

## WAPOR CONFERENCE PROGRAM

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### REVOLUTIONARY CHANGE AND TURMOIL IN THE FORMER USSR AND EASTERN EUROPE

Chair: Albert E. Gollin, Newspaper Advertising Bureau, USA

*Public Opinion on Radical Reforms in Russia*

Nikolai P. Popov, Soviet Center for Public Opinion and Market Research, Moscow  
*Independent and International Media Influences in the Slavic Republics and Eastern Europe*

Albert Motivans and Amy Corning, Radio Free Europe/Radio Liberty, FRG

*From Glasnost to Freedom: Media and Public Opinion before and after the Second Russian Revolution*

Alexie Izyumov, Freedom Forum Media Studies Center, USA

*A Commonwealth of Independent States of Mind? Public Opinion in Post-Soviet Russia, Ukraine, and Uzbekistan*

Richard B. Dobson, USIA, Washington, DC

*Public Opinion and Attitudes toward Change in Post-Communist Societies*

Rasa Alisauskiene, Vilnius University

*Political and Economic Reform in Russia and East Europe: Developments and Prospects*

Elena Bashkistrova, Institute of Sociology, Russian Academy of Sciences

*Soviet Pollsters as Political Actors*

Vladimir Schlapentokh, Michigan State University

### METHODOLOGICAL ISSUES IN PUBLIC OPINION RESEARCH

Chair: Philip Meyer, University of North Carolina

*Personality Strength: A New Variable for Opinion-Attitude Research*

Elisabeth Noelle-Neumann, IFD Allensbach, FRG, and Mihaly Csikszentmihalyi, University of Chicago

*The Art of "Second-Guessing" Undecided Voters*

Panayote Dimitras, Athens University, and Miguel Basanez, CEOP, Mexico City

*TV Diets: A New Typology of TV Viewing*

Gabriel Weimann, University of Haifa, Hans-Bernd Brosius, IFP, Mainz University, and Mallory Wober, IBA, London

*Studying Changing Perceptions of the USSR and the USA among Soviet Youth*

John P. Robinson, University of Maryland, Vladimir Andreenkov, Russian Academy of Sciences, and Lena Davidchinkova and Erjan Kurbanov, Moscow State University

### GLOBAL ENVIRONMENTAL ISSUES

Chair: Ottar Hellevik, MMI/AS, Oslo

*New Psychographic Segmentation of Environmental Attitudes*

W. John Wright and Darrell Bricker, Angus Reid Group, Toronto

*Environmental Knowledge, Attitudes, and Behavior*

Marcela M. Miguel, Penn + Schoen, USA, and Howard Berland, USA

*Where the Air Isn't Clear: Public Opinion on Environmental Issues in Brazil and Mexico*

Barbara Smela, USIA, Washington, DC

*Problems and Resources in Understanding the Human Dimensions of Global Environment Change*

Robert M. Worcester, MORI, UK

ROUNDTABLE DISCUSSIONS

*Human Dimensions of Global Environmental Change*

led by Robert M. Worcester, MORI, UK

*Professional Standards and Legal Restraints*

led by Elizabeth H. Nelson, Taylor Nelson Group, UK

WOMEN'S ASPIRATIONS: DILEMMAS AND BARRIERS TO FULFILLMENT

Chair: Rena Bartos, USA

*Rising Expectations of Japanese and Turkish Women: American Media Influences*

Jeanne S. Binstock-Van Rij, Honeycomb Institute, USA

*Do the Aspirations of Working Women and Housewives Differ in Argentina?*

Carmen Zayuelas and Monica Markwald, IPSA, Argentina

*Influence of Women's Place in the Workplace on Social Change in Five Countries*

Christine W. de Panafieu, RISC, France

*Changing Values of Women in a Developing Country: The Portuguese Case*

Maria Eugenia Retorta, Consulmark, Portugal

CRISIS AND CHANGE IN LATIN AMERICA

Chair: Frederick C. Turner, University of Connecticut

*Attitudes toward Privatization in Peru*

Alfredo M. Torres, Apoyo, Peru

*Opinions on Changes Needed in Mexican Education*

Romeo Pardo, Metropolitan University, Xochimilco, Mexico

*Economic Deterioration and Attitudes toward a Free-Market Economy in Argentina*

Fabian A. Echegaray, Roper Center, Storrs, CT

*Convergent Values in the North American Free Trade Area: Mexico, Canada, and the USA*

Miguel Basanez, CEOP, Mexico City

*The Venezuelan Democratic Process and the 1992 Failed Coup d'état*

Jose Vicente Carrasquero and Marco Cupolo, Simon Bolivar University, Caracas

COMPARATIVE POLITICAL CULTURES

Chair: Nils Rohme, Vilstrup Research, Denmark

*Europe and the U.S.: A Cross-cultural Analysis*

Malcolm R. Mather and Wendy L. Bunning, Social Surveys Ltd. (Gallup), UK

*The Younger Generation in Norway: Post- or Supermaterialist? Analysis of the Meaning of Inglehart's Concepts*

Ottar Hellevik, MMI/AS, Oslo

*Ishmaelites, Israelis, and Immigrants: Parallel Political Cultures in the Thrice-promised Land*

David Pollock, USIA, Washington, DC

*Leadership Agenda and Public Opinion: The Role of Media in China and Russia*

Xiaoyan Zhao, Starch INRA, and Hooper Roper, USA

*Public Opinion and Attitudes toward Change in Post-Communist Societies*

Rasa Alisauskiene, Vilnius University

WAPOR BUSINESS MEETING

## AAPOR CONFERENCE PROGRAM

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### DIDACTIC SEMINAR

#### HIERARCHICAL LINEAR MODELS FOR SOCIAL AND BEHAVIORAL RESEARCH: APPLICATIONS AND DATA ANALYSIS METHODS

Instructors: Anthony S. Bryk, University of Chicago  
Stephen W. Raudenbush, Michigan State University

### DIDACTIC SEMINAR

#### ETHNOGRAPHIC AND VIDEO-BASED INTERACTION ANALYSIS: SOME METHODS COMPLEMENTARY TO CLASSIC SURVEY RESEARCH

Instructors: Brigitte Jordan, Institute for Research on Learning  
Jeanette Blomberg, Xerox Palo Alto Research Center

### MEETING

#### NEW AND OLD AAPOR EXECUTIVE COUNCILS

### MEETING

#### NATIONAL NETWORK OF STATE POLLS

#### PLENARY SESSION (co-sponsored with WAPOR)

#### AMERICAN ASSESSMENTS OF PUBLIC OPINION IN THE EMERGING DEMOCRACIES OF EASTERN EUROPE AND THE CIS

Chair and Organizer: Andrew Kohut, Princeton Survey Research Associates  
*A Researcher's Perspective*

Mary E. McIntosh, Chief, Central and European Branch, Office of Research, USIA  
*A Press Perspective*

Robert C. Toth, *Los Angeles Times*

*A Policy Analyst's Perspective*

Madeleine K. Albright, Center for National Policy, Georgetown University

### EXHIBIT OF COMPUTER TECHNOLOGIES

#### WHAT'S WRONG WITH SURVEY RESEARCH? THE FIRST ANNUAL PANEL

Chair and Organizer: James R. Beniger, University of Southern California  
*Voting in the Passive Voice*

Christopher Hitchens, *Harper's*

*The Polls Dance to Anybody's Tune*

Cynthia Crossen, *Wall Street Journal*

*Micro Level: Cognitive Issues*

Herbert H. Clark, Stanford University

## COGNITIVE RESEARCH

Chair: John Robinson, University of Maryland

*Cognigraphics: Taking the Measure of Ideas*

Richard F. Carter, University of Washington

*A Cognitive Theory of the Survey Interview*

Frederick Conrad, Joan Sander, Paul Mullin, and Douglas Herrmann, Bureau of Labor Statistics

*How Consumers Answer Behavioral Frequency Questions: The Relationship between Memory Structure, Retrieval, and Frequency Judgments*

E. Marla Felcher and Bobby J. Carter, Northwestern University

*Source Cues and Policy Approval: The Cognitive Dynamics of Public Support for the Reagan Agenda*

Jeffery Mondak, University of Pittsburgh\*

*When Response Alternatives Affect Survey Results for Vague Behavioral Frequency Questions*

C. A. O'Muircheartaigh, G. D. Gaskell, and D. B. Wright, Cognitive Survey Laboratory, London School of Economics

## PRESIDENTIAL ELECTION STUDIES

Chair: Adam Clymer, *New York Times*

*Colorado's New Presidential Primary: Operating in New Hampshire's Shadow*

Floyd Ciruli, Ciruli Associates

*Attitudinal and Agenda-setting Effects of the First 1992 Democratic Presidential Campaign Debate: Some Results of a Survey of Viewers*

Josephine R. Holz and Lawrence T. McGill, National Broadcasting Company

*The Twenty-Something Generation and the 1992 Election*

Larry Hugick and Christine Gelhaus, Gallup Organization

*The Gallup Secret Ballot Experiments: 1944-1988*

Andrew Smith, Institute for Policy Research, University of Cincinnati

*"What If Your Wife Were Murdered?" Audience Responses to a Verbal Gaffe in the 1988 Los Angeles Presidential Debate*

Mark Douglas West, Department of Mass Communication, University of North Carolina at Asheville, and Frank A. Biocca, Center for Research in Mass Communication, University of North Carolina at Chapel Hill

## RESEARCH ON GENERATIONAL EFFECTS

Chair: Eleanor Singer, Columbia University

*Aging, Cohorts, and Social Change: An Examination of the Generational Replacement Model of Political Orientations in the U.S.*

Duane F. Alwin, Institute for Social Research, University of Michigan

*Perceptions of Events and Changes in the Detroit Area: A Generational Approach*

Maria Krysan, Department of Sociology, University of Michigan

*The Effects of Generational Replacement on American Public Opinion, 1960-1988*

William G. Mayer, Department of Political Science, Northeastern University

*Historical Analogies, Generational Effects, and Attitudes toward War*

Howard Schuman and Cheryl Rieger, University of Michigan

*A Life Events Approach to Monitoring and Assessing Changes in Societal Well-being*

Tom W. Smith, National Opinion Research Center, University of Chicago

## STUDIES ON INTERMEDIATION

Chair: Michael Traugott, University of Michigan

*How Unique Is the Perspective of Television? Perception of a Campaign Event by Participants and Television Viewers*

\*AAPOR Student Paper Award Winner

Hans-Bernd Brosius, Department of Communications, University of Mainz,  
Wolfgang Donsbach, Department of Communications, Free University Berlin/  
University of Mainz, and Axel Mattenklott, Department of Psychology, University  
of Mainz

*Beyond Personal Influence: The Potential for Impersonal Influence in Contemporary  
American Politics*

Diana C. Mutz, Freedom Forum Media Center

*Personal and Media Intermediation in an Early Presidential Primary: The 1992  
Democratic Contest in New Hampshire*

R. Kelly Myers, University of New Hampshire Survey Center

*Political Messages, Unconscious Mental Processes, and Political Decision Making:  
The Role of Attitude Accessibility*

Michael A. Shapiro, Department of Communication, Cornell University

#### TESTING QUESTIONNAIRES

Chair and Organizer: Gail Poe, National Center for Health Statistics

*Identification of Underlying Problems of Questions through Analysis of Interviewer  
and Respondent Behaviors*

Charles Cannell, Steven Blixt, and Lois Oksenberg, Survey Research Center,  
University of Michigan

*Developing Procedures for Testing Questions in Government Surveys*

Floyd Fowler, Center for Survey Research, University of Massachusetts—Boston  
*Do Different Pretest Methods Produce Different Results?*

Stanley Presser and Johnny Blair, University of Maryland

Discussant: Seymour Sudman, Survey Research Laboratory, University of Illinois

#### THE TWENTIETH ANNIVERSARY OF AGENDA-SETTING RESEARCH (jointly sponsored with WAPOR)

Chair and Organizer: Maxwell McCombs, University of Texas at Austin

*Agenda-setting and Beyond*

Shanto Iyengar, UCLA

*The Anatomy of Agenda-setting Research: A Citation Analysis*

Everett Rogers, University of Southern California, and James Dearing, Michigan  
State University

*Media Use and Electors' Opinions in the 1990 German National Election*

Klaus Schoenbach, University of Hannover, and Holli Semetko, University of  
Michigan

*An Australian View on Agenda-setting*

Warwick Blood, Charles Sturt University

*Information Sources and Agenda-setting: Testing a Theory of Bridging*

David Weaver, Indiana University, Jian-Hua Zhu, University of Connecticut, and  
Lars Willnat, Indiana University

*Elaborating the Theory of Agenda-setting*

Hans-Bernd Brosius and Hans Mathias Kepplinger, University of Mainz

#### CONTEXTUAL EFFECTS

Chair: George Bishop, University of Cincinnati

*Using Survey Context to Improve Parents' Reports of Teenager's Drinking and Drug  
Use*

Katryn Dowd and Kenneth A. Rasinski, National Opinion Research Center,  
University of Chicago

*A Question Context Effect on Affirmative Action Attitudes*

Jennifer Dykema and Katherine Bischooping, University of Michigan

*The Seriousness of Problems at Different Levels of Society: Question Order Makes a  
Difference*

David W. Moore, University of New Hampshire Survey Center

*The War, the Wall, and the World Cup: A Peculiarly British View of History*

Jacqueline Scott and Lilian Zac, University of Essex

*Reflection and Reification of Public Opinion in Survey Research*

Carolyn J. Simmons, University of Illinois, and Barbara A. Bickart and John G. Lynch, Jr., University of Florida

## WHITHER THE YEAR 2000 CENSUS?

Chair and Organizer: Katherine Wallman, Council of Professional Associations on Federal Statistics

Panelists: Representative Thomas Sawyer, Chairman, House Subcommittee on Census and Population

Harry Scarr, Deputy Assistant Secretary for Statistical Affairs,  
Department of Commerce

Barbara Bryant, Director, Bureau of the Census

Miron Straf, Executive Director, Committee on National Statistics,  
National Academy of Sciences

## THE IMPACT OF THE INTERVIEWER

Chair: Howard Schuman, University of Michigan

*Respondent-Interviewer Gender Interaction Effects on Questions about Sexual Harassment in Telephone Surveys*

Janice Ballou and Lauren Burnbauer, Eagleton Institute of Politics, Rutgers University

*Telephone Interviewing and Political Opinion Polls: A Case Study*

Sven Berg, University of Lund, and Gosta Forsman, University of Linköping

*The Effect of Interviewer Characteristics in a Nonrespondent Followup Survey*

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

*The Effect of Resistance in Two Surveys of Elite Populations*

Jennifer A. Parsons, Timothy P. Johnson, and Richard B. Warnecke, University of Illinois

*"Hello, My Name Is . . .": Respondent-Interviewer Interactions in Survey Introductions*

Robert M. Groves and Mick P. Couper, Bureau of the Census and University of Michigan, and Antoinette Tremblay, Bureau of the Census

## DESIGNING RESEARCH FOR BUSINESS SURVEYS

Chair and Organizer: Rebecca Quarles, Quarles, Schnurr and Associates

Panelists: Jerome D. Greene, President, Marketmath

Mathew Greenwald, President, Mathew Greenwald and Associates, Inc.

Barry M. Feinberg, Research Director, Burson-Marsteller

Sidney Hollander, Principal, Hollander, Cohen and McBride

## THE IMPACT OF THE QUESTIONNAIRE'S FORM AND FORMAT

Chair: Stanley Presser, University of Maryland

*The Effects of Question Context and Discussion on the Accuracy of Self and Proxy Reports*

Barbara Bickart, University of Florida, Geeta Menon, New York University,

Seymour Sudman, University of Illinois, and Johnny Blair, University of Maryland

*Question Form Effects in Mail and Telephone Surveys: Results from 14 Experiments*

Don A. Dillman, Bureau of the Census and Washington State University, and

Roberta L. Sangster and Todd Rockwood, Washington State University

*Obtaining High Response Rates through User Friendly Surveys*

Robert Goldenkoff and Laura Shumway, U.S. General Accounting Office

*An Examination of Survey Methodologies in Evaluating the Impact of Monetary Incentives*

Jerry Lehnus, Defense Manpower Data Center, and Mike Wilson, Westat, Inc.  
*Designing Establishment Survey Questionnaires*  
 Polly A. Phipps, Shail Butani, and Young I. Chun, Bureau of Labor Statistics

RESPONSE RATE EFFECTS OVER TIME

Chair: Mike Wilson, Westat, Inc.

*Achieving High Response Rates with Institutional Populations: Patterns of Response among Eighth, Tenth, and Twelfth Grade Students in a Statewide School-based Survey*

Sameer Y. Abraham, National Opinion Research Center  
*Alternative Methods for Predicting the Impact of Hypothetical Events on Future Behavior: The Impact of Adjusting the 1990 Census on Future Participation*  
 Richard A. Kulka, Nicholas A. Holt, Woody Carter, and Mark S. Wojcik, National Opinion Research Center

*Mobility and Response Rates in a Youth Panel Survey*

Veronica F. Nieva, Westat, Inc.

*Mode Effects and Nonresponse in a 5-Year Longitudinal Survey of Welfare Dependency*

John Tarnai, Kevin Wong, Greg Weeks, and Ernst Stromsdorfer, Washington State University, and Greg Weeks, Evergreen State College

*Adjusting for Differential Attribution in Panels Used to Monitor Quasi-Experiments in Field Settings: Does It Affect the Assessment of Intervention Effect?*

Richard B. Warnecke, Sally Freels, Siu Chi Wong, Donald Hedaker, Brian Flay, University of Illinois

RECALL AND RELIABILITY

Chair: Theresa F. Rogers, Columbia University

*Recent Thought as an Opinion Filter*

Joan S. Black, Joan S. Black and Associates

*Measuring Yesterday's Behavior*

Anders Christianson, Statistics Sweden

*Calendar and Life History Recall Aids—after the Event?*

Louise Corti, University of Essex

*Recall of Prescription Drug Purchase by Elderly Respondents*

W. Sherman Edwards, Westat, Inc., and Marc L. Berk, Project HOPE Center for Health Affairs

ROUNDTABLE

ENVIRONMENTAL RESEARCH

Chair: Owen Thornberry, National Center for Health Statistics

*The Environment Is in Trouble: Concept Diffusion in Primetime Television*

Roslyn Dauber, Annenberg School for Communications, University of Southern California

*Worldwide Perceptions of Environmental Problems: Results from the 1992 Gallup International Institute Survey on the Environment*

Riley E. Dunlap, Washington State University and George H. Gallup International Institute, and Alec Gallup, George H. Gallup International Institute

RESEARCH ON THE GULF WAR

Chair: Josephine R. Holz, National Broadcasting Company

*The Impact of War on the Ingredients of Presidential Evaluations: George Bush and the Gulf Conflict*

Jon A. Krosnick and Laura A. Brannon, Ohio State University

*Conflict and Public Opinion: The Impact of the Persian Gulf War on Public Hostility toward Mass Media and Protesters*

Douglas M. McLeod, Elizabeth M. Perse, Nancy Signorielli, John A. Courtright, and William P. Eveland, Jr., University of Delaware

*The Breadth, Magnitude, and Source of Rally Effects on Public Opinion in the Persian Gulf War*

Suzanne L. Parker, Florida State University

*Looking across the Atlantic: Media and Public Opinion in the U.S. and Germany after the Gulf War*

Holli A. Semetko, University of Michigan, Wolfgang G. Gibowski, German Federal Press and Information Agency, and David H. Weaver, Indiana University

*The People's Military Policy*

Alan F. Kay, Americans Talk Issues Foundation

Discussant: Barbara Bardes, Loyola University

#### TRAINING INTERVIEWERS

Chair: Charles Cannell, University of Michigan

*Training Interviewers in Refusal Conversion for Telephone Surveys*

Elizabeth Kolmstetter and Anne Denbow, Westat, Inc.

*Training Interviewers to Accurately Paraphrase: A Review and Research Design*

Elizabeth Kolmstetter and David Cantor, Westat, Inc., Joan Sander, Bureau of Labor Statistics, and Andy Rose and Jennifer Crafts, American Institutes for Research

*A "Cognitive" Interviewing Approach for the Survey of Income and Program*

*Participation: Development of Procedures and Initial Test Results*

Jeffrey C. Moore, Karen E. Bogen, and Kent H. Marquis, Bureau of the Census

*Negotiating Certainty: Uncertainty Proposals and Their Disposal in Standardized Interviews*

Nora Cate Schaeffer, Douglas W. Maynard, and Robert Cradock, University of Wisconsin

*Audiovisual Aids in Interviewer Training*

Rachel A. Smith, University of Essex

#### HOW DO BUSINESSES LOOK AT BUSINESS ETHICS?

Chair and Organizer: Donna Charron, Decision Research Corporation and Lindenwood College

*The Directors' Role in the Ethical Conduct of the Corporation*

John Nash, National Association of Corporate Directors

*Institutionalizing Business Ethics*

Judith Kamm, Center of Business Ethics, Bentley College

*Ethics Concerns of Employees*

Kent Druyvenstein, General Dynamics Corporation

#### EFFECTS OF QUESTION WORDING

Chair: Santa Traugott, University of Michigan

*Party Identification: Does the Wording of the Question Make a Significant Difference?*

George Bishop and Alfred Tuchfarber, University of Cincinnati

*The Impact of Question Wording on Party Identification Responses*

Terri Susan Fine, Department of Political Science, University of Central Florida

*Effects of Question Wording on Attitude Measurement in Cross-cultural Survey Research*

Dagmar Krebs, Center for Survey Research, ZUMA



*Conceptualizations of Job Search, Question Wording, and the Current Population Survey*

Judith M. Tanur, State University of New York at Stony Brook

*Comparative Judgments: How the Direction of Comparison Determines the Answer*  
Michaela Wanke, University of Illinois, and Norbert Schwarz, ZUMA

IMPROVING RESPONSE

Chair: Sherman Edwards, Westat, Inc.

*Methods and Results: Responders and Nonresponders in a Mail Survey*

Janice Ballou and Ken Dautrich, Eagleton Poll, Rutgers University

*Optimal Calling Times in a National Face-to-face Survey*

Karin M. Clissold and Lisa Holland, Survey Research Center, University of Michigan

*Methods for Reducing Nonresponse Rates—a Review*

Lars Lyberg and Patricia Dean, Statistics Sweden

*Rethinking the Income Question—a Door-in-the-Face Approach*

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

*A Multi-faceted Approach to Improving Response Rates in Sample Surveys*

Robert L. Santos and Beth-Ellen Pennell, University of Michigan

RESEARCH ON THE HOMELESS

Chair: Elizabeth Martin, Bureau of the Census

*An Ethnographic Assessment of Standardized Quality of Life Measures among the Homeless*

Dana Baldwin, Theodore Downes-Le Guin, RAND

*Achieving High Response Rates among Homeless Mothers and Their Children*

O. Susan Butler, Patricia M. Henderson, and Eric Vesper, Survey Research Associates

*Surveying the Poor and Homeless*

Ananda Mitra, Survey Research Laboratory, University of Illinois

*Methods for Recontacting a Sample of Homeless Adults over Time*

Judy Perlman and Paul Kogel, RAND

ISSUES IN COMMUNICATIONS

Chair: Peter V. Miller, Northwestern University

*Differences in the Effects of National and Local Media on Public Opinion: The Case of Aid to Families with Dependent Children*

Anne S. Welch, Northwestern University\*

*Priming Past the Primary: Mass Media, Issue Salience, and Candidate Evaluation in a Race for Governor*

Robert J. Griffin, James Pokrywczynski, and Jeffrey Seipel, College of Communication, Journalism, and Performing Arts, Marquette University

*Biased Press or Biased Public?*

Albert C. Gunther, University of Wisconsin

*Representation by Phone: What the Public Thinks about Polls as Policy Communication*

Anne Hildreth, Department of Political Science, SUNY Albany, and Ellen M.

Dran, Center for Governmental Studies, Northern Illinois University

*Public Awareness of Public Affairs: The Advantage of "Personality" Stories and Domestic News*

Vincent Price and Edward J. Czilli, University of Michigan

Discussant: Diane Rucinski, University of Iowa

\*AAPOR Student Paper Honorable Mention

## PLENARY SESSION

## CONSUMER CONFIDENCE AND FORECASTING THE ECONOMY

Chair: Kathleen A. Frankovic, CBS News

Panelists: Richard Curtin, University of Michigan

Sandra Shaber, Futures Group

Discussant: John Berry, *Washington Post*

## SURVEY RESEARCH COMES TO LIFE IN THE COURTROOM

Organizers: Joie B. Hubbert, National Jury Project, and G. Anthony Siesfield, Public Response Associates

Chair: Deborah R. Hensler, RAND

*The Do's and Don'ts of Conducting Legal Research*

Harry O'Neill, Roper Organization, Inc.

*Public Opinion Research in the Courts: Change of Venue Surveys*

G. Anthony Siesfield, Public Response Associates, and Joie B. Hubbert, National Jury Project

*Asked and Answered: Surveys as Evidence in Court*

E. Deborah Jay, Field Research Corporation

*Survey Research for Jury Selection: A Mixed Blessing*

Robert S. Duboff, Decision Research

## STATES OF THE ART: THE LEADING AND TRAILING EDGES OF PRECISION JOURNALISM

Chair: Robert P. Daves, *Minneapolis—St. Paul Star Tribune*

*Journalism as Instant Sociology*

Steven K. Doig, *Miami Herald*

*A New Model for the Investigative Project: Traditional Reporting, Social Science Research, and Polling*

Robert P. Daves, *Minneapolis—St. Paul Star Tribune*

*Institutional Problems with Computer-assisted Journalism*

Richard Morin, *Washington Post*

Discussant: Philip Meyer, University of North Carolina

## SURVEY RESEARCH MAY BE HAZARDOUS TO YOUR HEALTH—THE HARLEM HEALTH SURVEY

Organizer: Natalia Kanem, Harlem Center for Health Promotion and Disease Promotion

Chair: Jack Elinson, Columbia University

*Who's Who in a Household: Problems in Household Definition for Survey Research*

Natalia Kanem, Harlem Center for Health Promotion and Disease Prevention

*Contemporary Rules for Household Listing: The Harlem Experience*

Diane McLean, Natalia Kanem, Gloria Barclay, Angela Aidala, and Tarik

Campbell, Harlem Center for Health Promotion and Disease Prevention

*Recontact Strategies for a "Hard-to-Reach" Population*

Joyce Howard, Harlem Center for Health Promotion and Disease Prevention

*Why Risk It? Pursuing Survey Research in High Crime Areas*

Colin McCord, Harlem Center for Health Promotion and Disease Prevention

## SAMPLING AND COMPLEX DESIGNS

Chair: Seymour Sudman, University of Illinois

*Evaluation of Two Cost Efficient RDD Designs*

Judith H. Conner and Steven G. Heeringa, University of Michigan

*Survey Costs/Sample Precision Trade-offs in Disproportionate Sampling*

John S. Haeussler and Barbara A. Lohr, University of Michigan

*Sampling Strategies for the 1990s*

Karol P. Krotki and Lorraine Porcellini, Institute for Survey Research, Temple University

*Effects of Clustering in a Time-Probability Sample of Clinic Patients*

Edward Lakner, Ananda Mitra, and Susan Grant, University of Illinois

*Design and Implementation of a National Sample of Work Organizations*

Joe L. Spaeth and Diane P. O'Rourke, Survey Research Laboratory, University of Illinois

## WE THE PEOPLE—WHO IS THE ELECTORATE AND WHY?

Organizer and Chair: Janice Ballou, Eagleton Poll, Rutgers University

*Classification of Voters*

Andrew Kohut, Princeton Survey Research Associates

*The Other Half of the Democracy Story—15–24-Year-Old Voting and Participation*

Fred Hartwig, Peter D. Hart Research Associates

*Revalidation of Self-reported Vote*

Michael W. Traugott, University of Michigan, Santa Traugott, University of Michigan, and Stanley Presser, University of Maryland

Discussant: Janice Ballou, Eagleton Poll, Rutgers University

## EVALUATION OF RADICAL FORMAT NEWSPAPERS

Organizer and Chair: Philip Meyer, University of North Carolina

*Professional Bias against Innovation: The Case of Perception of Soviet Coup Coverage*

John Bare and Shannon Martin, University of North Carolina

*An Analysis of Radical-format Newspaper Impact on Knowledge of Current Events*

Thomas B. Christie, University of North Carolina

*A "Market-Basket" Approach Moves Gatekeeping Research beyond Description to Critique*

Carol Reese Dykers, Carole Caldwell, and Philip A. Kaufman, University of North Carolina

*Acquiring Knowledge of Current Events: "The New York Times" versus "USA Today"*

Sue Greer and John Bare, University of North Carolina

Discussant: Eleanor Singer, Columbia University

## RESEARCH USING FOCUS GROUPS

Organizer and Chair: Stephen K. Dietz, Westat, Inc.

*"Contamination" in Focus Group Research*

Susan McDonald, National Analysts

*Conducting Focus Groups on Capitol Hill*

Victoria A. Albright and Steven Dietz, Westat, Inc.

*The Use of Focus Groups to Field-test a Workforce Cultural Diversity Survey*

Arthur Korotkin, Robert Clickner, and Angela HoSang, Westat, Inc.

*Communicating Environmental Risk: Focus Groups with Citizens, Community Leaders, and Environmentalists*

Alexa Fraser, Westat, Inc.

*Quantitative Estimation Using Focus Groups*

Stephen K. Dietz, Westat, Inc.

## COVERAGE ISSUES IN THE DESIGN OF SURVEYS

Chair: Jack Ludwig, Gallup Organization

*Participation Biases in Longitudinal Samples: The Effects of Nonlocation and*

*Noninterview on a National Random Digit Dialing Sample of Women*

John M. Boyle, Schulman, Ronca, and Bucuvalas, Inc.

*Respondent Accessibility and Political Opinion Fluctuation*

Aage R. Clausen and Kathleen Carr, Ohio State University

*Estimating Telephone Noncoverage Bias with a Telephone Survey*

Scott Keeter, Virginia Commonwealth University

*Evaluating the Efficiency and Coverage Properties of Telephone Sample Screening Services*

Steven G. Pennell and James M. Lepkowski, University of Michigan

*Getting through the Answering Machine Barrier*

Thomas Piazza, Survey Research Center, University of California, Berkeley

## PRESIDENTIAL ADDRESS

Norman M. Bradburn, National Opinion Research Center

## STUDIES ON PUBLIC OPINION

Chair: Richard Day, Richard Day Research

*Yours, Mine, and Ours: Opinion and Perception of Public Opinion*

Carroll J. Glynn and Daniel G. McDonald, Cornell University

*Attitude toward a Fallen Leader*

Donald Granberg, Center for Research in Social Behavior, University of Missouri,

and Peter Esaiasson, Department of Political Science, Goteborg University

*West German Majority and Different Immigrating Minorities: Attitudes of the West German Population toward People from the Former German Democratic Republic Compared with their Attitudes toward Working Migrants from Southern Europe and Turkey*

Juergen Hoffmeyer-Zlotnik, Center for Survey Research, ZUMA

*The Public Opinion Lifecycle: The Relationship of Age to the Presence, Consistency, and Strength of Opinion among Mid-life and Older Persons*

Robert H. Prisuta, AARP

*Press Freedom and Public Opinion at "Stars and Stripes": Perceptions of American Military Forces Overseas*Lowndes F. Stephens, College of Journalism and Mass Communications,  
University of South Carolina

## MEDIA RESEARCH

Chair: W. Russell Neuman, Fletcher School, Tufts University

*Georgia Journalists' Attitudes toward Reporting on Community Development*

William F. Griswold and Jill Swenson, University of Georgia

*Collective Memory and the Political Attitudes of German Journalists*

Kurt Lang, Hans-Mathias Kepplinger, Gladys Engel Lang, and Simone Christine

Ehmig, University of Washington

*Disclosure of Methods in Abortion Poll Reports: Newspaper Compliance and Poll Consumers' Requests for Information*

Daniel M. Merkle, Northwestern University

*Community Structure, Newspapers, and Community Attachment*C. N. Olien, G. A. Donohue, P. J. Tichenor, and D. B. Hindman, University of  
Minnesota*Stability of Attitudes, Media Coverage, and Indifference to Labor Unions*

Diane E. Schmidt, Southern Illinois University

## FOCUS GROUPS AND QUALITY CONTROL: A LIVE DEMONSTRATION

Organizer: Stephen K. Dietz, Westat, Inc.

Chair: Richard Krueger, University of Minnesota

Panelists: Susan Schwartz McDonald, National Analysts  
Stephen K. Dietz, Westat, Inc.

#### TECHNICAL INNOVATION

Chair: Richard Kulka, National Opinion Research Center  
*Methodological Challenges and Innovations for the National Longitudinal Study of Health and Retirement*  
Kirsten Alcser, Steven Heeringa, Marcy Breslow, and Patricia Veerkamp, University of Michigan  
*Automation of the Survey Organization*  
William E. Connett, University of Michigan  
*Elderly Respondent Ability, Survey Technology, and the Survey Process*  
Jesse F. Marquette, Anne-Marie Scarrisbrick-Hauser, and Donald E. Stull, University of Akron  
*Exploring the Uses of Neural Networks in Survey Research Analysis*  
Robert W. Schnurr and Rebecca Colwell Quarles, Quarles, Schnurr and Associates  
*CAPI on the Medicare Current Beneficiary Survey: A Report on Round 1*  
Sandra Sperry, Brad Edwards, and Nancy Gay, Westat, Inc.

#### QUESTIONNAIRE DESIGN ISSUES

Chair: Joan S. Black, J. S. Black and Associates  
*Employees' Willingness to Report Misconduct: Using a Mail Survey to Measure Difficult and Sensitive Information*  
Charity Goodman, William Morgan, and John Mortin, General Accounting Office  
*No Opinion in Public Opinion Surveys: Lack of Information or Undecided?*  
Snigdha Mukherjee and McKee J. McClendon, University of Akron  
*Do Standard Concern Questions Overestimate True Levels of Public Concern?*  
Arthur Sterngold, Lycoming College, and Robert O. Herrman and Rex H. Warland, Pennsylvania State University  
*Buffer Items: When Do They Buffer and When Don't They?*  
Norbert Schwarz, ZUMA

#### NONRESPONSE STUDIES

Chair: Ray Oldakowski, Jacksonville University  
*Quality of Data from Converted Refusals in Telephone Surveys*  
Johnny Blair and Young Chun, University of Maryland  
*Early versus Late Responders in a Specialized Population: Effects on Data Quality*  
Craig A. Hill and Melissa A. Bradley, National Opinion Research Center  
*Refusal Report Forms, Refusal Conversions, and Nonresponse Bias*  
Paul J. Lavrakas, Sandra L. Bauman, and Daniel M. Merkle, Northwestern University Survey Laboratory  
*Nontraditional Survey Situations and Response Rates*  
Sydney Roslow, J. A. F. Nicholls, and Lucette Comer, Florida International University  
*The Effect of a Nonmonetary Incentive on Data Quality in a Personal Interview Survey*  
Diane K. Willimack, University of Michigan and Department of Agriculture

#### ROUNDTABLE

#### AIDS RESEARCH

Chair: Ron Wilson, National Center for Health Statistics  
*General Population Concerns regarding the Transmission of HIV in Health Care Settings*  
Eileen M. Gentry, Centers for Disease Control

*Effect of Interviewer Gender on Responses to Sensitive Questions*

Karen G. Wooten, Eileen M. Gentry, and Janine M. Jason, Centers for Disease Control

*HIV Risk among Hard-to-Reach Respondents*

Ann F. Brunswick, Columbia University

## AAPOR ANNUAL MEMBERSHIP MEETING

## AUTOMATION IN THE SURVEY PROCESS

Organizer and Chair: Charles Palit, Wisconsin Survey Research Laboratory

*Employing a New Technique to Ask Questions on Sensitive Topics*

Marcie Cynamon, National Center for Health Statistics, and Donald Camburn, University of Michigan

*MacInterview: A Technological Solution to Privacy and Literacy Concerns*

Jerome Johnston, University of Michigan

*Automating Area Probability Sample Selection*

Edward A. Schillmoeller, A. C. Nielsen Co.

## STUDYING DIFFERENCES DUE TO DEMOGRAPHIC FACTORS

Chair: Bob Lee, Pace University

*Gender and Political Knowledge*

Michael X. Delli Carpini, Barnard College, and Scott Keeter, Virginia Commonwealth University

*Survey Research and Racially Charged Elections*

Susan E. Howell and Robert T. Sims, University of New Orleans

*Party Political Preferences of U.S. Hispanics in 1990: The Varying Impact of Religion, Region, Social Class, and Demographic Factors*

Barry Kosmin and Ariela Keysar, Berman Institute, CUNY Graduate Center

*She Says, He Says: Who Believed Whom in the Senate Hearings on the Supreme Court Nomination of Clarence Thomas?*

Jack M. McLeod, Kuang-Yu Huang, Zhongshi Guo, and David Kurpius, University of Wisconsin—Madison

## QUESTION EVALUATION METHODOLOGIES USED IN TESTING ALTERNATIVE QUESTIONNAIRES FOR THE REDESIGN OF THE CURRENT POPULATION SURVEY

Organizer: Jennifer M. Rothgeb, Bureau of the Census

Chair: Cathy Dippo, Bureau of Labor Statistics

*The Role of Response Distribution and Item Nonresponse Analyses in Evaluating Alternative Question Wordings during the Redesign of the Current Population Survey*

Jennifer M. Rothgeb and Jennifer C. Hess, Bureau of the Census

*The Use of Respondent Follow-up Probes and Vignettes in Pretesting and Selecting Questions*

Anne E. Polivka and Elizabeth Martin, Bureau of the Census

*The Use of Behavior Coding to Identify Problematic Questions on Alternative Questionnaires*

James Esposito, Bureau of Labor Statistics, and Pamela C. Campanelli, University of Essex

*The Use of Interviewer Debriefings to Identify Problematic Questions on Alternative Questionnaires*

James Esposito, Bureau of Labor Statistics, and Jennifer Hess, Bureau of the Census

*An Illustration of the Methods Used to Redesign the Current Population Survey Questionnaire*

Anne E. Polivka and Jennifer M. Rothgeb, Bureau of the Census

## PUBLIC POLICY ISSUES

Chair: Ken John, General Accounting Office

*Studying the Communication of Public Policy Ideas*

Allen H. Barton, Gainesville, Florida

*Public Opinion about Terrorism and Countermeasure Policy*

Theodore Downes-Le Guin, RAND

*Media Coverage of Cocaine and Its Impact on Usage Patterns*

David P. Fan and William B. Holway, University of Minnesota

*Are Economic Expectations Based on Experience? The Case of Residential Housing*

Sid Groeneman, Market Facts, Inc., and Susan Collins and Barbara Lipman, National Association of Realtors

*Health Care '92: What Americans Want*

Rosita M. Thomas, Congressional Research Service

*Adult Reports of Sexual Abuse during Childhood: Results of a Statewide Telephone Survey in Kentucky*

James G. Wolf, University of Kentucky

*"A Startling Number of American Children in Danger of Starving": A Case Study of Advocacy Research*

Ted J. Smith III and Melanie Scarborough, Virginia Commonwealth University

## QUALITY CONTROL IN SURVEYS

Chair: Diane Colasanto, Princeton Survey Research Associates

*Timing First and Second Call Attempts on RDD Studies to Reduce the Total Call Attempts*

Bruce Allen and Pat Skinner, Westat, Inc.

*Quality Control in Interview Surveys at Statistics Sweden*

Hans Näsholm and Lars R. Bergman, Statistics Sweden

*Evaluating Conversational Interviewing: Statistical Quality Control Combining Deming's Methods with Interviewer/Respondent Interaction Coding*

Catherine C. Haggerty, Paul Buckley, Barbara K. Campbell, Martin R. Frankel, and Kenneth A. Rasinski, National Opinion Research Center, and C. Dennis Carroll, National Center for Education Statistics

*Production Monitoring in a Centralized Telephone Facility*

Lisa S. Holland and Karin M. Clissold, University of Michigan

*Quality Assurance in an Ongoing Survey Program*

Carla P. Jackson, Tennessee Valley Authority

## NONSAMPLING ERRORS

Chair: Murray Edelman, Voter Research and Surveys

*Response Errors in Hours at Work: Remembering What Happened Week after Next*

Ann Bostrom, Bureau of Labor Statistics/Georgia Tech, and John P. Robinson, University of Maryland/Bureau of Labor Statistics

*The Impact of Administration Modes on Response Effects in Surveys*

Hans J. Hippler, ZUMA

*Gender, Gender, Gender: The Effect of the Interviewers' Gender on Respondents' Answers to Affirmative Action Items*

David Northrup, York University

*Motivation and Accuracy in Estimating Opinion Distributions*

Yaacov Shamir, Tel-Aviv University

*Conducting a Three-Factor Experiment on Consumer Attitudes Using a CATI System*

Debra M. McCallum, Joan E. Esser-Stuart, and Leatha A. Darden, University of Alabama

## EXPERIMENTS IN QUESTIONNAIRE DESIGN

Chair: Dawn Von Thurn, General Motors

*1990 Census Questionnaire Experiment*

Nancy Bates and Theresa DeMaio, Bureau of the Census

*Effect of an Open-ended Question on Closed Opinion Responses*

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

*Effects of Response Scales on Frequency Judgments: The Moderating Role of Nature of the Behavior*

Priya R. Das and Geeta Menon, New York University

*Do Respondents "Mark All That Apply" on Self-administered Questions?*

Kenneth A. Rasinski, David Mingay, and Norman M. Bradburn, National Opinion Research Center

*At the Intersection of Survey Research and Cognitive Psychology: The Evolution of Alternate Life Events Questionnaires*

Jason S. Lee, National Institute of Mental Health

## RESPONSE RATES IN SURVEYS AND CENSUSES

Chair: Clyde Tucker, Bureau of Labor Statistics

*Nonrespondents in a Mail Survey: Who Are the Nonrespondents and Why Don't They Respond?*

Kimberly Downing, Rutgers University

*Size of Questionnaire and Respondent Cooperation in Mail Surveys*

Timothy P. Johnson, Jennifer Parsons, and Richard B. Warnecke, University of Illinois

*A Behavioral Paradigm for Understanding Nonresponse to the 1990 Census*

Nancy A. Mathiowetz, Bureau of the Census

*Respect Thy Respondent: A Primer on Manners in Survey Research*

Fran Featherston, Luann Moy, and Jason Lee, General Accounting Office