalism in Orange County, California*

Mark Baldassare and Cheryl Katz, University of California, Irvine

*Californians' Involvement with Wildlife: Implications for Change in the Management of Natural Resources*

Michael King, James Fletcher, and Jon Hooper, California State University, Chico

Discussant: Donald DeLuca, Price Waterhouse

## QUESTION ORDER EFFECTS IN PERSPECTIVE

Chair: Diane Colasanto, Princeton Research Associates

*Split-Ballot Experiments in the Gallup Poll: 1938-1988*

George Bishop and Andrew Smith, University of Cincinnati

*Question Order Effects among Multiple Items in Telephone Surveys*

Arthur Sterngold, Pennsylvania State University

*Context Effects in Attitude Measurement: An Inclusion/Exclusion Model of Assimilation and Contrast Effects*

Norbert Schwarz, ZUMA, and Herbert Bless, Universitat Mannheim

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

## MODERN POLITICAL CONTROVERSY

Chair: John Brennan, *Los Angeles Times*

*Obscenity, Censorship, and Public Opinion in the NEA Controversy*

Gladys Engel Lang and Kurt Lang, University of Washington

*The Third-Person Effect and Support for Restrictions on Pornography*

Albert Gunther, University of Wisconsin

*The Price Elasticity of Mass Preferences*

Donald Philip Green, Yale University

*Gun Control and Abortion: Centrality, Committed Action Revised and Expanded*

Steven Frank, Saint Cloud State University

Discussant: Laura Stoker, University of California, Berkeley

## ROUNDTABLE

## SURVEY ENTREPRENEURSHIP

Organizer and Chair: Marie Crane, M. Crane & Associates

Panelists: Joan S. Black, J. S. Black & Associates

Richard Day, Richard Day Research, Inc.

## ROUNDTABLE

## SINGLE SOURCE SURVEYS: EVERYTHING YOU EVER WANTED IN A SURVEY, AND LESS?

Organizer and Chair: Peter V. Miller, Northwestern University

Panelists: Edward Schillmoeller, A. C. Neilsen  
Alice Sylvester, J. Walter Thompson

## ROUNDTABLE

## "TAKING SOCIETY'S MEASURE": HERBERT HYMAN'S MEMOIRS OF AN UNREGENERATE SURVEY RESEARCHER

Organizer and Chair: Eleanor D. Singer, Columbia University

Panelists: Allen Barton, Columbia University  
Donald Cahalan, University of California, Berkeley  
Jack Elinson, Columbia University  
Charles Glock, University of California, Berkeley  
Dean Manheimer, Institute for Research in Social Behavior  
Burns W. Roper, Roper Organization, Inc.  
Charles Wright, University of Pennsylvania

## THE POLITICS OF POLLING

Chair: Deborah Hensler, Rand Corporation

*Pens and Polls in Nicaragua: An Analysis of the 1990 Preelection Surveys*

Katherine Bischooping and Howard Schuman, University of Michigan

*Preelection Polls in France: The Regulatory Environment, a Review of the Law of July 19, 1977*

Michel Brule, Brule Ville Associes

*Hidden Negativism: Evaluation of Parties and Leaders in Different Context*

Peter Esaiasson, Göteborg University, and Donald Granberg, University of Missouri

*Polls and Elections in Mexico*

Miguel Basanez, CEOP

Discussant: Richard Day, Richard Day Research, Inc.

## INTERVIEWERS IN THE SURVEY PROCESS

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

*Attributes of Questions and Interviewers as Determinants of Interviewing Performance*

Stanley Presser and Shanyang Zhao, University of Maryland

*The Effects of Non-standard Interviewer Verbal Behavior on Respondent Verbal Behavior*

Leslie A. Miller, Douglas Herrman, and M. Catherine Puskar, U.S. Bureau of Labor Statistics

*Solo Interviewers versus Field Teams: A Comparative Assessment of the Costs and Benefits of Interviewing High Cluster Areas*

Sameer Y. Abraham, National Opinion Research Center

*Does Additional Interviewer Training Improve the Quality of Survey Data? A Replicated Field Experiment and Directions for Further Research*

Jason S. Lee, National Institute of Mental Health

Discussant: Kenneth Rasinski, National Opinion Research Center

## AGENDA SETTING AND BEYOND: CURRENT PERSPECTIVES ON MEDIA EFFECTS

Organizer: Shanto Iyengar, University of California, Los Angeles

Chair: Maxwell E. McCombs, University of Texas

*Experimental Studies of Television Advertising: The Feinstein-Wilson Campaign*  
 Shanto Iyengar and Steven Ansolabehere, University of California, Los Angeles  
*Eras in the Agenda Setting Process for the Issue of AIDS*  
 Everett M. Rogers, University of Southern California, and James W. Dearing,  
 Michigan State University  
*Media Markets, Congressional Campaigns, and Voter Knowledge*  
 Tim Prinz, Harvard University  
 Discussant: Edward Lazarus, Lazarus and Mellman  
 Maxwell McCombs, University of Texas

#### ISSUES IN CONDUCTING HEALTH SURVEYS

Chair: Theodore Downes-Leguina, Rand Corporation  
*Factors Associated with Response Rates by Primary Care Physicians in a National Survey*  
 Richard B. Warnecke, University of Illinois; Ronald F. Czaja, North Carolina State University; Karen Burke, City of Oak Park, Illinois; Janet Barnsley, University of Toronto; Arnold Kaluzny, University of North Carolina; and Leslie Ford, National Cancer Institute  
*Nonresponse to the Current Health Topics Portion of the 1987 National Health Interview Survey*  
 Steven G. Pennell, University of Michigan  
*Public Opinion in and about the Market Place for Health Care*  
 Fred H. Goldner, Queens College and Graduate Center, City University of New York  
*An Assessment of Levels of Knowledge about HIV and AIDS in the U.S. Using Both Individual Items and Indices of Knowledge*  
 Eileen M. Gentry, Charles T. Salmon, Karen G. Wooten, and Janine M. Jason, Centers for Disease Control  
 Discussant: Andy White, National Center for Health Statistics

#### PLENARY SESSION

THE LAST 2 PERCENT COUNTED IN THE 1990 CENSUS; UNDERCOUNT RESEARCH; AND TAKING A NEW LOOK AT CENSUS TAKING FOR THE YEAR 2000

Chair: Albert E. Gollin, Newspaper Advertising Bureau  
 Keynote Address: Barbara Everitt Bryant, U.S. Bureau of the Census  
 Discussants: Norman M. Bradburn, National Opinion Research Center  
 Edward J. Spar, Market Statistics

#### PHILOSOPHICAL REFLECTIONS ON THE SURVEY RESEARCH ENTERPRISE

Organizer and Chair: Donna Card Charron, Decision Research and Lindenwood College  
*What Do True Values and Population Values Signify?*  
 Leslie Kish, University of Michigan  
*The Question and Answer Process*  
 Howard Schuman, University of Michigan  
*Responsibility in the Interpretation of Poll Data*  
 Warren E. Miller, Arizona State University  
*The Status and Scope of Our Claims*  
 Donna Card Charron, Decision Research and Lindenwood College

#### EVALUATING QUESTIONS AND RESPONSES

Chair: Dawn Von Thurn, General Motors  
*Gender Differences in Proxy Reporting*

Barbara Bickart, University of Florida; Geeta Menon, New York University; Norbert Schwarz, ZUMA; Seymour Sudman, University of Illinois; and Johnny Blair, University of Maryland

*Methodologies for Evaluating Survey Questions: An Illustration from a CPS CATI/RDD Test*

Pamela C. Campanelli, Jennifer M. Rothgeb, U.S. Bureau of the Census, and James L. Esposito and Anne E. Polivka, U.S. Bureau of Labor Statistics

*The Structure of Event Memory and Its Role in the Retrieval of Behavioral Frequency Data*

E. Marla Flecher and Bobby J. Calder, Northwestern University

*Defining Hours Worked: How Important for Reducing Response Error?*

W. Sherman Edwards, Westat, Inc.

Discussant: Marie Crane, M. Crane & Associates

CONSEQUENCES OF POLITICAL COVERAGE AND ADVERTISEMENTS

Chair: Michael Traugott, University of Michigan

*"You're No Jack Kennedy": Audience Response to a Verbal Barb in the 1988 Omaha Vice-presidential Debate*

Mark D. West, University of North Carolina, Asheville, and Frank Biocca and Prabu David, University of North Carolina, Chapel Hill

*Putting Your Money on a Winner: Horserace Coverage and Campaign Coffers*

Diana C. Mutz, University of Wisconsin

*The Role of Self-perceived Knowledge in Mediating Advertising Campaign Effects on Voting Intention: The Helms-Gantt North Carolina Senatorial Race*

Mary Alice Sentman Shaver, Xinchu Zhao, and Anne Barton White, University of North Carolina, Chapel Hill

*The Uses of Televised Political Advertising: An Experiment with Question Wording*

Pama Mitchell, Atlanta Journal-Constitution, and Lenn Sisson, Voice Information Services, Inc.

Discussant: Murray Edelman, Voter Research and Surveys

SURVEYS ABOUT AIDS

Chair: Tom W. Smith, National Opinion Research Center

*Trends in Public Opinion about AIDS*

Eleanor Singer, Theresa F. Rogers, and Cydnee Blattner, Columbia University

*Strategies in Eliciting Sensitive Sexual Information: The Case of Gay Men*

A. P. M. Coxon, ESRC; P. M. Davies, A. J. Hunt,

P. Weatherburn, South Bank Polytechnic; and T. J. McManus, Kings College Hospital

*Casual Sex: How People Explain away AIDS*

Jane Stokes, Lori Collins-Jarvis, Jodi Gusek, Jolene Kiolbasa, University of Southern California

*Issues in Self-Administration of Quality of Life Questionnaires among Persons with AIDS*

Sandra H. Berry and Theodore Downes-Le Guin, Rand Corporation

Discussant: Gregory Herek, University of California, Davis

DYNAMICS OF GERMAN UNIFICATION

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

*"Ossies" and "Wessies": Truly United?—an Analysis of Mass Sentiment towards German Unification from 1989 to 1991*

Manfred Kuechler, Hunter College and Graduate Center

*Looking across the Atlantic: The Impact of Media Attentiveness on American and German Public Opinion about Foreign Affairs*

Holli A. Semetko, University of Michigan, and Wolfgang G. Gibowski, German Press and Information Agency

*A Two-Concept Media Analysis of Negotiation and Bargaining on German Unification*

Rainer Mathes, ZUMA, and Alex S. Edelstein, Communications Ideas  
*One Nation and Two Political Cultures: West, East, and United, 1988-1990*

Peter Ph. Mohler, ZUMA

Discussant: Kurt Lang, University of Washington

APPLYING THE TOTAL DESIGN METHOD: FOUR CASE STUDIES

Organizer: Kenneth E. John, U.S. General Accounting Office

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

*If at First You Don't Succeed . . . Using the Total Design Method to Survey the Cable TV Industry*

Jonathan Bachman, U.S. General Accounting Office

*Coaxing the Respondent: Using the Total Design Method to Survey Early Childhood Education Center Directors*

Luann Moy, U.S. General Accounting Office

*Responses from Nonrespondents: A Study of Nonparticipants to the Census Bureau Precensus Survey*

Kenneth E. John and Sherrie Russ, U.S. General Accounting Office

*Institutional Constraints on the Use of TDM—Retiree Health Benefit Surveys*

William A. Eckert, U.S. General Accounting Office

Discussant: Donald A. Dillman, Washington State University

GEOGRAPHIC INFORMATION SYSTEMS IN MARKETING AND OPINION RESEARCH

Organizer and Chair: Robert S. Lee, Pace University

*GIS—What Is It and Where Is It Going?*

Richard Zinne, National Decision Systems

*Regional Subcultures as Revealed by Magazine Circulation Patterns*

Robert S. Lee, Pace University

*Geocoding Historical Records: Voting and Public Opinion in Chelsea, New York City, 1900-1912*

Zvia Segal Naphtali, Christina Spellman, and Richard Maisel, New York University

Discussant: Seymour Sudman, University of Illinois

SURVEYING HISPANIC POPULATIONS

Chair: Jay Mattlin, Time-Life, Inc.

*Sampling Hispanics by Telephone: A Comparison of Methods.*

Rita O'Donnell and Jack Ludwig, Gallup Organization, Inc.

*Language Cue Management Techniques for Improving Response Rates and Data Quality in Surveys of Hispanics*

Johanna P. Zmud, University of Southern California, and Carlos H. Arce, NSI Research Group

*Conceptual Adaptations vs. Back-Translation of Multilingual Instruments: How to Increase the Actionability and Accuracy of Multilingual Surveys*

Henry Adams-Esquivel, Market Development, Inc.

Discussant: Robert Santos, University of Michigan

MEETING

NATIONAL NETWORK OF STATE POLLS

Organizer: Beverly Wiggins, University of North Carolina, Chapel Hill

PRESIDENTIAL ADDRESS

Joan S. Black, J. S. Black and Associates



## PUBLIC OPINION AND THE PERSIAN GULF WAR

Organizer and Chair: Rosita Maria Thomas, Congressional Research Service and American University

*Polls and the Persian Gulf: What They Told Us, What They Didn't, and What They Should Have*

Rosita Maria Thomas, Congressional Research Service and American University  
*The Gender Gap and the Persian Gulf War*

Coleen McMurray and John Zeglarski, Gallup Organization, Inc.

*World Public Opinion and the Persian Gulf Crisis*

Ronald H. Hinckley, U.S. Information Agency

*Similarities and Differences in the Public's Views about Iraq and Vietnam*

Sharon P. Warden, *Washington Post*

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

Michael R. Kagay, *New York Times*

## EVALUATIONS OF CAPI

Chair: Charles Palit, University of Wisconsin

*A Comparison of Computer-assisted Personal Interviews with Personal Interviews in the National Longitudinal Study of Youth*

Norman M. Bradburn, Reginald D. Baker, and Edwin E. Hunt, National Opinion Research Center

*Effects of CAPI and Data Quality: An Experimental Comparison*

Jean Martin and Colm O'Muircheartaigh, Joint Centre for Survey Methods

*Computer-assisted Personal Interviewing on the Current Beneficiary Survey*

Sandra Sperry, Deborah Bittner, and Laura Branden, Westat, Inc.

*Training Field Interviewers to Use Computers: A Successful CAPI Training Program*

Mark S. Wojcik, Suzanne Bard, and Edwin E. Hunt, National Opinion Research Center

Discussant: Mary Hama, Human Nutrition Information Service

## RACE AND THE POLITICAL RESPONSE

Chair: David O. Sears, University of California, Los Angeles

*Racism, Economics, and David Duke*

Susan E. Howell, University of New Orleans

*Economic- versus Race-targeted Policy: Public Opinion on the New Liberal Welfare Agenda*

Lawrence Bobo, University of California, Los Angeles, and James R. Kluegel, University of Illinois

\**Racial Attitudes and Opposition to the Welfare State*

Martin Gilens, University of California, Berkeley

*Minority Political Empowerment, Race, and Political Orientations*

Franklin D. Gilliam, Jr., University of California, Los Angeles

Discussant: K. Jill Kiecolt, Arizona State University

## LITERACY IN AMERICA—SURVEYING THE PROBLEM

Organizer and Chair: Barbara Lee, Literacy Channel

Irwin Kirsch, Educational Testing Service

Gordon Darkenwald, Center for Adult Development, Rutgers University

Richard Venezky, University of Delaware

\* AAPOR Student Paper Award Winner

ROUNDTABLE

TRACKING RESPONDENTS FOR PROGRAM EVALUATION SURVEYS

Organizer and Chair: Ellen M. Dran, Northern Illinois University  
 Panelists: Dennis K. Benson, Appropriate Solutions, Inc.  
 John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc.  
 Patricia Henderson, Survey Research Associates, Inc.  
 Janet I. McConeghy, Northern Illinois University

ROUNDTABLE

NEW TECHNIQUES FOR PRETESTING SURVEY QUESTIONS

Organizer and Chair: Sandra H. Berry, Rand Corporation  
 Panelists: Steve Blixt, University of Michigan  
 Charles F. Cannell, University of Michigan  
 James Lepkowski, University of Michigan  
 Michael Massagli, University of Massachusetts  
 Gordon B. Willis, National Center for Health Statistics

ROUNDTABLE

SURVEYING ORGANIZATIONS

Panelists: Joe L. Spaeth, University of Illinois  
 Diane P. O'Rourke, University of Illinois  
 Kent D. Van Liere, HBRS, Inc.  
 Robert M. Baumgartner, HBRS, Inc.

AAPOR ANNUAL MEMBERSHIP MEETING

UNDERSTANDING AND COPING WITH NONRESPONSE

Chair: Ann F. Bruswick, Columbia University  
*A Study of Nonresponse in Social Surveys*  
 Kathleen Carr, Aage R. Clausen, and Frank Marino, Ohio State University  
*Secular Change in Response Rates for In-Person Interviewers: A Decade of Taxpayer Surveys for the IRS*  
 Kevin Sharp, Internal Revenue Service, and John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc.  
*Nonresponse Correlates in the National Health Survey*  
 Owen T. Thornberry and Steven Botman, National Center for Health Statistics  
*Follow-back Surveys: Sources and Handling Nonresponse*  
 Ayah E. Johnson, Agency for Health Care Policy and Research  
*The Impact of Political and Economic Conditions on Response Rates to the BLS Consumer Expenditure Surveys*  
 Clyde Tucker, Karen Vigliano, and Sharon Krieger, U.S. Bureau of Labor Statistics

MEDIA, SOCIETY AND OPINION RESEARCH

Chair: Mary Alice Sentman Shaver, University of North Carolina, Chapel Hill  
*Whatever Happened to Mass Society Theory?*  
 W. Russell Newman, MIT  
*The Emergence of a Modern American Public, 1856-1936*  
 Susan Herbst, Northwestern University  
*Personalized Bias in News: Evidence, Explanations, and Impact*  
 Diane Rucinski, University of Iowa

*The Soviet Image in Transition: Presidential, Editorial, and Public Views*

Doris Graber, University of Illinois

Discussant: James Beniger, University of Southern California

## COGNITIVE PSYCHOLOGY AND THE SURVEY RESPONSE

Chair: R. Paul Moore, Research Triangle Institute

*The Focus of Judgment Effect: A Question Wording Effect due to Hypothesis Confirmation Bias*

Darrin Lehman, University of British Columbia; Jon A. Krosnick, Ohio State University; Robert L. West, University of British Columbia; and Fan Li, Ohio State University

*Diverging Perspectives of Actors and Observers: Implications for Self and Proxy Reporting*

Tracy Wellens and Norbert Schwarz, ZUMA

*Another Look at Rating Scales: Numeric Values May Change the Meaning of Scale Labels*

Hans-J. Hippler, Norbert Schwarz, ZUMA, and Elisabeth Noelle-Neumann, Allensbach

*Using the Cognitive Interview to Explore How Respondents Make Ratings*

David J. Mingay, Woody Carter, and Kenneth A. Rasinski, National Opinion Research Center

Discussant: Robert Oldendick, University of South Carolina

## POLITICAL ATTITUDES AND BEHAVIOR

Chair: Kathleen A. Frankovic, CBS News

*Exploring Gender Effects in the June 1990 California Gubernatorial Primary Election*

Mark DiCamillo, Field Institute

*Question Wording and Political Alienation*

Jack P. Katosh, Mathew Greenwald &amp; Associates, Inc.

*Political Alienation, Voter Registration and the 1990 Census*

Nancy A. Mathiowetz, Theresa J. DeMaio, and Elizabeth Martin, U.S. Bureau of the Census

*High Accuracy Response Time Measurement in CATI and How It Can Be Used to Increase Predictive Power in Election Polling*

John N. Bassili and Joseph Fletcher, University of Toronto

*Turmoil in "The Land of Steady Habits": A Case Study of the Coming Change in American Voting Behavior*

Richard Maisel, New York University, and Peter Tuckel, Hunter College

## SAMPLING HARD-TO-FIND GROUPS

Chair: Seymour Sudman, University of Illinois

*Challenges in Locating and Qualifying a Rare Population by RDD Telephone Sampling—the 1990 National Jewish Population Survey*

Barry A. Kosmin, Nava Lerer, and Ariella Keysar, North American Jewish Data Bank, and Dale W. Kulp, Marketing Systems Group

*Description and Evaluation of a Design for Sampling Households "At Risk" of Welfare Dependency*

John Tarnai and Steven G. Herringa, University of Michigan; Donald A. Dillman and Ernst Stromsdorfer, Washington State University; and Greg Weeks, Evergreen State University

*Carrying out the Rand Survey of Prostitutes: What Worked, What Didn't and What We Have Learned*

Sandra H. Berry, Naihua Duan, David E. Kanouse, and Janet Lever, Rand Corporation

*Methodological Considerations in Sampling Homeless Populations*

Ananda Mitra and Tim Johnson, University of Illinois

Discussant: Charles D. Cowan, Opinion Research Corporation

## USE AND EFFECTS OF THE MEDIA

Chair: J. Ron Milavsky, University of Connecticut

*Media Redistribution in the U.S.: A Growing Information Gap between Metro and Nonmetro Areas?*

C. N. Olien, G. A. Donohue, and P. J. Tichneor, University of Minnesota

*Overreporting of Media Exposure: The Impact of Varying Reference Periods in Survey Questions*

Vincent Price, University of Michigan

*Sex and Violence on Television: How Polls Have Misrepresented Viewer Opinion*

Horst Stipp, NBC, and Guy Lometti, University of South Carolina

*The Third Person Effect, Legal Decisions, and Compliance with the Law*

Laurie Mason, Stanford University, and Robert Mason, Oregon State University.

Discussant: Susan Herbst, Northwestern University