

American Association for Public Opinion Research

62nd Annual Conference

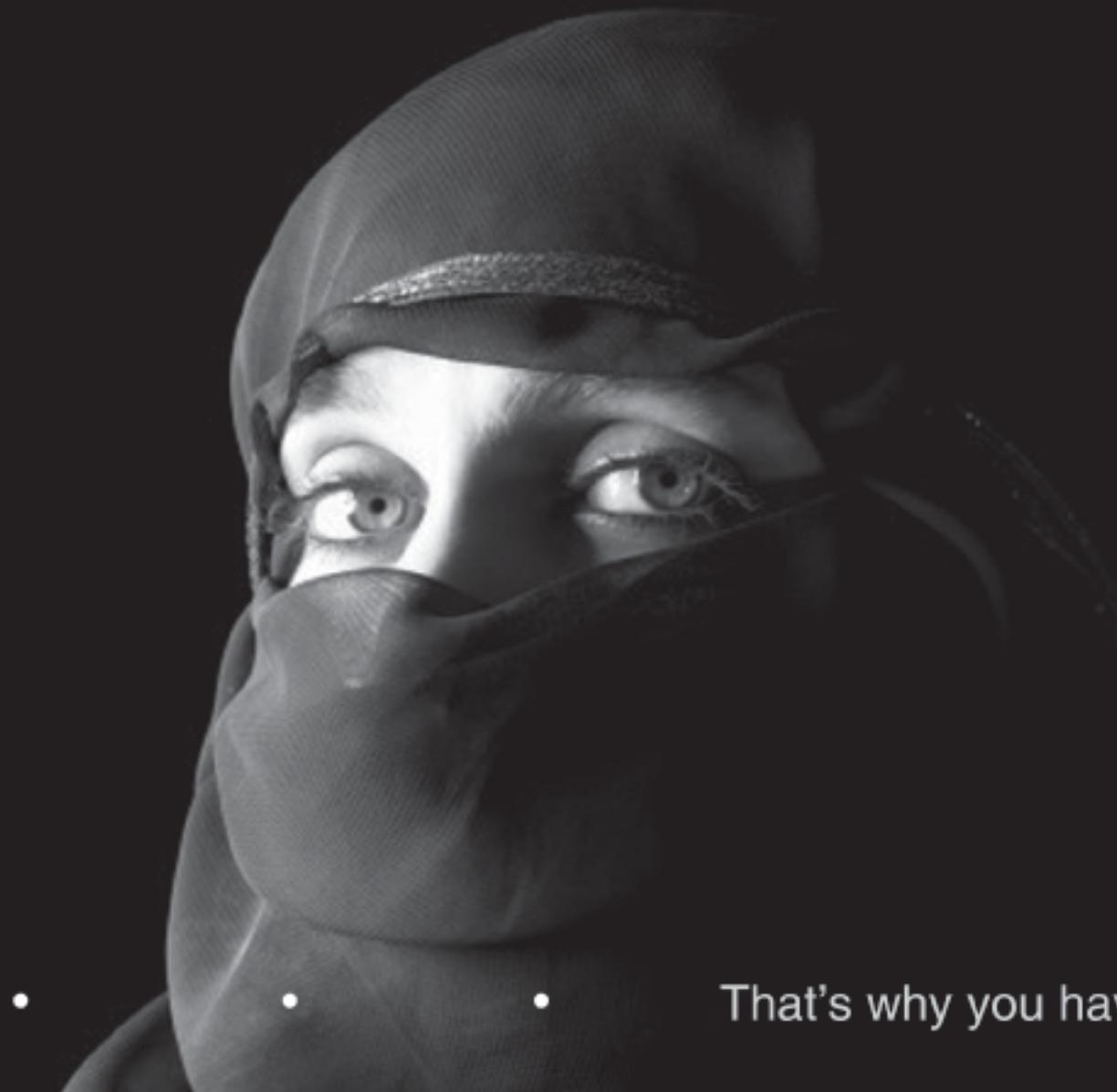
Of
Polls
and
Policy

Hyatt Regency Orange County

May 17-20, 2007

Anaheim, California

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American Association for Public Opinion Research

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Hyatt Regency Orange County

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Registration/Information Desk

The AAPOR registration and information desk is located in the Royal Ballroom Foyer. All attendees must check in at the registration desk to pick up their conference program, name badge, and other meeting materials prior to attending sessions or social events. Tickets for admittance to the meals are included in the registration packet.

Registration hours are as follows:

Wednesday, May 16	12:00 p.m. – 8:00 p.m.
Thursday, May 17	7:00 a.m. – 5:00 p.m.
Friday, May 18	7:30 a.m. – 4:30 p.m.
Saturday, May 19	7:30 a.m. – 3:00 p.m.
Sunday, May 20	8:00 a.m. – 10:15 a.m.

Badges/Tickets

Name badges are provided for all registered meeting attendees, exhibitors, speakers and staff. Badges are required to gain admittance to all sessions, social events, and the exhibit hall. **Tickets will be collected at each core meal function. Be sure to bring your ticket with you to the door for admittance.**

NOTES



Schedule of Events

NOTES

WEDNESDAY, MAY 16, 2007

Wednesday, May 16

AAPOR EXECUTIVE COUNCIL MEETING/LUNCH

8:00 a.m. – 6:00 p.m.
Salon 7-8

AAPOR REGISTRATION DESK OPEN

12:00 p.m. – 8:00 p.m.
Royal Registration

GOLF OUTING

2:00 p.m. Sponsored by RTI International

AAPOR SHORT COURSES

2:30 p.m. – 6:00 p.m. *(pre-registration required)*
Pacific Cell Phones and Survey Research – John Hall, Linda B. Piekarski, Mario Callegaro, & Donna Gillin
Harbor Propensity Scores – Karol Krotki & Sunghee Lee

DESSERT WELCOME RECEPTION

8:00 p.m. – 11:00 p.m. Sponsored by NORC
Networks Bar

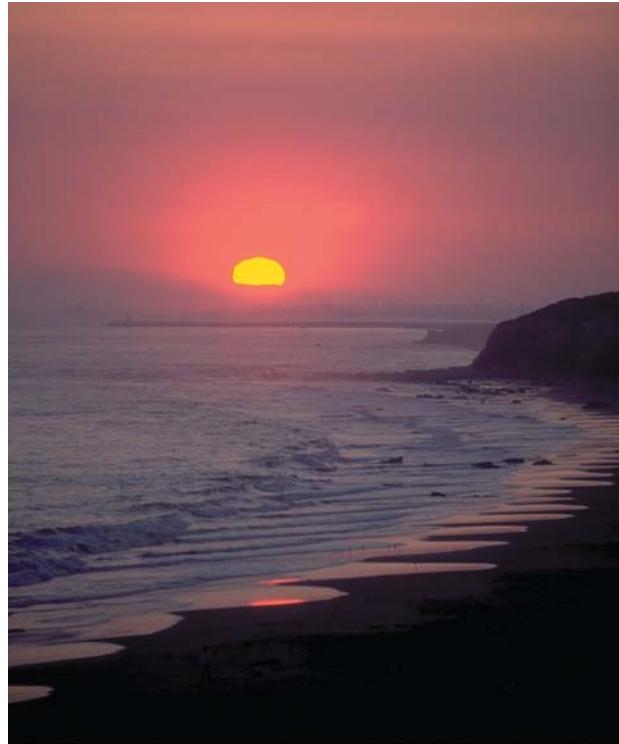


Photo courtesy of AOCVCB.

THURSDAY, MAY 17, 2007

7:00 a.m. – 5:00 p.m.	AAPOR REGISTRATION DESK OPEN
Royal Registration	
8:00 a.m. – 11:30 a.m.	AAPOR SHORT COURSES (pre-registration required)
Pacific	Multimode Data Collection: Design, Implementation, and Evaluation – Martin R. Frankel & Michael W. Link Sponsored by DMS Research
Harbor	Introduction to Writing Survey Questions – Nora Cate Schaeffer

CONCURRENT SESSION A

Thursday	WHAT'S BEHIND THE VOTE CHOICE?
8:00 a.m. – 9:30 a.m.	
Terrace ABC	<p>Chair: Christopher Paul Borick, Muhlenberg College Discussant: Michael Butterworth, CBS News</p> <p>Determining the Impact of Iraq on the 2006 Election: Traditional Versus Priming Methods Dan Cassino, Fairleigh Dickinson University Krista Jenkins, Fairleigh Dickinson University Peter Woolley, Fairleigh Dickinson University</p> <p>Campaigning on Controversy: Gay Marriage, Stem Cell Research, and Voting in the 2004 Presidential Election Andrew R. Binder, University of Wisconsin-Madison</p> <p>We Know "It" Makes a Difference, but What Is "It"? An Exploration of Factors Driving Voter Choices and the "Meaning" behind Them Eric W. Rademacher, University of Cincinnati</p>
Thursday	CELL PHONE SURVEYING: COVERAGE BIAS
8:00 a.m. – 9:30 a.m.	
Terrace DEF	<p>Chair: Paul J. Lavrakas, Nielsen Media Research Discussant: Audience members</p> <p>The Prevalence of Wireless Substitution and Its Impact on Random-Digit-Dial Health Surveys of Young Adults and Adults in Poverty Stephen J. Blumberg, National Center for Health Statistics Julian V. Luke, National Center for Health Statistics</p> <p>What's Missing from National RDD Surveys? The Impact of the Growing Cell-Only Population Scott Keeter, Pew Research Center Courtney Kennedy, University of Michigan Trevor Tompson, The Associated Press Mike Mokrzycki, The Associated Press April Clark, Pew Research Center</p> <p>An Assessment of Bias Due to Noncoverage of Wireless-Only Households in RDD Surveys of Households with Young Children Meena Khare, National Center for Health Statistics Sadeq Chowdhury, NORC Kirk Wolter, NORC James A. Singleton, Centers for Disease Control and Prevention</p>
Thursday	ISSUES IN MEASURING RACE AND ETHNICITY
8:00 a.m. – 9:30 a.m.	
Garden 1-2	<p>Chair: Marla Cralley, Arbitron Discussant: Christian Collet, Doshisha University</p> <p>Response Differences to Implicit and Explicit Race-Matching Patricia A. LeBaron, University of Michigan P. Denise Cobb, Southern Illinois University-Edwardsville Cindy Boland-Perez, University of Arkansas-Little Rock</p>

Examining the Significance of Racial/Ethnic Designations among Non-U.S. Citizens

Vincent E. Welch, NORC

Kristy Webber, NORC

Thomas B. Hoffer, NORC

Brian Lisek, NORC

New Immigrants, New Complexities: Measuring Race in Surveys

Kate E. Dalton, NORC

The Mixed Message: Reliability and Consistency for Race and Ethnicity Data for the Same Individuals from Different Sources and Over Time

Iain Noble, Department for Education and Skills (UK)

Thursday ASSESSING INTERVIEWER PERFORMANCE**8:00 a.m. – 9:30 a.m.****Garden 3****Chair:** Nat Ehrlich, Michigan State University**Discussant:** Keith Smith, RTI International**Evaluating the Performance of Telephone Interviewers**

Nat Ehrlich, Michigan State University

Larry A. Hembroff, Michigan State University

Validating Field Interviewers' Work for Verification, Quality and Confidentiality Standards

Suzanne Bard, NORC

Maureen Bonner, NORC

A Tool for Monitoring Field Interviewer Work Patterns in the National Survey on Drug Use and Health

Joe Murphy, RTI International

Adam Safir, RTI International

Susan Myers, RTI International

Measuring Interviewer Performance: Are We Over-Quantifying?

Angela N. Knittle, Franklin & Marshall College

Berwood A. Yost, Franklin & Marshall College

Jennifer L. Harding, Franklin & Marshall College

Thursday INCREASING RESPONSE AND COMPLETION RATES ON THE WEB**8:00 a.m. – 9:30 a.m.****Garden 4****Chair:** Paul Schroeder, Schulman, Ronca & Bucuvalas**Discussant:** David Jones Roe, RTI International**Assessment of Variations in Response Rate to Web-Based Student Surveys**

Ananda Mitra, Wake Forest University

Thomas McCoy, Wake Forest University

Heather Champion, Wake Forest University

Mary O'Brian, Wake Forest University

Mayank Gupta, Wake Forest University

Mark Wolfson, Wake Forest University

Should I Stay or Should I Go? The Effects of Progress Indicators, Promised Duration, and Questionnaire Length on Completing Web Surveys

Ting Yan, University of Michigan

Frederick G. Conrad, University of Michigan

Roger Tourangeau, University of Maryland

Mick P. Couper, University of Michigan

Encouraging Web Responses among College Students: An Experiment

Julie Ladinsky, Mathematica Policy Research

Geraldine Mooney, Mathematica Policy Research

Laura Kalb, Mathematica Policy Research

Do Tailored Messages of Encouragement Reduce Web Survey Break-offs?

Joseph W. Sakshaug, University of Michigan

Scott D. Crawford, Survey Sciences Group

Karen K. Inkelas, University of Maryland

<i>Thursday</i>	THE RELIGIOUS FACTOR
<i>8:00 a.m. – 9:30 a.m.</i>	
<i>Madrid</i>	Chair: Micheline Blum, Blum & Weprin Associates Discussant: Murray Edelman, Rutgers University Examination of Types and Effects of Spiritual Seeking Kumar Rao, Knowledge Networks Dwayne Ball, University of Nebraska-Lincoln Ronald Hampton, University of Nebraska-Lincoln The Dynamic Religion Factor in Worldwide Public Life: How Well Does the U.S. State Department Understand Worldwide Societal Attitudes on Religion? Brian J. Grim, Pew Forum on Religion & Public Life Roger Finke, Pennsylvania State University Richard Wike, Pew Global Attitudes Project Religious Characteristics of American Muslims Gregory A. Smith, Pew Research Center John C. Green, Pew Research Center Amaney Jamal, Princeton University Daniel A. Cox, Pew Research Center My God's Better Than Yours: Public Opinion and Religious Affect Jennifer De Pinto, CBS News Monika L. McDermott, University of Connecticut
<i>Thursday</i>	POLLS, POLITICIANS AND THE PUBLIC
<i>8:00 a.m. – 9:30 a.m.</i>	
<i>Imperial</i>	Chair: Robert Eisinger, Lewis and Clark College Discussant: Kathleen A. Frankovic, CBS News Exit Polls and the Interpretation of Election Results Michael W. Traugott, University of Michigan The Foreign Policy Disconnect: Multilateralist Public, Unilateralist Officials Benjamin I. Page, University of Chicago Politicians' Use of Polls: Can't Trust 'Em, Can't Ignore 'Em David W. Moore, Durham, NH The Second Face of Polling: The Use and Misuse of Polls by Politicians Lawrence R. Jacobs, University of Minnesota

REFRESHMENT BREAK

<i>Thursday</i>	Sponsored by SPSS
<i>9:30 a.m. – 10:00 a.m.</i>	

Foyer between Royal Ballroom & Terrace Room

CONCURRENT SESSION B

<i>Thursday</i>	THE 2006 ELECTIONS
<i>10:00 a.m. – 11:30 a.m.</i>	
<i>Terrace ABC</i>	Chair: Michael W. Traugott, University of Michigan Discussant: Charles Franklin, University of Wisconsin-Madison Anatomy of a Political Ad: An Empirical Evaluation of the 2006 Michael J. Fox Stem Cell Research Advertisement Christopher Paul Borick, Muhlenberg College Stem Cell Publics: Issue Involvement in the 2006 Midterm Elections Kajsa E. Dalrymple, University of Wisconsin-Madison Amy B. Becker, University of Wisconsin-Madison Dietram Scheufele, University of Wisconsin-Madison Dominique Brossard, University of Wisconsin-Madison Consumer Confidence and the 2006 Election Trevor Tompson, The Associated Press Michael Gross, Ipsos Public Affairs Dennis Junius, The Associated Press Mike Mokrzycki, The Associated Press Dual Ballot Effect: Domestic Partnership Initiative Damaged by Marriage Amendment Floyd Ciruli, Ciruli Associates

Thursday CELL PHONE SURVEYING: USERS' ATTITUDES AND BEHAVIORS**10:00 a.m. – 11:30 a.m.****Terrace DEF****Chair:** Charles Shuttles, Nielsen Media Research**Discussant:** Audience members**Impact of Cell Phones across Different Populations in Telephone Surveys**

Kristi Hagen, Northern Arizona University

Young People May Not Be in Jail, But Most Are in Cells: Cross-Time Impact of Changes in Phone Use on Telephone Survey Representativeness

Dennis N. Lambries, University of South Carolina

Robert W. Oldendick, University of South Carolina

Michael W. Link, Centers for Disease Control and Prevention

Lisa Williams, University of South Carolina

Mobile-Only Subscribers are Just Part of the Problem

Charlotte Steeh, Centers for Disease Control and Prevention

Egyptian Telephone Surveys between Household Telephone and Cell Phone

Ahmed Mohamed Loutfy, Information and Decision Support Center

Mahmoud Ahmed Al Kasabi, Information and Decision Support Center

Thursday RESPONSE PROPENSITY**10:00 a.m. – 11:30 a.m.****Garden 1-2****Chair:** John Tarnai, Washington State University**Discussant:** Audience members**Estimating Response Propensity among Homeschooling Households in a Government-Sponsored Survey**

Lina P. Guzman, Child Trends

Stacey Bielick, American Institutes for Research

Experimental Validation of Simulated Alternative Survey Designs

Barbara C. O'Hare, Arbitron

Sonja Ziniel, University of Michigan

Robin Gentry, Arbitron

Robert M. Groves, University of Michigan

Correcting Nonresponse Error Using Propensity Weights Calculated with Community-Level Census Information

Young Ik Cho, University of Illinois-Chicago

Timothy P. Johnson, University of Illinois-Chicago

Allyson L. Holbrook, University of Illinois-Chicago

Do Reluctant Respondents Decrease Data Quality? The Relationship between Response Propensity and Measurement Error

Kristen Olson, University of Michigan

Assessing Nonresponse Bias Using Response Propensity Models

Jennifer Sinibaldi, University of Michigan

Robert M. Groves, University of Michigan

Thursday CULTURAL CONSIDERATIONS IN SURVEY RESEARCH**10:00 a.m. – 11:30 a.m.****Garden 3****Chair:** Ana Villar, University of Nebraska-Lincoln**Discussant:** Rebecca C. Quarles, QSA Research and Strategy**Asian-Americans, Item Nonresponse and Neutrality in Telephone Surveys: Some Hypotheses and Tests**

Christian Collet, Doshisha University

Cultural Differences or What? Why Asians Avoid Extreme Responses

Rui Wang, Survey Sciences Group

Brian Hempton, Survey Sciences Group

John P. Dugan, University of Maryland

Susan R. Komives, University of Maryland

Do More Specific Textual Clues in Instructions Make a Difference in Response from the Hispanic Population?

Cindy Good, Arbitron

Marla D. Cralley, Arbitron

Reporting on Community Identification and Acculturation among Latinos: The Impact of Mode of Administration

Todd Rockwood, University of Minnesota
Melissa Constantine, University of Minnesota
Karen Virnig, University of Minnesota
Jessie Saul, ClearWay
Barbara Schillo, ClearWay
Steve Foldes, Blue Cross/Shield of Minnesota

Thursday

10:00 a.m. – 11:30 a.m.

Garden 4

METHODOLOGICAL BRIEFS: ASSESSING THE IMPACT OF INCENTIVES

Chair: Adam Safir, RTI International
Discussant: Audience members

Alternatives to Prepaid Monetary Incentives in Mail Surveys
Phil Gendall, Massey University

Is More Better? A Test of Different Incentives in a Nationwide RDD Survey

Sandra Gordon Richman, University of Massachusetts-Boston
Patricia M. Gallagher, University of Massachusetts-Boston
Carol Cosenza, University of Massachusetts-Boston

Impact of Pre-Paid Monetary Incentives and Sponsorship in Survey Advance Letters: An Experiment in the 2005 California Health Interview Survey

Hoang Anh Nguyen, UCLA Center for Health Policy Research
Sunghee Lee, UCLA Center for Health Policy Research
David Grant, UCLA Center for Health Policy Research
Sherman Edwards, Westat

Will It Get Their Attention? Prepaid Physician Incentives

Katherine Ballard LeFauve, Abt Associates
Lorayn Olson, Abt Associates
Carol Simon, Abt Associates

The Effect of Incentives on Response Rates and Panel Attrition: Results of a Controlled Experiment

Laura Castiglioni, Mannheim Center for European Social Research
Ulrich Krieger, Mannheim Center for European Social Research
Klaus Pforr, Mannheim Center for European Social Research

Pre-Paid Incentives in a Physician Survey

Sean O. Hogan, RTI International

The Impact of Incentives on Representativeness in the National Immunization Survey

Martin Barron, NORC
Keeshawna Brooks, NORC
Benjamin Skalland, NORC
James A. Singleton, Centers for Disease Control and Prevention

Thursday

10:00 a.m. – 11:30 a.m.

Madrid

ASSESSING OPINION ABOUT HEALTH AND THE ENVIRONMENT

Chair: Jon Miller, Michigan State University
Discussant: Dianne Rucinski, University of Illinois-Chicago

Public Reactions to Global Health Risks

Shirley S. Ho, University of Wisconsin-Madison
Dominique Brossard, University of Wisconsin-Madison
Dietram Scheufele, University of Wisconsin-Madison

Public Opinion and Global Warming Policy in California

Mark Baldassare, Public Policy Institute of California
Sonja Petek, Public Policy Institute of California

Effective Public Communication on Air Quality and Health: A Case Study of Research in Action

Keith Neuman, Environics Research Group
Dave Henderson, Environment Canada
Tonya Bruin, Health Canada

"Who Would Want My Organs?" Older Adults' Attitudes and Opinions about Organ Donation

Kimberly Downing, University of Cincinnati

<i>Thursday</i>	DEVELOPMENT AND DEPLOYMENT OF ADDRESS-BASED SAMPLING FRAMES
10:00 a.m. – 11:30 a.m.	
Imperial	<p>Chair: Christine Bourquin, Nielsen Media Research Discussant: Audience members</p> <p>Coverage and Utility of Purchased Residential Address Lists: A Detailed Review of Selected Local Areas Sylvia Dohrmann, Westat</p> <p>Comparing Mixed-Mode Address-Based Surveys with Random Digit Dialing for General Population Surveys Michael W. Link, Centers for Disease Control and Prevention Michael P. Battaglia, Abt Associates Martin R. Frankel, Baruch College, City University of New York Larry Osborn, Abt Associates Ali H. Mokdad, Centers for Disease Control and Prevention</p> <p>Predicting the Relative Quality of Alternative Sampling Frames Colm O'Muircheartaigh, NORC Edward M. English, NORC Stephanie Eckman, NORC</p> <p>R&D Studies to Replace the RDD-Frame with an ABS-Frame Ken Steve, Nielsen Media Research Gail Daily, Nielsen Media Research Paul J. Lavrakas, Nielsen Media Research Tracie Yancey, Nielsen Media Research Dale Kulp, Marketing Systems Group</p>
LUNCH (Core Meal)	
<i>Thursday</i>	
11:45 a.m. – 1:15 p.m.	
Grand Ballroom	

CONCURRENT SESSION C

<i>Thursday</i>	2006 PRE-ELECTION POLLS I
1:30 p.m. – 3:00 p.m.	
Terrace ABC	<p>Chair: Andrew Binder, University of Wisconsin-Madison Discussant: Gerald Kosicki, Ohio State University</p> <p>What Incumbent Rule? Reevaluating Conventional Wisdom on the Assumed Connection between Undecideds and Challengers Douglas Usher, Widmeyer Research and Polling Gregory Wawro, Columbia University</p> <p>Predicting Likely Voters: Using a New Age Methodology for an Age-Old Problem Gregg R. Murray, State University of New York-Brockport Chris B. Riley, State University of New York-Brockport Anthony Scime, State University of New York-Brockport</p> <p>Social Desirability, Faulty Memory, and Satisficing in Vote Over-Reporting: A Cross-National Comparison of the American and British Electorates Allan L. McCutcheon, University of Nebraska-Lincoln Ipek Bilgen, University of Nebraska-Lincoln Robert Belli, University of Nebraska-Lincoln Rene Bautista, University of Nebraska-Lincoln</p> <p>The Incumbency Rule in an Anti-Incumbent Year: Examining the Effect of Partisanship and Incumbency on Pre-Election Polls in the 2006 Midterm Elections Christopher Paul Borick, Muhlenberg College</p>
CELL PHONE SURVEYING: SAMPLING AND WEIGHTING	
<i>Thursday</i>	
1:30 p.m. – 3:00 p.m.	
Terrace DEF	<p>Chair: John Hall, Mathematica Policy Research Discussant: Audience members</p> <p>Sampling and Interviewing Methods for Cell Phone Surveys J. Michael Brick, Westat Sherman Edwards, Westat Sunghee Lee, UCLA Center for Health Policy Research</p>

Combining Cell Phone and Landline Samples: Dual Frame Approach
 Randal S. ZuWallack, ORC Macro

Integrating Cell Phone and Traditional Sampling and Weighting in the Behavioral Risk Factor Surveillance System

Martin R. Frankel, Baruch College, City University of New York

Constructing Weights for Landline and Cell Phone RDD Surveys
 Courtney Kennedy, University of Michigan

- Thursday** **RESPONDING TO OPEN-ENDED QUESTIONS**
1:30 p.m. – 3:00 p.m.
Garden 1-2
- Chair:** Mary Ellen Colten, University of Massachusetts-Boston
Discussant: Jaki McCarthy, U.S. Department of Agriculture
- Improving Response Quality in List-Style Open-Ended Questions in Web and Telephone Surveys**
 Jolene D. Smyth, Washington State University
 Don A. Dillman, Washington State University
 Leah Melani Christian, University of Georgia
- Context Effects and Thinking about Spending Practices: Open-Ended Responses in an “Out of the Blue” vs. Primed Survey Context**
 Carolyn L. Funk, Pew Research Center
- Comparison of Responses from Machine-Coded and Human-Coded Open-Ended Questions.**
 Masahiko Aida, Greenberg Quinlan Rosner Research
 Amy R. Gershkoff, MSHC Partners
- Ignorance or Ambivalence? Nonresponse to Open-Ended Survey Questions**
 Sunshine Hillygus, Harvard University
 Chase H. Harrison, Harvard University
- Thursday** **METHODOLOGICAL BRIEFS: SAMPLING ISSUES**
1:30 p.m. – 3:00 p.m.
Garden 3
- Chair:** Bob Lee, University of California, Berkeley
Discussant: Audience members
- Non-Coverage Bias in Telephone Surveys in Egypt**
 Mahmoud Ahmed El-Kasabi, The Information and Decision Support Center
 Sahar El-Tawila, Cairo University
 Ali El-Hefnawy, Cairo University
- Improving Contact Information for Mobile Populations: An Advance Contact Experiment**
 Megan Henly, U.S. Census Bureau
 Andrew Zukerberg, U.S. Census Bureau
 Amy Herron, U.S. Census Bureau
- Linking Mailing Addresses to a Household Sampling Frame Based on Census Geography**
 Katherine B. Morton, RTI International
 Joseph P. McMichael, RTI International
 James Cajka, RTI International
 Ross Curry, RTI International
 Vincent Iannacchione, RTI International
 David Cunningham, RTI International
- Suitability of the USPS Delivery Sequence File as a Commercial-Building Frame**
 Stephanie Eckman, NORC
 Michael Colicchia, NORC
 Colm O'Muircheartaigh, NORC
- Screening for Low-Income Telephone Households and People Who Do Not Have Health Insurance: Using Auxiliary Sample Frame Information for a Random Digit Dial Survey**
 Timothy Triplett, The Urban Institute
 David Dutwin, International Communications Research
 Sharon Long, The Urban Institute
- Using Peer Locating Procedures to Improve Locate and Contact Rates in a Longitudinal Study**
 Brian M. Evans, RTI International
 Tiffany Mattox, RTI International
 Casey Tart, RTI International
 Douglas Currihan, RTI International
 Laura Burns, RTI International
 Saju Joshua, RTI International

How Do You Hide a House? Factors Associated with the Declining Working Residential Number Rate

Whitney Murphy, NORC

Martin Barron, NORC

Kirk Wolter, NORC

Meena Khare, National Center for Health Statistics

Karen Wooten, Centers for Disease Control and Prevention

Supplementing the Coverage of Household Sampling Frames Based on Residential Mailing Addresses

Joseph P. McMichael, RTI International

David Cunningham, RTI International

Vincent Iannacchione, RTI International

Thursday RESPONSE RATES AND RDD SURVEYS

1:30 p.m. – 3:00 p.m.

Garden 4

Chair: Janet Streicher, Citibank

Discussant: Mike Dennis, Knowledge Networks

Declining Working Phone Rates Impact RDD Efficiency

Linda B. Piekarski, Survey Sampling International

The Effects of Introductory Scripts and Respondent Incentives on Overall Participation and Subgroup Participation in an RDD Telephone Survey

Douglas B. Currihan, RTI International

Matthew Farrelly, RTI International

Joanne Pais, RTI International

Christie Phelan, ORC Macro

The Cost of Refusals in Large RDD National Surveys

Jeffery Stec, CRA International

Paul J. Lavrakas, Nielsen Media Research

Do You Know What Day This Is? Special Events and RDD Response Rates

Robert Montgomery, NORC

Meena Khare, National Center for Health Statistics

Thursday PERCEPTIONS OF CONTROVERSIAL SOCIAL ISSUES

1:30 p.m. – 3:00 p.m.

Madrid

Chair: Dan Cassino, Fairleigh Dickinson University

Discussant: Kate Kenski, University of Arizona

In Search of a Question on Sexual Identity

Amanda Wilmot, U.K. Office for National Statistics

Support for Gay Marriage and the Role of Religious/Value Predispositions: Explaining Public Opinion on a Moral Issue through the Examination of Personal Beliefs

Amy B. Becker, University of Wisconsin-Madison

Give Me Shelter: The Interaction between Religiosity and Internet Use in Controversial Attitude Formation

David Jasun Carr, University of Wisconsin-Madison

Kelly Luster, University of Wisconsin-Madison

Madhu Arora, University of Wisconsin-Madison

Rich Cleland, University of Wisconsin-Madison

Stay-at-Home Dads: Men's Non-Traditional Work Preferences

Claire G.E. Kelley, International Survey Center

Sarah M.C. Kelley, International Survey Center

Thursday THE ROLE OF SURVEY RESEARCH IN DEVELOPING POLICY

1:30 p.m. – 3:00 p.m.

Imperial

Chair: Rachel Caspar, RTI International

Discussant: Patrick Murray, Monmouth University

Perceived and Actual Confusion about Bank Names: Using Telephone Polls and the Psychology of Memory to Inform a Policy Decision in Banking Law

Burke Grandjean, University of Wyoming

Kay Lang, University of Wyoming

Suzanna Penningroth, University of Wyoming

Survey Research and Public Policy: A Case Study of Dayton, Ohio

T. David Jones, Wright State University

Patricia D. Jones, Wright State University

Data Collection Techniques Developed to Deliver Valid and Reliable Public Policy Research in Afghanistan

Matthew Warshaw, Afghan Center for Socio-Economic and Opinion Research
Zemerak Mohsini, Afghan Center for Socio-Economic and Opinion Research

Assessing the Quality of Surveys Used for Policy Development

Karen Donelan, Massachusetts General Hospital
Catherine DesRoches, Massachusetts General Hospital
Ashish Jha, Harvard University
Timothy Ferris, Massachusetts General Hospital

IN THE EXHIBITS AREA

Thursday

3:00 p.m. – 6:00 p.m. **SOFTWARE, TECHNOLOGY & BOOKS**
Royal Ballroom

3:00 p.m. – 4:00 p.m. **REFRESHMENT BREAK**
Royal Ballroom

3:00 p.m. – 4:00 p.m. **MEET THE AUTHORS**
Royal Ballroom **Benjamin I. Page and Marshall M. Bouton**
The Foreign Policy Disconnect: What Americans Want from Our Leaders but Don't Get (University of Chicago Press, 2006)
David W. Moore
How to Steal an Election: The Inside Story of How George Bush's Brother and FOX Network Miscalled the 2000 Election and Changed the Course of History (Nation Books, 2006)

3:00 p.m. – 4:00 p.m. **POSTER SESSION 1**
Royal Ballroom **GROUP 1**
Foyer **Discussant:** Masahiko Aida, Greenberg Quinlan Rosner Research

Identity Theft Protection: Gauging Support among Adults 18+ in Delaware, Oklahoma, and South Carolina for Security Freeze Legislation
Jennifer H. Sauer, American Association of Retired Persons

Marathon Reinterviews
Nat Ehrlich, Michigan State University
Larry A. Hembroff, Michigan State University

Wording and Order Effects in Surveys of Student Drinking
Larry A. Hembroff, Michigan State University
Nat Ehrlich, Michigan State University

Assessing Public Opinion Regarding the Design of the Arizona State Quarter Coin
James I. Bowie, Northern Arizona University

Results from the 2006 Industry Image Study
Patrick Glaser, Council for Marketing and Opinion Research

GROUP 2

Discussant: Carol Wilson, Corporate Research Associates

Trends in U.S. Government Surveys: Evidence from 20 Years of OMB Clearance Forms
Stanley Presser, University of Maryland
Susan C. Kenney, University of Maryland

State Intervention and Women's Employment in 39 Countries: Policy Implications of the Welfare State Paradox
Jonathan Kelley, University of Nevada-Reno

Information Technology and Social Change, 2000-2006: Behavioral and Attitudinal Evidence from the General Social Survey (GSS)
John P. Robinson, University of Maryland

Using a Follow-up Health Insurance Survey to Study a Target Subpopulation
Colleen K. Porter, University of Florida
R. Paul Duncan, University of Florida
Barbara E. Langner, University of Kansas Medical Center
Jianyi Zhang, University of Florida

The Impact of Relocation on Public Housing Residents in Chicago: The Resident Relocation Survey

Lisa Lee, NORC

Catherine Haggerty, NORC

Kenneth A. Rasinski, NORC

GROUP 3**Discussant:** Robert Y. Shapiro, Columbia University**"Better Late than Never?" An Analysis of Late-Stage Respondents to a Federal Survey**

Lance Selfa, NORC

Karen H. Grigorian, NORC

Scott Sederstrom, NORC

Comparison of Cell Phone-Only and Landline Households

Ryan McKinney, Arbitron

Decreasing the Disconnect: Policy Versus the Procedures That Work!

Ekua Kendall, Arbitron

Supreme Court Nominees: Who Pays Attention, and What Do They Think?

Sarah Dutton, CBS News

Subjective Social Mobility: Data from 30 Nations

Sarah M.C. Kelley, International Survey Center

Claire G.E. Kelley, International Survey Center

PLENARY*Thursday***4:00 p.m. – 5:45 p.m.** **POLLS AND THE PRACTICE OF POLITICS****Grand Ballroom****Chair:** Patricia Moy, University of Washington**Panelists**

Dave Sackett, The Tarrance Group

Mark Mellman, The Mellman Group

Ronald Brownstein, Los Angeles Times

NEW MEMBER / ALL-CHAPTER RECEPTION*Thursday***6:00 p.m. – 7:00 p.m.** Reception sponsored by SRBI**North Tower Pool****PUB CRAWL***Thursday***9:00 p.m. – 12:00 a.m.**

California Screamin' ride at Disney's California Adventure™, Anaheim, CA. Photo by Micky Jones.

FRIDAY, MAY 18, 2007

7:00 a.m. – 8:00 a.m.	COMMITTEE MEETINGS
Salon 2	Academic Survey Research Organizations & National Network of State Polls WAPOR Executive Council
7:30 a.m. – 4:30 p.m.	AAPOR REGISTRATION DESK OPEN
Royal Registration	
8:00 a.m. – 5:00 p.m.	EXHIBIT HALL OPEN: Software, Technology & Books
Royal Ballroom	
8:00 a.m. – 11:30 a.m.	AAPOR SHORT COURSE
Pacific	(pre-registration required)
	Introduction to Survey Sampling – Colm O’Muircheartaigh
	Sponsored by D3 Systems

CONCURRENT SESSION A

Friday	2006 PRE-ELECTION POLLS II
8:00 a.m. – 9:30 a.m.	
Terrace ABC	Chair: Susan Pinkus, Los Angeles Times Discussant: J. Quin Monson, Brigham Young University Polls and Races: The Impact of Methods and Conditions on the Accuracy of 2006 Pre-Election Polls Chase H. Harrison, Harvard University A Probability-Theory-Based Assessment of the Reliability of the 2006 Pre-Election Polls Joel D. Bloom, The University at Albany, State University of New York Generic Polls and the Midterm Vote Robert Erikson, Columbia University Joseph Bafumi, Dartmouth College Christopher Wlezien, Temple University Voters and Non-Voters in Midterm Elections April Clark, Pew Research Center Mike Mokrzycki, The Associated Press Robert Suls, Pew Research Center Trevor Tompson, The Associated Press
Friday	CELL PHONE SURVEYING: ALTERNATIVE SAMPLING FRAMES
8:00 a.m. – 9:30 a.m.	
Terrace DEF	Chair: J. Michael Brick, Westat Discussant: Audience members Sample Frame Assessment for a Large Metropolitan County’s Health Survey Michael Davern, University of Minnesota Tim Zimmerman, Hennepin County Sheldon Swaney, Hennepin County Todd Rockwood, University of Minnesota Use of Online Panels to Normalize Cell-Only Household Representation Shawna Fisher, Common Knowledge Research Services Steve Lavine, Common Knowledge Research Services Caren Jellison, Common Knowledge Research Services Social Aspects of Mobile Phone Usage and Their Impact on Survey Cooperation Vasja Vehovar, University of Ljubljana Mario Callegaro, University of Nebraska-Lincoln

Friday	METHODOLOGICAL BRIEFS: MODE EFFECTS & ISSUES
8:00 a.m. – 9:30 a.m.	
Garden 1-2	Chair: Scott Keeter, Pew Research Center Discussant: Audience members
	Respondent Incentives in a Multi-Mode Panel Survey: Cumulative Effects on Nonresponse and Bias
	Annette E. Jackle, University of Essex
	Peter Lynn, University of Essex
	To Hand Out or to Mail Physician Assessments: THAT is the Question
	Karen Bogen, University of Massachusetts-Boston
	Patricia M. Gallagher, University of Massachusetts-Boston
	Dana Safran, Tufts University
	Dale Shaller, Shaller Consulting
	Paul Cleary, Yale University
	Robert Michaels, United Medical Associates
	The Effects of Data Collection Mode (Telephone vs. Mail) and Asking about Future Intentions on Self-Reports of Colorectal Cancer Screening
	Timothy Beebe, Mayo Clinic
	Sarah Stoner, Mayo Clinic
	Kari Anderson, Mayo Clinic
	Michael Davern, University of Minnesota
	Todd Rockwood, University of Minnesota
	Increased Response Rates to Mixed-Mode Surveys: Mode Preference or Extra Attempts?
	Alisha D. Baines, Center for Chronic Disease Outcomes Research
	Melissa R. Partin, Center for Chronic Disease Outcomes Research
	Maureen Murdoch, Center for Chronic Disease Outcomes Research
	Joan M. Griffin, Center for Chronic Disease Outcomes Research
	What's in a Mode? Assessing the Use of Mixed Modes to Reduce Nonresponse Bias in a Federal Survey
	Kristy Webber, NORC
	Vincent E. Welch, NORC
	Brian Lisek, NORC
	Best Combination of Modes
	Olena Kaminska, University of Nebraska-Lincoln
	Rene Bautista, University of Nebraska-Lincoln
	Emilio Serrano, University of Nebraska-Lincoln
	Mode Effects and Item Nonresponse: Evidence from CPS and NLSY Income Questions
	Dan Black, NORC
	Rupa Datta, NORC
	Parvati Krishnamurty, NORC
	Results of a Within-Panel Web Survey Experiment of Mode Effects: Using the General Social Survey's National Priority & Environmental Policy Attitude Items
	Mike Dennis, Knowledge Networks
	Rick Li, Knowledge Networks
Friday	CONFIDENTIALITY AND DATA PRIVACY
8:00 a.m. – 9:30 a.m.	
Garden 3	Chair: Peyton Craighill, ABC News Discussant: Audience members
	Respondents' Understandings of Confidentiality in a Changing Privacy Environment
	Eleanor Gerber, U.S. Census Bureau
	Ashley Landreth, U.S. Census Bureau
	Are They Willing to Express Their Opinions? Confidentiality Concerns and the Credibility of Responses in a Chinese Survey
	Rui Wang, University of Michigan
	Barriers to Cross-National Surveys: Implications of the Privacy and Data Protection Laws in Europe and North America
	Grant D. Benson, University of Michigan
	Privacy Laws and Survey Research
	Howard Fienberg, Council for Marketing and Opinion Research

Understanding Survey Organization Policies and Procedures Regarding Circumstances under Which Interviewers May Break Survey Respondent Confidentiality

Mary E. Losch, University of Northern Iowa

Gene M. Lutz, University of Northern Iowa

Friday PANEL PARTICIPATION

8:00 a.m. – 9:30 a.m.

Garden 4

Chair: Mary Outwater, University of Oklahoma

Discussant: Robert Santos, The Urban Institute

The Right End of Attrition: Repeated Nonresponse in the British Household Panel Study

S.C. Noah Uhrig, University of Essex

A Study of Attrition in the Gallup Panel

Harlan Sayles, University of Nebraska-Lincoln

Zachary Arens, The Gallup Organization

Impact of E-Mail Communications on Panel Retention

John P. Hesner, ORC Macro

Thomas P. Duffy, ORC Macro

Using Telephone Survey Data to Predict Participation in an Internet Panel Survey

David James Roe, RTI International

Jason Stockdale, RTI International

Matthew Farrelly, RTI International

Todd Heinrich, RTI International

Friday STUDYING RACIAL ATTITUDES: ANTECEDENTS AND OUTCOMES

8:00 a.m. – 9:30 a.m.

Madrid

Chair: Danna Moore, Washington State University

Discussant: George Carter, U.S. Census Bureau

The Origins of Racial Resentment

David C. Wilson, The Gallup Organization

Darren W. Davis, Michigan State University

Support for the Death Penalty When Knowing the Defendant's Race

Robert Ross, California State University-Chico

Edward Bronson, California State University-Chico

The Role of Local Educational Levels in Shaping the Racial Attitudes and Opinions of White Residents

Marylee C. Taylor, Pennsylvania State University

Peter Mateyka, Pennsylvania State University

Feelings of Closeness towards Blacks and Support for Slavery Reparations: A General Population Survey with a Reaction Time Segment to Measure Implicit Feelings of Interracial Closeness

Thomas Craemer, University of Connecticut

Friday DELIBERATION AND THE EXPRESSION OF OPINION

8:00 a.m. – 9:30 a.m.

Imperial

Chair: Kathleen Thiede Call, University of Minnesota

Discussant: Audience members

On the Limits of Public Opinion

Gerald Kosicki, The Ohio State University

Representation in Online Deliberation: How Non-Attendance and Low Participation Rate Influence Opinion Distribution

Weiyu Zhang, University of Pennsylvania

Vincent Price, University of Pennsylvania

Dynamics of Voter Deliberation in a Presidential Election: Swing Voters and Battleground States

Michael A. Xenos, University of Wisconsin-Madison

Public Deliberation and Public Opinion about Health Care Policy

Vincent Price, University of Pennsylvania

Joseph N. Cappella, University of Pennsylvania

Lauren Feldman, University of Pennsylvania

Influence of Hostile Media Perception on Opinion-Expression Participation

Hyunseo Hwang, University of Wisconsin-Madison

Zhongdang Pan, University of Wisconsin-Madison

Ye Sun, University of Wisconsin-Madison

REFRESHMENT BREAK*Friday*

9:30 a.m. – 10:00 a.m.

*Royal Ballroom***CONCURRENT SESSION B***Friday*

10:00 a.m. – 11:30 a.m.

*Terrace ABC***MIXED MODES IN PRE-ELECTION POLLING****Chair:** Trevor Tompson, The Associated Press**Discussant:** Don Dillman, Washington State University**2006 Voter Problems and Perceptions: A Combined Exit and RDD Approach in Franklin County, Ohio**

Fritz J. Scheuren, NORC

Susan Hinkins, NORC

Rachel Harter, NORC

Paul Fields, Brigham Young University

J. Quin Monson, Brigham Young University

Methods and Horse Races: How Internet, IVR and Phone Polls Performed in the 2006 Elections

Mark Blumenthal, Pollster.com

Charles H. Franklin, University of Wisconsin-Madison

The Effect of Survey Mode and Sampling on Inferences about Political Attitudes and Behavior:**Comparing the 2000 and 2004 ANES to Internet Surveys with Non-Probability Samples**

Neil Malhotra, Stanford University

Jon Krosnick, Stanford University

Using Mixed-Mode Surveys (Internet and Mail) to Examine General Election Voters

Lonna Rae Atkeson, University of New Mexico

Kyle Saunders, Colorado State University

Luciana Zilberman, University of New Mexico

Alex Adams, University of New Mexico

*Friday***CELL PHONE SURVEYING: OPERATIONAL ISSUES**

10:00 a.m. – 11:30 a.m.

*Terrace DEF***Chair:** Linda Piekarski, Survey Sampling International**Discussant:** Audience members**Survey Research Using Cell Phone Samples: Important Operational and Methodological Considerations**
Anna Fleeman, Arbitron**Cell Phones and Public-Sector Survey Research: Are Incentive and/or Compensation Offers Really Needed?**

James J. Dayton, ORC Macro

Cristine Delnevo, University of Medicine and Dentistry of New Jersey

Susan J. Cummings, Montana Department of Public Health & Human Services

Zi Zhang, Massachusetts Department of Health

Lori Westphal, Florida Department of Health

Michelle Cook, Texas Department of Health

Diane Aye, Connecticut Department of Health

Randal S. ZuWallack, ORC Macro

Naomi Freedner, ORC Macro

Ruth Burnstein, ORC Macro

Broken Voices on Broken Phones: Can Interviewing Be Done by Cell Phone, and at What Cost?
Nick Moon, GfK NOP**A Model-Based System for Estimating Critical Components of RDD Sample Frames at National and Local Geographies**

Dale W. Kulp, Marketing Systems Group

Friday	CONDUCTING WEB-BASED SURVEYS
10:00 a.m. – 11:30 a.m.	
Garden 1-2	Chair: Susan Sprachman, Mathematica Policy Research Discussant: Steven Martin, University of Maryland To Branch or Not to Branch: Item Construction in Web Surveys Ashley Grosse, Polimetricx Samantha Luks, Polimetricx Douglas Rivers, Polimetricx Asking for Numbers and Quantities: Visual Design Effects in Web Surveys and Paper and Pencil Surveys Marek Fuchs, University of Kassel Universal Accessibility in Web Survey Design: Practical Guidelines for Implementation Holly L. Harrison, University of Massachusetts-Boston Jeff Coburn, University of Massachusetts-Boston The Impact of Format Changes on Web Survey Abandonment and Response Distributions Robert Gonyea, Indiana University Todd Chamberlain, Indiana University John Kennedy, Indiana University Exploring Statistical Inference from Web-Based Surveys: How Does It Work? Robert Santos, The Urban Institute
Friday	RANDOM-DIGIT-DIALING ISSUES IN SURVEY RESEARCH
10:00 a.m. – 11:30 a.m.	
Garden 3	Chair: Jeannette Ziegenfuss, University of Minnesota Discussant: Allan McCutcheon, University of Nebraska-Lincoln Incorporating a Multi-Modality Design into a Random-Digit-Dialing Survey Michael P. Battaglia, Abt Associates Larry Osborn, Abt Associates Michael W. Link, Centers for Disease Control and Prevention Martin R. Frankel, Baruch College, City University of New York Ali H. Mokdad, Centers for Disease Control and Prevention Optimizing the Day and Time of the First Dial in Random-Digit-Dial Telephone Surveys Benjamin Skalland, NORC Chao Xu, NORC Karen Wooten, Centers for Disease Control and Prevention Gaining Efficiencies in Scheduling Callbacks in Large RDD National Surveys Jeffery Stec, CRA International Paul J. Lavrakas, Nielsen Media Research Charles Shuttles, Nielsen Media Research Gail Daily, Nielsen Media Research Tracie Yancey, Nielsen Media Research Ralph Watkins, Nielsen Media Research
Friday	USING LETTERS TO INCREASE RESPONSE RATES
10:00 a.m. – 11:30 a.m.	
Garden 4	Chair: Anna Chan, U.S. Census Bureau Discussant: Young Chun, American Institutes for Research Revisiting the Use of Tailored Spanish Language Advance Letters in RDD Surveys Lisa Carley-Baxter, RTI International Michael W. Link, Centers for Disease Control and Prevention David James Roe, RTI International Rosanna Quiroz, RTI International The Effect of a Pre-Notification Letter on Response Rate in a Mail Survey Depending on the Number of Contacts Olena Kaminska, University of Nebraska-Lincoln Bart Goeminne, SAS Belgium Marc Swyngedouw, Katholieke Universiteit Leuven The Effects of Including Previous Survey Results in a Cover Letter Jeremy Morton, RTI International Judith Lynch, RTI International Lorraine Babeu, U.S. Department of Defense Pinliang Chen, RTI International

The Junk Mail Effect: Using Endorsement Letters and Brochures in Sample Member Correspondence
 Shana M. Brown, NORC
 Claire Jennings, NORC

Friday PUBLIC OPINION AND CURRENT AFFAIRS

10:00 a.m. – 11:30 a.m.

Madrid Chair: Kenneth Winneg, University of Pennsylvania
 Discussant: Keith Neuman, Environics Research

Does the War on Terror Close the Gender Gap?
 Barbara Bardes, University of Cincinnati

Political and Social Attitudes of American Muslims
 Gregory A. Smith, Pew Research Center
 John C. Green, Pew Research Center
 Amaney Jamal, Princeton University
 Daniel A. Cox, Pew Research Center

Interest in Politics and “Opinion Over-Reporting”: Evidence from a Recent Survey Experiment
 Nick Allum, University of Surrey
 Patrick Sturgis, University of Surrey
 Patten Smith, Ipsos-MORI

Is Anyone Listening? Academic Freedom, “Intellectual Diversity,” and Conservative Critiques of the American Professoriate
 Solon J. Simmons, George Mason University
 Neil Gross, Harvard University

Friday MEDIA EFFECTS ON ATTITUDES AND BEHAVIORS

10:00 a.m. – 11:30 a.m.

Imperial Chair: Justin Bailey, Nielsen Media Research
 Discussant: Audience members

Negative Media and Unit-Level Response
 Nancy Bates, U.S. Census Bureau

Channeling Home: Transnational Media Use and Expectations
 Andrea E. Hickerson, University of Washington

Media Coverage of West Nile Virus and Avian Flu: An Analysis of the Agenda-Building Process Related to Epidemic Hazards
 Tsung-Jen Shih, University of Wisconsin-Madison
 Rosalynna Wijaya, University of Wisconsin-Madison
 Dominique Brossard, University of Wisconsin-Madison

The Media Nexus: How Objective Conditions are Turned into Subjective Opinion
 Steven T. Procopio, Louisiana State University
 Robert K. Goidel, Louisiana State University

Ethical/Strategic Frames and Opinions on Stem Cell Research: An Attitude Structure Approach
 Nam-Jin Lee, University of Wisconsin-Madison
 Douglas M. McLeod, University of Wisconsin-Madison
 Dhavan V. Shah, University of Wisconsin-Madison

LUNCHEON & PRESIDENTIAL ADDRESS (Core Meal)

Friday

11:45 a.m. – 1:45 p.m.

Grand Ballroom

CONCURRENT SESSION C**Friday****ISSUES IN ELECTION POLLING****2:00 p.m. – 3:30 p.m.****Terrace ABC****Chair:** Martin Barron, NORC**Discussant:** Audience members**Exit Polls and Ethnic Diversity: How to Improve Estimates and Reduce Bias among Minority Voters**

Matt A. Barreto, University of Washington

Francisco Pedraza, University of Washington

Latino, Asian, and Black Voters in Los Angeles and Orange County: The Impact of Residential**Segregation on Public Opinion and Voting**

Stephen Nuno, University of California-Irvine

Fernando Guerra, Loyola Marymount University

Voting in the State of Georgia: An Examination of Public Confidence in the System of Elections in a Time of Change

Richard L. Clark, University of Georgia

Search for Alternative Modes of Questionnaire Administration: Recent Findings from Surveys by the Asahi Newspaper

Nicolaos E. Synodinos, University of Hawaii

Eiji Matsuda, The Asahi Shimbun

Issues in Exit Polling Methodology in the 2006 Midterm Elections

Joel D. Bloom, The University at Albany, State University of New York

Joe Lenski, Edison Media Research

Jennifer Agiesta, Belden Russonello & Stewart

Friday**CELL PHONE SURVEYING: RESULTS OF PILOT STUDIES****2:00 p.m. – 3:30 p.m.****Terrace DEF****Chair:** Mario Callegaro, University of Nebraska-Lincoln**Discussant:** Audience members**Conducting Public Health Surveys over Cell Phones: The Behavioral Risk Factor Surveillance System Experience**

Michael W. Link, Centers for Disease Control and Prevention

Michael P. Battaglia, Abt Associates

Martin R. Frankel, Baruch College, City University of New York

Larry Osborn, Abt Associates

Ali H. Mokdad, Centers for Disease Control and Prevention

Cell Phone Augmentation of a National RDD Survey

John M. Boyle, Schulman, Ronca & Bucuvalas

Alan Block, National Highway Traffic Safety Administration

Eunyoung Lim, National Highway Traffic Safety Administration

Can Selected Respondents in Sampled Households Be Contacted Using Their Cell Phones?

Courtney Mooney, Arbitron

Marla D. Cralley, Arbitron

Utilizing Cellular Technology in a Mixed-Mode Survey of Community College Students in Five Cities Across the U.S.

Karen L. Tucker, Battelle

Friday**QUESTION ORDER EFFECTS****2:00 p.m. – 3:30 p.m.****Garden 1-2****Chair:** James J. Bason, University of Georgia**Discussant:** Audience Members**Perpetration and Victimization: The Impact of Question Order on Reports of Intimate Partner Violence and Sexual Violence**

Susan Elizabeth Twiddy, RTI International

Michele Lynberg, Centers for Disease Control and Prevention

Lisa Carley-Baxter, RTI International

Now You Tell Me: The Cognitive and Affective Underpinnings of Question Order Effects

Timothy Vercellotti, Rutgers University

Impact of Question Order of Respondent Cell Phone and E-mail Address on Questionnaire Completion
 Rashna Ghadially, NORC

The Effect of Question Order on Two Telephone Survey Questions Regarding Early Childhood Education Policy

James M. Ellis, Virginia Commonwealth University

Friday ISSUES IN HEALTH-RELATED SURVEYS

2:00 p.m. – 3:30 p.m.

Garden 3 Chair: Joanne Pascale, U.S. Census Bureau
 Discussant: Tom W. Smith, NORC

Degree of Concordance in Health Care Preferences over Time and Alignment with Persistence in Coverage and Medical Expenditure Behavior

Steven Cohen, Agency for Healthcare Research and Quality

The Effect of Reporting Aid Use on the Accuracy of Medical Expenditure Panel Survey Responses

David Kashiwara, Agency for Healthcare Research and Quality

Diana Wobus, Westat

Effect of Translation on General Health Status across Five Interview Languages

Sunghee Lee, UCLA Center for Health Policy Research

David Grant, UCLA Center for Health Policy Research

The Effects of Substituting Generic for Customized Questionnaires in a Health Plan Satisfaction Survey

Sherman Edwards, Westat

John Rauch, Westat

Friday METHODOLOGICAL BRIEFS: NONRESPONSE ISSUES

2:00 p.m. – 3:30 p.m.

Garden 4 Chair: Jennifer Rothgeb, U.S. Census Bureau
 Discussant: Audience members

Nonresponse Analysis of Relational Estimates Based on RDD Survey Data

Chung-tung Jordan Lin, U.S. Food and Drug Administration

A Systematic Investigation into the Hypothesis of Systematic Nonresponse

Larry A. Hembroff, Michigan State University

Nat Ehrlich, Michigan State University

Patterns of Nonresponse for Key Questions in the NSDUH and Implications for Imputation

Elizabeth A.P. Copello, RTI International

Peter Frechtel, RTI International

The Impacts of Caller ID on Response and Refusal Rates for the BRFSS

Kristie Hannah, ORC Macro

Barbara M. Fernandez, ORC Macro

A Procedure for Establishing Baselines for Item Nonresponse

Michael Wood, Hunter College, City University of New York

The Contribution of Institutional and Individual Characteristics to Survey Nonresponse in College Student Populations

Aaron M. Pearson, Survey Sciences Group

Rui Wang, Survey Sciences Group

Tina Manieri, Survey Sciences Group

Brian Hempton, Survey Sciences Group

Karen K. Inkelaar, University of Maryland

John P. Dugan, University of Maryland

Susan R. Komives, University of Maryland

Which Young Adult Males are the Bane of Survey Response?

Sue L. Mann, Fred Hutchinson Cancer Research Center

Arthur V. Peterson, Fred Hutchinson Cancer Research Center

Diana J. Lynn, Fred Hutchinson Cancer Research Center

Take Me off Your List: Who are These Nonresponders?

Cynthia Howes, NORC

Patrick Cagney, NORC

Gary Euler, Centers for Disease Control and Prevention

Friday 2:00 p.m. – 3:30 p.m.	ATTITUDES ABOUT POLITICAL AND PUBLIC AFFAIRS
Madrid	Chair: Marylee Taylor, Pennsylvania State University Discussant: Audience members The Political Economy of British Attitudes toward the Iraq War Terri L. Towner, Purdue University
	South Koreans' Attitudes towards the United States, North Korea and Korean Unification Jibum Kim, NORC Carl Gershenson, University of Chicago Jaeki Jeong, Soongsil University
	An Investigation of Panel Conditioning with Attitudes toward U.S. Foreign Policy Poom Nukulkij, Knowledge Networks Joseph Hadfield, Knowledge Networks Stefan Subias, Knowledge Networks Evan Lewis, Program on International Policy Attitudes
	Dimensions and Predictors of American Language Policy Attitudes William P. Rivers, University of Maryland John P. Robinson, University of Maryland
	The Climate for Reforming California's Health Care System: What Voters are Saying Mark DiCamillo, Field Research Corporation

Friday 2:00 p.m. – 3:30 p.m.	WHAT IS THE ROLE OF "COMMUNITY" IN SURVEY RESEARCH?
Imperial	Chair: Jonathan Kelley, University of Nevada-Reno Discussant: Christopher Wlezien, Temple University Community Participation and Community Benefit in Large Health Surveys: Enhancing Quality, Relevance, and Use of the California Health Interview Survey E. Richard Brown, UCLA Center for Health Policy Research
	Working with Community-Based Organizations (CBOs): Capacity-Building for Survey Research Dianne Rucinski, University of Illinois-Chicago
	Partnering with Communities in Survey Design, Implementation and Dissemination Kathleen Thiede Call, University of Minnesota
	Community Participation in Surveys: The American Community Survey Process Cheryl V. Chambers, U.S. Census Bureau

IN THE EXHIBITS AREA

Friday 3:30 p.m. – 4:30 p.m.	REFRESHMENT BREAK Sponsored by CfMC
Royal Ballroom	
3:30 p.m. – 4:30 p.m.	MEET THE AUTHORS
Royal Ballroom	Patricia Gwartney <i>The Telephone Interviewer's Handbook: How to Conduct Standardized Conversations</i> (Jossey-Bass, 2007) Cliff Zukin, Scott Keeter, Molly Andolina, Krista Jenkins and Michael X. Delli Carpini <i>A New Engagement? Political Participation, Civic Life, and the Changing American Citizen</i> (Oxford University Press, 2006)
3:30 p.m. – 4:30 p.m.	POSTER SESSION II
Royal Ballroom	GROUP 1
Foyer	Discussant: Diop Abdoulaye, University of Virginia Using Statistical Process Control as a Data Monitoring and Analysis Tool for the Drug Abuse Warning Network Katie Gasque, Westat
	Pathways and Barriers to Participation in a Survey-Based Biomarker Study Kristofer Hansen, University of Wisconsin-Madison Nancy Davenport, University of Wisconsin-Madison Gayle D. Love, University of Wisconsin-Madison

Do Relationships between Uninsurance and Its Important Covariates Vary as Much as Point Estimates Do among the National Surveys Measuring Uninsurance?

Michael Davern, University of Minnesota
 Jeanette Ziegenfuss, University of Minnesota
 Stephanie Jarosek, University of Minnesota
 Amanda Tzy-Chyi Yu, University of Minnesota
 Kathleen Thiede Call, University of Minnesota
 Timothy Beebe, Mayo Clinic
 Pamela Johnson, University of Minnesota

Calling All Populations: A Comparison of Cell Phone Response between Generation Y and the General Population

Andrew Zukerberg, U.S. Census Bureau
 Megan Henly, U.S. Census Bureau
 Timothy Gilbert, U.S. Census Bureau

Developing a Multivariate Coding Scheme for Evaluation of Event History Calendar and Standardized Interviews

Yfke P. Ongena, University of Nebraska-Lincoln
 Yelena Kruse, University of Nebraska-Lincoln
 Rene Bautista, University of Nebraska-Lincoln
 Javier Perez Berestyski, University of Nebraska-Lincoln
 Jake Vitense, University of Nebraska-Lincoln

GROUP 2

Discussant: Mansour Fahimi, RTI International

Investigating Predatory Lending through RDD and Victim Surveys

Danna L. Moore, Washington State University
 David Whidbee, Washington State University

Planning for Our Future: The Role of Survey Research in Addressing How We Teach Our Children

T. David Jones, Wright State University
 Katie C. Dempsey, Wright State University
 Celeste M. Trejo, Wright State University
 Jaime S. Schiferl, Wright State University

Community Characteristics of Postsecondary Institutions: Two Approaches to Using Demographic Data

Kirsten A. Barrett, Mathematica Policy Research
 Amang Sukasih, Mathematica Policy Research
 David Malarek, Marketing Systems Group
 Wendy Mansfield, Mathematica Policy Research

Monitoring on the Cheap without Losing Sleep

Frank J. Mierzwka, RTI International
 Ellen L. Marks, RTI International

Cross-National Harmonization of Socio-Demographic Variables in the International Social Survey Programme (ISSP)

Ipek Bilgen, University of Nebraska-Lincoln
 Evi Scholz, ZUMA

GROUP 3

Discussant: Randal S. ZuWallack, ORC Macro

The Use of Progressive Involvement Principles in a Telephone Survey Introduction

Anh Thu Burks, Nielsen Media Research
 Erik Camayd-Freixas, Florida International University
 Paul J. Lavrakas, Nielsen Media Research
 Millie A. Bennett, Nielsen Media Research

Asking Questions in Multimode Surveys: An Overview of 30 Guidelines

Jennifer Hunter Childs, U.S. Census Bureau
 Theresa DeMaio, U.S. Census Bureau
 Eleanor Gerber, U.S. Census Bureau
 Joan Marie Hill, U.S. Census Bureau
 Elizabeth Ann Martin, U.S. Census Bureau

Flexible Online Mixed Methods Design (FOMM) as an Iterative Data Collection Tool

Bojana Lobe, University of Ljubljana
 Vasja Vehovar, University of Ljubljana

Mixed-Mode Effects: A Multilevel Approach
 Emilio Serrano, University of Nebraska-Lincoln
 Olena Kaminska, University of Nebraska-Lincoln
 Allan L. McCutcheon, University of Nebraska-Lincoln
 Robert Manchin, Gallup Europe

Cell Phones and Public-Sector Survey Research: Comparison of Land and Mobile Line Response Rates and Cost Impacts of Conducting Survey Research by Cell Phone
 Daniel Gundersen, University of Medicine and Dentistry of New Jersey
 James J. Dayton, ORC Macro

CONCURRENT SESSION D

Friday **CELL PHONE SURVEYING: WHERE DO WE GO FROM HERE?**

4:30 p.m. – 5:45 p.m.
Terrace DEF
 Chair: Paul J. Lavrakas, Nielsen Media Research
 Discussant: Audience members

Panelists

Martin R. Frankel, Baruch College, City University of New York
 Linda Piekarski, Survey Sampling International
 Barbara C. O'Hare, Arbitron
 Vicki Pineau, Telephia

Friday **QUESTIONNAIRE DESIGN**

4:30 p.m. – 5:45 p.m.
Garden 1-2
 Chair: Phil Gendall, Massey University
 Discussant: Todd Rockwood, University of Minnesota
After a Decade of Development: A Visual Design Framework for How Respondents Process Survey Information
 Leah Melani Christian, University of Georgia
 Don A. Dillman, Washington State University
 Jolene D. Smyth, Washington State University

Optimal Design of Branching Questions to Measure Bipolar Constructs

Jon Krosnick, Stanford University
 Neil Malhotra, Stanford University

Definitions, Clarifications and Other Question Complexities: New Experiments on Questionnaire Design Decisions

Paul C. Beatty, National Center for Health Statistics
 Carol Cosenza, University of Massachusetts-Boston
 Floyd J. Fowler, University of Massachusetts-Boston

Friday **SELF-REPORTS IN THE SURVEY CONTEXT**

4:30 p.m. – 5:45 p.m.
Garden 3
 Chair: Larry Snell, Mathematica Policy Research
 Discussant: Douglas Currihan, RTI International
Difficult-to-Reach Respondents and Validation of Self-Reports
 Young Ik Cho, University of Illinois-Chicago
 Allyson L. Holbrook, University of Illinois-Chicago
 Timothy P. Johnson, University of Illinois-Chicago
"Your Old Man's a Dustman?" The Accuracy of Young People's Reports of Parental Occupations and the Implications for Analysis of Educational Attainment Data Using Such Reports
 Iain Noble, Department for Education and Skills (UK)
 Nick Moon, GfK NOP
Medicaid Underreporting: The Role of Household Composition
 Joanne Pascale, U.S. Census Bureau
 Marc I. Roemer, U.S. Census Bureau
 Dean Michael Resnick, U.S. Census Bureau

Friday	UNDERSTANDING RESPONSE RATES
4:30 p.m. – 5:45 p.m.	
Garden 4	Chair: Stephanie Eckman, NORC Discussant: Pat Dean Brick, Westat
	National Response Rates for Surveys of College Students: Institutional and Regional Factors
	Matt Jans, University of Michigan Anthony Roman, University of Massachusetts-Boston
	A Multi-Level Modeling Approach to Explaining State-Level Variation in Response Rates
	Adam Safir, RTI International Joe Murphy, RTI International Hyunjoo Park, RTI International Kevin Wang, RTI International Dicy Painter, Substance Abuse and Mental Health Services Administration
	Using a Multi-Mode Design to Maintain Response Rates
	Duston Pope, Market Strategies Amy Vincus, Pacific Institute for Research and Evaluation Sean Hanley, Pacific Institute for Research and Evaluation
	What Can We Learn From an Analysis of the 1999-2006 Massachusetts BRFSS Response Rates?
	Zi Zhang, Massachusetts Department of Health Randal S. ZuWallack, ORC Macro
Friday	SHAPING POLITICAL THOUGHTS AND BEHAVIORS
4:30 p.m. – 5:45 p.m.	
Madrid	Chair: John Nienstedt, Competitive Edge Research Discussant: John Robinson, University of Maryland
	Parenting and Politics: How Parenting Style Influences Political Thought
	Ward Kay, George Mason University
	Exploring the Impact of Gender Role Attitudes on Political Efficacy: The Case of Japanese Women
	Kana Fuse, The Ohio State University Nanaho Hanada, The Ohio State University
	The Gender Gap in Political Knowledge: Does the Gap Really Exist?
	Kate Kenski, University of Arizona
	Communication, Value, and Political Consumerism
	Sun Young Lee, University of Wisconsin-Madison Dhavan Shah, University of Wisconsin-Madison
Friday	POLITICAL ATTITUDES AND BEHAVIORS OF SPECIAL POPULATIONS
4:30 p.m. – 5:45 p.m.	
Imperial	Chair: Chung-tung Jordan Lin, U.S. Food and Drug Administration Discussant: Joel Bloom, State University of New York-Albany
	The Partisan Hearts and Minds of U.S. Immigrants
	Casey A. Klostad, University of Miami Benjamin Bishin, University of California-Riverside Daniel Stevens, Hartwick College
	Mobilizing the Early Voter
	J. Quin Monson, Brigham Young University Lindsay Nielson, Brigham Young University
	Why Military Families May No Longer Be Part of the Republican Base and the Implications for Future Elections
	Amy R. Gershkoff, MSHC Partners

- Friday SURVEYING ACROSS THE LIFE SPAN**
4:30 p.m. – 5:45 p.m.
Terrace ABC Chair: Andrea Hickerson, University of Washington
Discussant: Robert Groves, University of Michigan
Minimizing Assessment Burden on Preschool Children: Balancing Burden and Reliability
Susan Sprachman, Mathematica Policy Research
Sally Atkins-Burnett, Mathematica Policy Research
Steve Glazerman, Mathematica Policy Research
Sarah Avellar, Mathematica Policy Research
Miriam Loewenberg, Mathematica Policy Research
Does a Free Magazine Subscription Offer Entice Young Men to Participate in Survey Research?
Anna Fleeman, Arbitron
Christina Frederick, Consultant
When Should We Call Older Respondents? Cognitive Aging, Circadian Rhythm, and Data Quality
Sonja Zniel, University of Michigan
Survey Interviewing Among the Deceased: Pitfalls, Problems, and Possibilities
Jeffrey C. Moore, U.S. Census Bureau
Elizabeth A. Martin, U.S. Census Bureau

MEMORIAL SERVICE

6:00 p.m. – 7:00 p.m.
Grand Ballroom

BASEBALL OUTING

6:00 p.m. – 10:00 p.m. (advance reservation required)
Sponsored by STS



Photo courtesy of The Lovero Group.

SATURDAY, MAY 19, 2007

7:00 a.m.	FUN RUN/WALK Sponsored by Westat
	2007 T-Shirt Slogan Contest Winner Brooke Hoover, Nielsen Media Research, "I lost my validity at AAPOR"
7:00 a.m. – 8:00 a.m. <i>Pacific</i>	PROFESSIONAL DEVELOPMENT BREAKFAST (<i>pre-registration required</i>) Sponsored by Western Wats
	Talking about Polls: How to EFFECTIVELY Communicate with Journalists, Clients and Other Non-Scientists – Nancy Belden, Mike Mokrzycki, and Rich Morin
7:00 a.m. – 8:00 a.m.	COMMITTEE MEETINGS
<i>Salon 1</i>	Heritage Committee
<i>Salon 2</i>	Academic Programs in Survey Methods
<i>Salon 5</i>	Multilingual Issues in Surveys
7:30 a.m. – 3:00 p.m. <i>Royal Registration</i>	AAPOR REGISTRATION DESK OPEN
8:00 a.m. – 2:30 p.m. <i>Royal Ballroom</i>	EXHIBIT HALL OPEN: Software, Technology & Books

CONCURRENT SESSION A

Saturday	ROUNDTABLE: CHALLENGES TO CONDUCTING ESTABLISHMENT SURVEYS
8:00 a.m. – 9:30 a.m. <i>Terrace DEF</i>	Organizer and Chair: Mark Morgan, Macro International Panelists: LinChiat Chang, Opinion Research Corporation Fran Featherston, National Science Foundation Everett Maroon, Social Security Administration Mick P. Couper, University of Michigan
Saturday	MEETING THE CHALLENGE: THE INTERNATIONAL STANDARDS ORGANIZATION AND ITS STANDARDS FOR MARKET, OPINION, AND SURVEY RESEARCH
8:00 a.m. – 9:30 a.m. <i>Terrace ABC</i>	Chair: Thomas Guterbock, University of Virginia Discussant: Audience members An Overview of the New ISO Standards Tom W. Smith, NORC Potential Advantages and Disadvantages of ISO Certification Reg Baker, Market Strategies Quality Standards and Assessment Schemes: A UK Perspective Peter Jackson, Market Research Quality Standards Association ISO Quality Standards for Research: Its Application to the North American Research Industry Don Ambrose, Consumer Contact
Saturday	THE COGNITIVE FACTOR IN SURVEYS I
8:00 a.m. – 9:30 a.m. <i>Garden 1-2</i>	Chair: Lisa Carley-Baxter, RTI International Discussant: Stacey Bielick, American Institutes for Research Using Behavior Coding to Validate Cognitive Interview Findings Johnny Blair, Abt Associates Allison Castellano Ackermann, Abt Associates Rachel M. Levenstein, University of Michigan Linda Piccinino, Abt Associates Cognitive Interviewing with Asian Populations: Findings from Chinese and Korean Interviews Hyunjoo Park, RTI International Yuling Pan, U.S. Census Bureau Cognitive Testing of Translated Materials: The Need for a Baseline Patricia L. Goerman, U.S. Census Bureau Rachel A. Caspar, RTI International

Saturday, May 19

Relationship between Response Error Patterns and Respondent Characteristics: Results of a Structured Cognitive Interview Study

Aaron Maitland, University of Maryland
Kristen Miller, National Center for Health Statistics

Saturday EVALUATING SURVEY COSTS AND QUALITY

8:00 a.m. – 9:30 a.m.

Garden 3

Chair: Lance Selfa, NORC

Discussant: Audience members

Respondent Debriefings Conducted by Experts: A New Qualitative Methodology for Questionnaire Evaluation

Elizabeth Nichols, U.S. Census Bureau
Jennifer Hunter Childs, U.S. Census Bureau

Using Administrative Records to Evaluate the Accuracy of Child Abuse Reports in a National Survey of Child Abuse and Neglect

Keith R. Smith, RTI International
Paul Biemer, RTI International
Kathryn Dowd, RTI International
Ruben Chiflikyan, RTI International

Evaluation of the Quality of RDD Survey Estimates: A Comparison of Health Statistics from the Behavioral Risk Factor Surveillance System (BRFSS) and Other National Surveys

Mansour Fahimi, RTI International
Deborah Schwartz, RTI International
Paul Levy, RTI International
Michael Link, Centers for Disease Control and Prevention
Ali Mokdad, Centers for Disease Control and Prevention

Building Dynamic Survey Cost Models Using Survey Paradata

Robert M. Groves, University of Michigan
Emilia Peytcheva, University of Michigan

Saturday METHODOLOGICAL BRIEFS: EXAMINING RESPONSE RATES

8:00 a.m. – 9:30 a.m.

Garden 4

Chair: Joe Churpek, Northern Arizona University

Discussant: Audience members

Manipulating Caller ID for Higher Survey Response in RDD Surveys

Martin Barron, NORC
Angela DeBello, NORC
Meena Khare, National Center for Health Statistics

Assessing the Impact of the Use of Respondent Profiles on Response Rates and Efficiency

Heidi Guyer, University of Michigan
Gina-Qian Cheung, University of Michigan
James Wagner, University of Michigan

Advanced Notification Helps Participation: Using a Pre-Alert Letter as a Way to Increase Response in RDD Telephone Surveys

Lisa M. D'Elia, Scarborough Research

"US CENSUS BUREAU" vs. "UNKNOWN CALLER": Caller-ID Displays and Survey Cooperation

Aniekan Okon, U.S. Census Bureau
Jeffrey C. Moore, U.S. Census Bureau
Nancy Bates, U.S. Census Bureau

Variables Affecting Consent and Response Rates for an Asthma Follow-up Survey

Naomi Freedner, ORC Macro
Kristie Hannah, ORC Macro
Kisha Bailly, ORC Macro

Increasing the Cooperation Rate through the Advance Letter

Cynthia Howes, NORC
Martin Barron, NORC
James A. Singleton, Centers for Disease Control and Prevention

Encouraging Respondent Cooperation: Experiment on the Timing and Amount of Incentives

Barbara C. O'Hare, Arbitron

Anna Fleeman, Arbitron

Daniel Singer, Arbitron

Robin Gentry, Arbitron

A Case of Positives Outweighing Negatives: Examining Mixed Effects of Advance Letters in a List Sample Telephone Survey of Low-Income Taxpayers

Sarah Dipko, Westat

Kerry Levin, Westat

Barbara Forsyth, Westat

Debra Stark, Westat

Mary-Helen Risler, Internal Revenue Service

Saturday PERCEPTIONS AROUND THE WORLD**8:00 a.m. – 9:30 a.m.****Madrid****Chair:** M. Mandy Sha, RTI International**Discussant:** Alvin Richman, Retired from the U.S. State Department**Democracy and Crime Victimization in Latin America: Analysis of Results from the Latin American Public Opinion Project**

Orlando J. Perez, Central Michigan University

Tobacco Behavior and Perception in the Southeast Asian Community: Differences in Telephone and Face-to-Face Interviews

Todd Rockwood, University of Minnesota

Melissa Constantine, University of Minnesota

Karen Virnig, University of Minnesota

Jessie Saul, ClearWay

Barbara Schillo, ClearWay

Steve Foldes, Blue Cross/Shield of Minnesota

Public Perceptions of the Legitimate Basis of Reward: Evidence from 31 Nations

Mariah D.R. Evans, University of Nevada-Reno

Clayton Peoples, University of Nevada-Reno

Social Networks, Electoral Preferences and Vote Choice in the 2006 Mexican Election

Ulises Beltrán, Ulises Beltrán y Asociados

Marcos Valdivia, Universidad Nacional Autónoma de México

Saturday METHODOLOGICAL STUDIES OF YOUTH**8:00 a.m. – 9:30 a.m.****Imperial****Chair:** Colleen Porter, University of Florida**Discussant:** Karol Krotki, RTI International**Do Low Response Rates Indicate Nonresponse Error? Evidence from the Youth Tobacco Surveys**

Charlotte Steeh, Centers for Disease Control and Prevention

Peter Mariolis, Centers for Disease Control and Prevention

Patrick Cox, Centers for Disease Control and Prevention

Darylema Williams, Centers for Disease Control and Prevention

Annette McClave, Centers for Disease Control and Prevention

Anna Teplinskaya, Centers for Disease Control and Prevention

Where are They Now? Locating the Longitudinal Study of American Youth

Linda G. Kimmel, Michigan State University

Jon D. Miller, Michigan State University

The Effect of Household Composition on Young Male Survey Participation

Robin Gentry, Arbitron

Responses to Sex and Drug Questions Using Web-Based and In-Person Surveys of Young Adults

Renee Shatos Petrie, DatStat

Barbara J. McMorris, I3 Innovus, Health Economics & Outcome

Gina Marchesini, University of Washington

REFRESHMENT BREAK

Saturday
9:30 a.m. – 10:00 a.m.
Royal Ballroom

CONCURRENT SESSION B

- Saturday**
10:00 a.m. – 11:30 a.m.
Terrace ABC
- RESPONDENTS AND THE SURVEY INSTRUMENT**
- Chair:** Terry Richardson, U.S. Government Accountability Office
Discussant: Eleanor Gerber, U.S. Census Bureau
- Non-Differentiation and Web-Based Survey Methods: An Experiment**
Eric Taylor, Western Wats
- Improving Importance Assessment: Experimental Comparisons between Variations of Ranking and Rating Tasks**
Randall Thomas, Harris Interactive
Joanna Allenza, Harris Interactive
Susan Behnke, Harris Interactive
- Cognitive Ability and Paralinguistic Measures of Response Error**
Nora Cate Schaeffer, University of Wisconsin-Madison
Jennifer Dykema, University of Wisconsin-Madison
Douglas W. Maynard, University of Wisconsin-Madison
Dana Garbarski, University of Wisconsin-Madison
- Everybody's Talkin': The Impact of Verbal Behaviors in Conventional and Event-History Calendar Interviews**
Jamie Marincic, University of Nebraska-Lincoln
Robert Belli, University of Nebraska-Lincoln
Ipek Bilgen, University of Nebraska-Lincoln
- Saturday**
10:00 a.m. – 11:30 a.m.
Terrace ABC
- PARTY IDENTIFICATION AND PRESIDENTIAL APPROVAL**
- Chair:** Lonna Rae Atkeson, University of New Mexico
Discussant: Audience members
- The Dynamics of Presidential Approval: Gross Versus Net Changes of Bush's Approval**
Zachary Arens, The Gallup Organization
Darby Miller-Steiger, The Gallup Organization
Jeffrey M. Jones, The Gallup Organization
- Political Ideology and Partisanship in the United States**
Jon D. Miller, Michigan State University
- Presidential Approval and Gas Prices: The Bush Presidency in Historical Context**
Laurel Harbridge, Stanford University
Jon Krosnick, Stanford University
- Presidential Approval Measures: Tracking Change, Predicting Behavior, and Cross-Mode Comparisons**
David Krane, Harris Interactive
Randall Thomas, Harris Interactive
Humphrey Taylor, Harris Interactive
- The Effects of Partisanship on Public Opinion**
Angelo Elias, Université de Montréal
- Saturday**
10:00 a.m. – 11:30 a.m.
Garden 1-2
- THE COGNITIVE FACTOR IN SURVEYS II**
- Chair:** Kathy Sonnenfeld, Mathematica Policy Research
Discussant: Jeffrey C. Moore, U.S. Census Bureau
- Methodology for Cognitive Testing of Translations in Multiple Languages**
Yuling Pan, U.S. Census Bureau
Ashley Landreth, U.S. Census Bureau
Marjorie Hinsdale, RTI International
Hyunjoo Park, RTI International
Alisú Schoua-Glusberg, Research Support Services

Conveying Consistent Messages to Survey Respondents in Multiple Languages: Producing Linguistically and Culturally Appropriate Materials that Do the Job

Alisú Schoua-Glusberg, Research Support Services

The Effect of Interviewer Behaviors on False Alarms in Cognitive Interviews

Rachel M. Levenstein, University of Michigan

Frederick G. Conrad, University of Michigan

Johnny Blair, Abt Associates

Roger Tourangeau, University of Maryland

Aaron Maitland, University of Maryland

Cultural Context and Effect on Survey Responses: Findings and Recommendations from the 2010 Census Bilingual Questionnaire Cognitive Testing

M. Mandy Sha, RTI International

Rosanna Quiroz, RTI International

Rachel A. Caspar, RTI International

Georgina McAvinchey, RTI International

Saturday INTERVIEWER EFFECTS

10:00 a.m. – 11:30 a.m.

Garden 3 Chair: Annette Jackle, University of Essex

Discussant: Audience members

Exploring the Influence of Interviewer and Respondent Ethnic Identity on Telephone-Administered Health Surveys with African Americans

Rachel E. Davis, University of Michigan

Jennifer G. Nguyen, University of Michigan

Sarah M. Greene, Group Health Center for Health Studies

Mick P. Couper, University of Michigan

Victor J. Strecher, University of Michigan

Ken Resnicow, University of Michigan

Sex of Interviewer Effects in Survey Research

Krista Jenkins, Fairleigh Dickinson University

Cliff Zukin, Rutgers University

The Impact of the Interviewer on Partially Completed Radio Listening Diary Surveys in Mexico City: A Multilevel Analysis

Michael John Swiontkowski, Arbitron

Sources of Interviewer Variance on Questions on Ethno-Religious Identity

Benjamin T. Phillips, Brandeis University

Interviewer Race: Does It Matter?

Jennifer Lynn Schmidt, International Communications Research

Melissa Herrmann, International Communications Research

Saturday USING INCENTIVES

10:00 a.m. – 11:30 a.m.

Garden 4 Chair: Charles DiSogra, Knowledge Networks

Discussant: Audience members

Cash, Credit, or Check: A Test of Monetary Alternatives to Cash Incentives

Justin T. Bailey, Nielsen Media Research

Paul J. Lavrakas, Nielsen Media Research

Mildred A. Bennett, Nielsen Media Research

Nonresponders Who Initially Agreed to Participate: A Follow-Up Study to the February 06 Large Cash Incentive Test

Kimberly D. Brown, Nielsen Media Research

Justin T. Bailey, Nielsen Media Research

Norm G. Trussell, Nielsen Media Research

Paul J. Lavrakas, Nielsen Media Research

Pre-Pay vs. Post-Pay: The Debate Continues

Linda S. Mendenko, Mathematica Policy Research

Patricia Nemeth, Mathematica Policy Research

Timing is Everything: Efficacy Evaluation of Using Incentives at Two Different Time Periods

Karen H. Grigorian, NORC

Shana M. Brown, NORC

Claire Jennings, NORC

A "Cooling Off" Period: The Effect of Retrospective Monetary Incentives on Response Rates
 Alicia M. Frasier, NORC
 Heidi L. Upchurch, NORC
 Elizabeth M. Welch, NORC
 Kathleen S. O'Connor, National Center for Health Statistics

- Saturday** **CROSS-NATIONALLY SPEAKING: PUBLIC OPINION AROUND THE WORLD**
- 10:00 a.m. – 11:30 a.m.**
- Madrid** **Chair:** Marek Fuchs, University of Kassel
Discussant: Brian Grim, Pew Forum on Religion and Public Life
Attitudes of American Muslims and Muslims in Other Countries
 Rich Morin, Pew Research Center
 Nilanthi Samaranayake, Pew Research Center
 Juliana Horowitz, Pew Research Center
 Richard Wike, Pew Research Center
Meritocracy and Subjective Class in 24 Nations East and West
 Jonathan Kelley, University of Nevada-Reno
 Peter Robert, TARKI Social Research Center
Public Diplomacy Challenges in Denying Iran Nuclear Weapons
 Alvin Richman, Retired from U.S. State Department

- Saturday** **USING POLLS FOR POLICY**
- 10:00 a.m. – 11:30 a.m.**
- Imperial** **Chair:** Patricia Taylor, University of Wyoming
Discussant: Vincent Price, University of Pennsylvania
The Role of Direct Democracy in California Governance: Public Opinion on Making Policy at the Ballot Box
 Mark Baldassare, Public Policy Institute of California
Public Opinion and the Bush Tax Cuts: The Untold Story
 Martha Crum, The Graduate Center, City University of New York
Online and Offline Gambling among Youth: Polling and Policy
 Kenneth Winneg, University of Pennsylvania
 Jean Lutkenhouse, University of Pennsylvania
The Role of Polling in Health Care Policy-Making in Canada
 François Petry, Université Laval
 Christine Rothmayr-Allison, Université de Montréal

LUNCH (Core Meal)

- Saturday**
11:45 a.m. – 1:15 p.m.
Grand Ballroom
- Saturday**
11:45 a.m. – 1:15 p.m. **COMMITTEE MEETINGS**
- Salon 1** *Public Opinion Quarterly Advisory Board*
Salon 2 *Chapter Representatives*
Salon 3 *Endowment Committee*
Salon 4 *Education Committee*
Salon 5 *Standards Committee*
Granada *Survey Practice Editorial Board*

PROPOSING QUESTIONNAIRE DESIGN EXPERIMENTS FOR THE GENERAL SOCIAL SURVEY

- Saturday**
1:00 p.m. – 2:00 p.m.
- Madrid** The GSS has a long tradition of running important experiments showing how question wording, format, and ordering can alter survey results. Jon Krosnick (Stanford University) and Tom W. Smith (NORC) will announce an invitation to researchers to propose experiments to be conducted in future GSS studies.

IN THE EXHIBITS AREA

- Saturday**
1:15 p.m. – 2:15 p.m.
- COFFEE & DESSERT**
BOOK SALE
 Sponsored by InfoUSA Government

1:15 p.m. – 2:15 p.m.	MEET THE AUTHORS
Royal Ballroom	AAPOR Book Award Winners: Michael X. Delli Carpini and Scott Keeter <i>What Americans Know about Politics and Why It Matters</i> (Yale University Press, 1996)
	W. Lance Bennett, Regina Lawrence, and Steven Livingston <i>When the Press Fails: Political Power and the News Media from Iraq to Katrina</i> (University of Chicago Press, 2007)
1:15 p.m. – 2:15 p.m.	POSTER SESSION III
Royal Ballroom	GROUP 1
Foyer	Discussant: Rita Thissen, RTI International
	Estimating Reliability Using Panel Data: Alternatives to Cronbach's Alpha and Why We Need Them Paul Biemer, RTI International
	Sharon Christ, University of North Carolina-Chapel Hill
	Christopher Wiesen, University of North Carolina-Chapel Hill
	One Missed Call: Measure of Cell Phone Usage in a RDD Telephone Survey Kathy Krey, Baylor University
	Jodien Matos, Baylor University
	Investigating the Relationship between Census Mail Response and the Advertising and Partnership Campaign Mary H. Mulry, U.S. Census Bureau
	Jay K. Keller, U.S. Census Bureau
	Adolescent Reports of Parental Characteristics Heather Ridolfo, University of Maryland
	Aaron Maitland, University of Maryland
	Actor-Observer Differences in Survey Reports Krisztina Marton, Mathematica Policy Research
	Shawn Marsh, Mathematica Policy Research
	Lisa K. Schwartz, Mathematica Policy Research
	GROUP 2
	Discussant: Lydia Saad, The Gallup Organization
	Is This a Mobile Home or a Monastery? Differentiating Group Quarters from Housing Units with a Validation Questionnaire George Carter, U.S. Census Bureau
	Laurie Schwede, U.S. Census Bureau
	A Geographic Approach to Analyzing Movers in an Inner-City Neighborhood Survey Edward M. English, NORC
	Colm O'Muircheartaigh, NORC
	Catherine Haggerty, NORC
	Pairing Geospatial Information with Survey Data Sara A. Showen, Survey Sciences Group
	Scott D. Crawford, Survey Sciences Group
	Robert Saltz, Pacific Institute for Research and Evaluation
	Use of Incentives in an Institutional Survey: Health Plan Medical Directors Lorayn Olson, Abt Associates
	Carrie Klabunde, National Cancer Institute
	Larry Osborn, Abt Associates
	Developing a Contact Strategy to Maximize Self-Administered Web Participation Jeffrey Franklin, RTI International
	Joe Simpson, RTI International
	Nadia Paoli, RTI International
	GROUP 3
	Discussant: Steve Hanway, The Gallup Organization
	Adaptive Protocol Designs for Surveys James Wagner, University of Michigan
	Trivellore Raghunathan, University of Michigan
	Web and Paper Surveys: Validity, Reliability, and Practicality Lizza Miller, DatStat

Comparison of a Multidimensional Coding Scheme and a Selective Coding Scheme on the Same Standardized and EHC Interviews

Yongmei Meng, University of Nebraska-Lincoln
 Yfke P. Ongena, University of Nebraska-Lincoln
 Robert Belli, University of Nebraska-Lincoln
 Jamie Lynn Marincic, University of Nebraska-Lincoln

Interview Timing Data: Simple yet Powerful Survey Instrument Development Tools

Ruth E. Heuer, RTI International
 John M. Doherty, RTI International
 Eric J. Zwig, RTI International

Using a Simulated Discussion to Isolate Effects of Oppositional Message Characteristics: Interactions with Opinion Strength on Attitudes about the Other Side

Hyunseo Hwang, University of Wisconsin-Madison
 Rosanne M. Scholl, University of Wisconsin-Madison
 Raymond J. Pingree, University of Wisconsin-Madison

CONCURRENT SESSION C

Saturday

2:15 p.m. – 3:45 p.m.

Terrace DEF

REACHING AND STUDYING SPECIAL POPULATIONS

Chair: Holly Harrison, University of Massachusetts-Boston
Discussant: Lizza Miller, DatStat

Collecting Survey Data from Non-English-Speaking Populations

Manuel de la Puente, U.S. Census Bureau
 Patricia L. Goerman, U.S. Census Bureau
 Yuling Pan, U.S. Census Bureau

Quality of Self and Proxy Responses on a National Survey of Persons with Disabilities

Debra Wright, Mathematica Policy Research
 Matt Sloan, Mathematica Policy Research
 Kirsten Barrett, Mathematica Policy Research
 Gina Livermore, Cornell University

Mail Surveys among the Very Old: A Study of Retrospective Accounts of the Nazi Past
 Karl-Heinz Reuband, University of Duesseldorf

Surveying International Travelers: An Argument for Intercept Interviewing

Brian M. Evans, RTI International
 Chris Ellis, RTI International
 Giselle Santiago, RTI International
 Leticia Reed, RTI International

Saturday
2:15 p.m. – 3:45 p.m.

Terrace ABC

ROUNDTABLE: THE WESTERN BATTLEGROUND STATES: POLLING IN THE WIDE-OPEN SPACES

Organizer and Chair:
 Floyd Ciruli, Ciruli Associates

Panelists:

Mark DiCamillo, Field Research Corporation (CA)
 H. Stuart Elway, Elway Research (WA)
 Brian Sanderoff, Research and Polling (NM)

Saturday
2:15 p.m. – 3:45 p.m.

Garden 1-2

MODE EFFECTS I

Chair: Linda Stork, Mathematica Policy Research
Discussant: Audience members

Comparing the Validity of Public Predictions of Changes in the Economy: RDD Telephone Data vs. Volunteer Samples Completing Paper and Pencil Questionnaires

Felicia Cote, Stanford University
 Alexander Tahk, Stanford University
 Jon Krosnick, Stanford University

Mode or Mensch? Respondent Sensitivity to Mode Changes in Data Collection

Allan L. McCutcheon, University of Nebraska-Lincoln
 Rene Bautista, University of Nebraska-Lincoln
 Rui Jiao, University of Nebraska-Lincoln
 Wei Zeng, University of Nebraska-Lincoln

Using Mixed-Mode Collection in Twelve Muslim Countries to Complete Nationally Representative Research on Women's Rights

Karl G. Feld, D3 Systems

Sandra Newman, D3 Systems

John Richardson, D3 Systems

Latent Class Analysis of Response Inconsistency across Modes in NSFG Cycle 6

Frauke Kreuter, University of Maryland

Ting Yan, University of Michigan

Roger Tourangeau, University of Maryland

Analysis of Mode Effects on Item Response Rate

Syed Ahsan, NORC

Vincent E. Welch, NORC

Saturday INTERVIEWER PERFORMANCE

2:15 p.m. – 3:45 p.m.

Garden 3

Chair: Janice Balou, Mathematica Policy Research

Discussant: Anthony M. Salvanto, CBS News

Monitoring Interviewer Performance by Means of Behavior Coding in a Large-Scale Cross-National Survey

Wil Dijkstra, Free University Amsterdam

Yfke P. Ongena, University of Nebraska-Lincoln

Johannes H. Smit, Free University Amsterdam

Telephone Research Calling Centers: The Emerging Option of At-Home Interviewers

Bruce Allen, Westat

Pat Dean Brick, Westat

Sarah Dipko, Westat

Monitoring CATI Interviewers

John Tarnai, Washington State University

Should I Stay or Should I Go? Predictors of Telephone Interviewer Tenure

Jennifer L. Harding, Franklin & Marshall College

Berwood A. Yost, Franklin & Marshall College

Angela N. Knittle, Franklin & Marshall College

Saturday CONVERTING REFUSALS

2:15 p.m. – 3:45 p.m.

Garden 4

Chair: David Kashihara, U.S. Agency for Healthcare Research and Quality

Discussant: Joe Murphy, RTI International

Tailored Refusal Letters: Are They Worth the Effort?

Sonja Ziniel, University of Michigan

Mick P. Couper, University of Michigan

"There's No Point Trying Again": Interviewer Judgments on the Likelihood of Converting a Refusal in a CAPI Panel Study.

Nickie Rose, GfK NOP

A Comparison of Two Methods of Refusal Conversion in an Establishment Survey

Matt Sloan, Mathematica Policy Research

Melissa Cidade, Mathematica Policy Research

Focus Group Refusal Conversion

Arianne Buckley, Arbitron

Ekua Kendall, Arbitron

Saturday MEASURING POLITICAL ATTITUDES

2:15 p.m. – 3:45 p.m.

Madrid

Chair: Timothy Johnson, University of Illinois-Chicago

Discussant: Audience members

Evaluating Follow-up Probes to "Don't Know" Responses in Political Polls

LinChiat Chang, Opinion Research Corporation

Keating Holland, CNN

Opinion Extremity as a Function of Bonding Self-Concepts to Social Issues

John D. Edwards, Loyola University Chicago

Lisa Sandberg, Loyola University Chicago

Party Polarization and the California Recall

Eric McGhee, University of Oregon

Mark Baldassare, Public Policy Institute of California

Can We Trust the General Trust Question? A Survey Experiment

Nick Allum, University of Surrey

Patrick Sturgis, University of Surrey

Roger Patulny, University of Surrey

Patten Smith, Ipsos-MORI

The People's Limousine? Separating Ideological Attitudes from Ideological Self-Reports

Christopher N. Bergstesser, NORC

Kenneth A. Rasinski, NORC

Saturday

2:15 p.m. – 3:45 p.m.

Imperial

ROUNDTABLE: COMMUNICATION TECHNOLOGIES AND THE SURVEY INTERVIEW PROCESS

Organizers and Co-Chairs:

Michael F. Schober, New School for Social Research

Frederick G. Conrad, University of Michigan

Dialogue Capability and Perceptual Realism in Survey Interviewing Agents

Michael F. Schober, New School for Social Research

Frederick G. Conrad, University of Michigan

Automating the Survey Interview with Dynamic Multimodal Interfaces

Michael Johnston, AT&T Labs

Is It Self-Administered If the Computer Gives You Encouraging Looks?

Justine Cassell, Northwestern University

Peter V. Miller, Northwestern University

Disclosure and Deception in Tomorrow's Survey Interview

Jeff Hancock, Cornell University

MEMBERSHIP & BUSINESS MEETING

4:00 p.m. – 5:30 p.m.

Pacific

PRESIDENT'S RECEPTION

6:00 p.m. – 7:00 p.m.

North Tower Pool

Meet and mingle with President Rob Daves and the AAPOR Executive Council.

Sponsored by Macro International

AWARDS BANQUET (Core Meal)

7:00 p.m. – 9:30 p.m.

Grand Ballroom

Wine sponsored by Knowledge Networks

PowerPoint presentation sponsored by SSI

Centerpieces sponsored by Oxford University Press Journals

POST-BANQUET PARTY

9:30 p.m. – 1:00 a.m.

Royal Ballroom

Sponsored by Marketing Systems Group

APPLIED PROBABILITY

9:30 p.m. – 2:00 a.m.

Valencia

SUNDAY, MAY 20, 2007

8:00 a.m. – 10:15 a.m. AAPOR REGISTRATION DESK OPEN
Royal Registration

CONCURRENT SESSION A

Sunday

WORKING WITH DATA... AND MISSING DATA

8:30 a.m. – 10:00 a.m.

Terrace DEF

Chair: Rashna Ghadially, NORC

Discussant: Audience members

Translation of Verbal and Attitudinal Expressions into Numeric Probabilities

Richard Seltzer, Howard University

Yolanda Curtis, Howard University

The Bigger Bang: Pros and Cons of Inflating R-Square Values in Regression Models

Carol L. Wilson, Corporate Research Associates

Imputation of Missing Data for the Behavioral Risk Factor Surveillance System (BRFSS): A Comprehensive Approach

Mansour Fahimi, RTI International

Missing Data in Transcript Analysis: An Exploration of Solutions to Missing Data Problems

Joseph Michael, NORC

Patti Cloud, NORC

Shobha Shagle, NORC

Jill Connelly, NORC

Sunday

AAPOR.ORG: A FRESH LOOK

8:30 a.m. – 10:00 a.m.

Terrace ABC

Organizer and Chair:

Brad Edwards, Westat

Panelists:

Mark Blumenthal, Pollster.com

Steve Everett, The Everett Group

Thomas Guterbock, University of Virginia

Ryan Hubbard, Westat

Sid Schneider, Westat

Sunday

MODE EFFECTS II

8:30 a.m. – 10:00 a.m.

Garden 1-2

Chair: Michael A. Xenos, University of Wisconsin-Madison

Discussant: Audience members

Mode Differences in Responses to Sensitive Questions: Comparisons of CAPI and ACASI in the 2002 National Survey of Family Growth (NSFG)

Geon Lee, University of Illinois-Chicago

Do Different Modes Lead Respondents to Give Different Answers? Characteristics of Questions That Lead to Response Differences

Rui Jiao, University of Nebraska-Lincoln

Wei Zeng, University of Nebraska-Lincoln

Allan L. McCutcheon, University of Nebraska-Lincoln

Robert Manchin, Gallup Europe

Rene Bautista, University of Nebraska-Lincoln

Olena Kaminska, University of Nebraska-Lincoln

Scaling Social Desirability: Establishing Its Influence Across Modes

David Krane, Harris Interactive

Randall Thomas, Harris Interactive

Humphrey Taylor, Harris Interactive

Internet vs. Telephone: Examining Mode Effects in Alcohol Research

Sergei Rodkin, Knowledge Networks

Timothy Heeren, Boston University

Erika Edwards, Boston University

Mike Dennis, Knowledge Networks

The Impact of Mode Choice on Late Responders in Longitudinal Surveys

Geraldine Mooney, Mathematica Policy Research

Nancy Duda, Mathematica Policy Research

Barbara Rogers, Mathematica Policy Research

Deborah Trunzo, Substance Abuse and Mental Health Services Administration

Sunday THE EFFECTS OF QUESTION WORDING AND DESIGN

8:30 a.m. – 10:00 a.m.

Garden 3

Chair: Mary Losch, University of Northern Iowa**Discussant:** John Kennedy, Indiana University**Beliefs about Genes and Environment as Causes of Behavior: The Effect of Question Framing**

Mick P. Couper, University of Michigan

Eleanor Singer, University of Michigan

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John van Hoewyk, University of Michigan

Toni C. Antonucci, University of Michigan

Changes in Seam Effects Magnitude Due to Changes in Question Wording and Data Collection Strategies

Mario Callegaro, University of Nebraska-Lincoln

Context and Response Order Effects: Do These Apply to Health Behavior Questions?

Wyndy L. Wiitala, Market Strategies

Colleen Carlin, Market Strategies

Sunday NONRESPONSE ISSUES

8:30 a.m. – 10:00 a.m.

Garden 4

Chair: Charlotte Steen, Centers for Disease Control and Prevention**Discussant:** Kristen Olson, University of Michigan**Where are We Losing Respondents? Trends in Survey Eligibility and Participation**

Ali H. Mokdad, Centers for Disease Control and Prevention

Michael W. Link, Centers for Disease Control and Prevention

Relationship between Measurement Error and Unit Nonresponse in National Probability Surveys: Estimation and Evaluation of Measurement Error in the Absence of Validation Data

Andy Peytchev, RTI International

Emilia Peytcheva, University of Michigan

Using Measures of Data Quality, Interviewer Assessments, and Paradata to Predict Wave Nonresponse

Ting Yan, University of Michigan

Richard Curtin, University of Michigan

Citizenship Status and Survey Nonresponse

Thomas Hoffer, NORC

Mary Hess, NORC

Brian Lisek, NORC

Sunday MEASURING AMERICAN PUBLIC OPINION

8:30 a.m. – 10:00 a.m.

Madrid

Chair: Kimberly Downing, University of Cincinnati**Discussant:** Eric McGhee, University of Oregon**Troubles in America: An Index of Societal Well-Being, 1991-2004**

Tom W. Smith, NORC

State of the Nation: Leading or Misleading Indicators of American Public Opinion

George Bishop, University of Cincinnati

Immigration Takes Center Stage: A Meta-Analysis

Fred Solop, Northern Arizona University

Nancy Wonders, Northern Arizona University

The Rising Tide of Public Opinion: Bandwagon Effects of Polls about Impeachment

Neil Malhotra, Stanford University
Jon Krosnick, Stanford University
Randall Thomas, Harris Interactive

Sunday MEDIA EFFECTS ON POLITICAL AND SOCIAL ATTITUDES

8:30 a.m. – 10:00 a.m.

Imperial

Chair: Floyd Ciruli, Ciruli Associates

Discussant: Timothy Vercellotti, Rutgers University

Online News Use and Selective Exposure: Exploring Issue Salience and Argument Breadth among Online News Users

Lucy Atkinson, University of Wisconsin-Madison

True Lies: Evidence for Popular Fiction's Influence on Political Attitudes

Russ Tisinger, University of Pennsylvania

Television vs. Newspapers Revisited: The 2003 Iraq War Coverage and Perceptions of the War

Porismita Borah, University of Wisconsin-Madison

Public Opinion and Scientific Uncertainty: Exploring the Origins of Mixed Public Reactions toward Nanotechnology

Tsung-Jen Shih, University of Wisconsin-Madison

CONCURRENT SESSION B

Sunday

10:15 a.m. – 11:45 a.m.

Terrace ABC

METHODOLOGICAL BRIEFS: MEASUREMENT AND DESIGN ISSUES

Chair: Mark Hungerford, University of Washington
Discussant: Audience members

An Experiment Comparing 5-Point vs. 10-Point Scales

LinChiat Chang, Opinion Research Corporation

Linda Shea, Opinion Research Corporation

Eric Wendler, Opinion Research Corporation

Larry Luskin, ORC Macro

Ballot-Order Effects in California from 1976 to 2006

Daniel Schneider, Stanford University

Jon Krosnick, Stanford University

Eyal Ophir, Stanford University

Results of an Exit Poll Testing a Paper-Trail Electronic Voting System in Georgia

James J. Bason, University of Georgia

Methodological Issues Related to Measuring Caregiver Time

Lisa K. Schwartz, Mathematica Policy Research

Krisztina Marton, Mathematica Policy Research

D.E.B. Potter, Agency for Health Research and Quality

Leslie Conwell, Agency for Healthcare Research and Quality

Using Analytic Coding Tools to Compare Pretesting Methods

Martha Stapleton Kudela, Westat

Barbara Forsyth, Westat

Kerry Levin, Westat

Gordon Willis, National Cancer Institute

Dierdre Lawrence, National Cancer Institute

Does the Introductory Context Affect Prevalence Estimates in a National Survey of Intimate Partner Violence and Sexual Violence Victimization and Perpetration?

Michele Lynberg, Centers for Disease Control and Prevention

Lisa Carley-Baxter, RTI International

Susan Twiddy, RTI International

Practices that Minimize Online Panelist Satisficing Behavior

Shawna Fisher, Common Knowledge Research Services

Steve Lavine, Common Knowledge Research Services

Sunday	SAMPLING AND MEASUREMENT ISSUES IN HEALTH-RELATED SURVEYS
10:15 a.m. – 11:45 a.m.	
Terrace DEF	<p>Chair: Steven Cohen, U.S. Agency for Healthcare Research and Quality Discussant: Sherman Edwards, Westat</p> <p>Misinterpreted Questions or Misinterpreted Answers? A Closer Look at the Reliability and Validity of Health-Related Attitude Questions Stephanie Willson, National Center for Health Statistics Aaron Maitland, University of Maryland</p> <p>Health Disparities or Measurement Disparities? Timothy P. Johnson, University of Illinois-Chicago Young Ik Cho, University of Illinois-Chicago Allyson L. Holbrook, University of Illinois-Chicago</p> <p>Who is Participating in a Cell Phone-Based Pilot Health Survey? Zi Zhang, Massachusetts Department of Health Randal S. ZuWallack, ORC Macro</p> <p>Challenges in Sampling and Data Collection Methodology for the 2006 Survey of Health-Related Behaviors among Guard/Reserve Military Personnel Russ Vandemaas-Peeler, RTI International Scott Scheffler, RTI International</p>
Sunday	REACHING AND STUDYING ETHNIC, RELIGIOUS, AND RACIAL GROUPS
10:15 a.m. – 11:45 a.m.	
Garden 1-2	<p>Chair: David Krane, Harris Interactive Discussant: Audience members</p> <p>White Pages, White People: Reasons for the Low Listed-Phone Rates of African-Americans Thomas Guterbock, University of Virginia Abdoulaye Diop, University of Virginia Laura M. Holian, University of Virginia</p> <p>Designing and Implementing a Probability Sample of Muslim Americans Scott Keeter, Pew Research Center J. Michael Brick, Westat Gregory A. Smith, Pew Research Center Courtney Kennedy, University of Michigan Chintan Turakhia, Schulman, Ronca & Bucuvalas Mark Schulman, Schulman, Ronca & Bucuvalas</p> <p>Reaching Hispanics Using RDD, Hispanic Surname, and Census Tract Samples Marla D. Cralley, Arbitron Linda Piekarski, Survey Sampling International Courtney Mooney, Arbitron</p> <p>Recruitment and Retention for a Hispanic Population: Results from a Community Health Study Mary Dingwall, Westat Meghan Wool, Westat Sharon Jasim-Hanif, Westat Tim Wade, U.S. Environmental Protection Agency Andrey Egorov, U.S. Environmental Protection Agency Ann Williams, U.S. Environmental Protection Agency</p>
Sunday	WEB-BASED SURVEYS: LESSONS LEARNED
10:15 a.m. – 11:45 a.m.	
Garden 3	<p>Chair: Duston Pope, Market Strategies Discussant: Audience members</p> <p>Separating the Wheat from the Chaff: Ensuring Data Quality in Internet Samples Reg Baker, Market Strategies Theo Downes-Le Guin, Doxus</p> <p>Minimizing Respondent Effort Increases Use of Definitions in Web Surveys Andy Peytchev, RTI International Frederick G. Conrad, University of Michigan Mick P. Couper, University of Michigan Roger Tourangeau, University of Maryland</p>

Face-to-Face Recruitment of an Internet Survey Panel: Lessons from an NSF-Sponsored Demonstration Project

Colm O'Muircheartaigh, NORC
 Jon Krosnick, Stanford University
 Mike Dennis, Knowledge Networks

On the Importance of Form: Effects of Response Format on Measures of Importance

Randall Thomas, Harris Interactive
 Susan Behnke, Harris Interactive
 Joanna Allenza, Harris Interactive
 Jonathan Klein, University of Rochester

Isolating Primacy-Inducing Conditions in Web Surveys

Taj Mahon-Haft, Washington State University
 Don A. Dillman, Washington State University

Sunday 10:15 a.m. – 11:45 a.m. METHODOLOGICAL BRIEFS: MAXIMIZING RESPONSE RATES AND MINIMIZING RESPONDENT

BURDEN

Garden 4 Chair: Deborah Harner Griffin, U.S. Census Bureau

Discussant: Audience members

Can the Dillman Method Be Applied to E-mail Prompting with a Twenty-Something Population?

Lekha Venkataraman, NORC
 Evonne Zurawski, NORC

Augmenting an In-Person Survey with a Self-Administered Questionnaire: Can We Predict Likely Responders?

Jessica E. Gruber, NORC
 Katie Lundein, NORC
 Colm O'Muircheartaigh, NORC
 Erin Wargo, NORC

The ABCs of Interim Tracking: Balancing Attrition, Burden and Cost

Kevin R. Townsend, RTI International
 Ellen L. Marks, RTI International
 Bryan B. Rhodes, RTI International

Does Varying Graphics on Premailing Materials Affect Agreement Rates?

Adam Gluck, Arbitron

Surveys to Medical Providers: What is the Best Follow-up Protocol for Nonrespondents?

Sara Zuckerbraun, NORC
 Gary Euler, Centers for Disease Control and Prevention
 Julie Pacer, University of Michigan

Investigating Whether an Abbreviated Interview Maintains Consent and Completion Rates for the National Immunization Survey

Ashley Amaya, NORC
 Martin Barron, NORC
 Philip J. Smith, Centers for Disease Control and Prevention

The Use of Vignettes in Questionnaire Evaluation: An Application from the 2010 Bilingual Census Form

Rachel A. Caspar, RTI International
 Patricia L. Goerman, U.S. Census Bureau

Sunday 10:15 a.m. – 11:45 a.m. INFLUENCES OF THE INFORMATION ENVIRONMENT

Madrid Chair: Patricia Gwartney, University of Oregon

Discussant: Steven Procopio, Louisiana State University

Reports about Polls in the Media: Variation in Adherence to AAPOR Disclosure Standards

Mary Currin-Percival, University of Minnesota-Duluth

"Just Thinking": Attitude Authenticity and Citizen Competence

Mathieu Turgeon, University of North Texas

Of Time and Television

John Robinson, University of Maryland
 Steven Martin, University of Maryland

Sunday NEW TECHNOLOGY IN SURVEY RESEARCH

10:15 a.m. – 11:45 a.m.

Imperial

Chair: Nancy Bates, U.S. Census Bureau

Discussant: Audience members

Evolution of Audio Recording in Field Surveys

M. Rita Thissen, RTI International

Sridevi Sattaluri, RTI International

Emily McFarlane, RTI International

Paul Biemer, RTI International

An Examination of an Online Editing Process: Theory and Practice

Casey Tart, RTI International

Amy Lister, RTI International

Jamie Isaac, RTI International

The Effects of Interactive Voice Response and Audio Computer Assisted Self-Interviewing Methods on Self-Reports of Elder Abuse: Early Results from a Randomized Experiment

Scott Beach, University of Pittsburgh

Richard Schulz, University of Pittsburgh

Improving Data Quality from Student Surveys: A Natural Experiment in South Africa to Test the Impact of Audio-Personal Digital Assistants (Audio PDAs)

Matthew Courser, Pacific Institute for Research and Evaluation

Rick Zimmerman, Pacific Institute for Research and Evaluation

Pam Cupp, Pacific Institute for Research and Evaluation

Arvin Bhana, Human Sciences Research Council (South Africa)

Keeping up with the "Now Technology": Communication on Respondents' Own Channel

Ekua Kendall, Arbitron



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Many thanks to everyone, Patricia Moy

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Burns "Bud" Roper Fellows

Individuals awarded monies from the Burns "Bud" Roper AAPOR Fund, established to help early-career people working in survey research or public opinion research. Awards are used to attend the annual AAPOR conference and/or participate in short courses.

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Recognizes excellence in the study of public opinion, broadly defined, or to the theory and methods of survey research, including statistical techniques used in such research.

Winner: Mathieu Turgeon, University of North Texas, "Just Thinking": Attitude Authenticity and Citizen Competence

AAPOR Book Award

Recognizes influential books that have stimulated theoretical and scientific research in public opinion; and/or influenced our understanding or application of survey research methodology.

Winners: Michael X. Delli Carpini and Scott Keeter, *What Americans Know About Politics and Why It Matters*
(Yale University Press, 1996)

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From the Policy Impact Award Committee:

Given the theme of this year's conference, which recognizes how the underlying goal of our enterprise is to have an effect on public policy, AAPOR set a high bar for the award. The committee evaluated submissions both on the quality and impact of the research, looking for innovation and excellence in research designs, and for clear impact of the research on public or private decision-making. While many submissions were worthy, in the end we judged none of them to yet satisfy both of these criteria, although some may do so in the future. Sometimes, the best awards are the ones you do not make.

Finally, it is of critical importance to make a distinction between the lack of submissions for this award, and the lack of research that is worthy of this award. Our unanimous verdict is that we are deficient in the former, but not in the latter. We encourage you to tell us about your research, why it is important, and what difference it makes. It's too important not to do this.

Warren J. Mitofsky Innovators Award

Recognizes accomplishments in public opinion and survey research that occurred in the past ten years or that had their primary impact on the field during the past decade. Celebrates new theories, ideas, applications, methodologies and/or technologies.

Winners: Mark Blumenthal and Charles Franklin for Pollster.com

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NOTES



Conference Abstracts

NOTES

THURSDAY, MAY 17, 2007 – 8:00 AM – 9:30 AM

WHAT'S BEHIND THE VOTE CHOICE?

Determining the Impact of Iraq on the 2006 Election: Traditional Versus Priming Methods. **Dan Cassino, Fairleigh Dickinson University** (dcassino@fd.edu); **Krista Jenkins, Fairleigh Dickinson University** (kjenkins@fd.edu); **Peter Woolley, Fairleigh Dickinson University** (woolley@fd.edu).

Measuring the effect of an issue on an election (or on perceptions of a product) requires that we take account of a hypothetical situation: what the world would look like without it being an issue. In this case, we are attempting to isolate the effect of the conflict in Iraq and other national political concerns on the hotly-contested US Senate race in New Jersey. The traditional way of measuring this effect is through combinations of questions. In this case, we would measure it by asking how important the issue is, and comparing those who think the issue is important with those who do not. However, there are problems with this approach: views of the importance of issues are not at all independent of other views that may contribute to the vote choice. Also, this approach implies a model of cognition that is at odds with experimental findings. We demonstrate the use of a priming method to determine the impact of one or more issues on the respondent's choices. As this method does not rely on the self-report measures of why a respondent has chosen a particular candidate, it is more in line with laboratory findings about how people answer questions on surveys. The results of this method with regard to the impact of Iraq on the election are rather different from those given by the first method. In some cases, it may be impossible to empirically resolve which of the two methods better predicts the actual effect of an issue on a respondent, but in an election, we can use exit polls to measure which of the techniques comes closer to the actual outcome. The priming method does far better in predicting vote choice, both for the electorate as a whole and for the individual parties.

Campaigning on Controversy: Gay Marriage, Stem Cell Research, and Voting in the 2004 Presidential Election. **Andrew R. Binder, University of Wisconsin-Madison** (arbinder@wisc.edu).

This study examines how levels of support for gay marriage and stem cell research influenced candidate choice in the 2004 presidential election. The data used in this study come from two waves of a national panel mail survey leading up to the 2004 election, which included questions tapping media use, political discussion, support for same-sex marriage, support for stem cell research, and voting behavior. Results indicate that voters expressing lower support for same-sex marriage were more likely to vote for Bush throughout the United States. Opposition to stem cell research, however, was linked to voting for Bush only in red states. The analyses also revealed significant interactions between levels of religiosity, support for stem cell research, and voting for Bush, but not between religiosity and support for same-sex marriage, in these states. Implications for the interplay of science and politics in presidential elections are discussed.

We Know "It" Makes a Difference, but What Is "It"? An Exploration of Factors Driving Voter Choices and the "Meaning" behind Them. **Eric W. Rademacher, University of Cincinnati** (eric.rademacher@uc.edu).

Over the past 60 years, a vast research literature has expanded our understanding of factors that influence voter choices on Election Day and the variation in the importance of those factors from election to election. As a result of this growing body of research, we continue to learn more about how the survey methods and measures we use can affect conclusions about vote choices. Three Ohio Poll RDD telephone surveys conducted during the 2006 election season included questions intended to tap factors that impact voter choices in Ohio races for governor and U.S. Senate. We asked two questions that allow us to draw conclusions about factors impacting voter choices in those races. The first was a closed-end question that asked voters to identify the factor that would make the biggest difference in their vote choice. Respondents were asked to choose from a list of "traditionally" observed factors in voting, such as national issues, state issues, local issues, candidate experience, candidate character, and party identification. The second was an open-end question that asked voters to elaborate on their response to the fixed-choice question. Using voter responses to these questions, this paper explores in detail what voters "mean" when selecting terms such as "candidate character" in response to the closed-end question. As part of this investigation, we will analyze open-end responses to determine the degree to which they fit within the domain expected by their closed-end response (for example, a respondent selects "candidate character" as having the biggest impact on vote choice, but when asked for elaboration in the open-end gives a response more consistent with a different closed-end category). The paper will close with a discussion of how the use of single, or multiple measures, might lead to different conclusions about the factors driving voter choices in 2006.

CELL PHONE SURVEYING: COVERAGE BIAS

The Prevalence of Wireless Substitution and Its Impact on Random-Digit-Dial Health Surveys of Young Adults and Adults in Poverty. **Stephen J. Blumberg, National Center for Health Statistics** (sblumberg@cdc.gov); **Julian V. Luke, National Center for Health Statistics** (jluke@cdc.gov).

The National Health Interview Survey (NHIS) provides data for current estimates of the prevalence of persons who have substituted a wireless telephone for their residential landline telephone. Conducted by the National Center for Health Statistics of the Centers for Disease Control and Prevention, the NHIS is an annual face-to-face survey that collects comprehensive health-related information from a large sample of households representing the civilian noninstitutionalized household population of the United States. This presentation will highlight the most up-to-date data available from the NHIS on the size and characteristics of the wireless-only population. Based on the rate of growth from 2003 to 2005, we anticipate that, in 2006, more than 11 percent of households will not have a traditional landline telephone, but will have at least one wireless telephone. Similarly, based on recent trends, we anticipate that approximately two percent of households will not have any telephone service (wireless or landline). Following discussion of the household and person-level prevalence estimates, the presentation will focus on young adults and adults living in poverty, considering the implications for random-digit-dial health surveys of these persons who are most likely to live in wireless-only households.

THURSDAY, MAY 17, 2007 – 8:00 AM – 9:30 AM

What's Missing from National RDD Surveys? The Impact of the Growing Cell-Only Population. Scott Keeter, Pew Research Center (skeeter@pewresearch.org); Courtney Kennedy, University of Michigan (ckkenned@umich.edu); Trevor Tompson, The Associated Press (ttompson@ap.org); Mike Mokrzycki, The Associated Press (mmokrzycki@ap.org); April Clark, Pew Research Center (aclark@pewresearch.org).

The number of adults living in households with only a cell phone has now reached approximately 10% of the total population, according to extrapolations from government surveys. This phenomenon presents the potential for a serious non-coverage bias in RDD telephone surveys conducted only on landline phones. To estimate the impact of this bias, the Pew Research Center conducted four independent studies in 2006, including two with the Associated Press, that sampled from both the landline and cell phone RDD frames. Each of these studies included at least 200 interviews with cell-only respondents. Topics covered in the surveys included the following: attitudes about technology and use of technology and gadgets; basic social and political attitudes and values; media consumption habits; political participation and attitudes toward political engagement. All four studies reached the same conclusion. Although cell-only respondents are different from landline respondents in important ways, they were neither numerous enough nor different enough on the key dependent variables to produce a significant change in the overall survey estimates when included with the landline samples and weighted according to U.S. Census parameters on basic demographic characteristics. The paper will describe the basic differences between the cell-only and landline respondents as well as the process and consequences of including cell-only respondents in the overall survey samples. The paper will also summarize describe the practical issues and cost implications of including cell-only respondents.

An Assessment of Bias Due to Noncoverage of Wireless-Only Households in RDD Surveys of Households with Young Children. Meena Khare, National Center for Health Statistics (mkhare@cdc.gov); Sadeq Chowdhury, NORC (Chowdhury-Sadeq@norc.org); Kirk Wolter, NORC (wolter-kirk@norc.uchicago.edu); James A. Singleton, Centers for Disease Control and Prevention (JSingleton@cdc.gov).

Prevalence of wireless-only households is rapidly growing in the US. Estimates from RDD surveys are subject to potential bias due to noncoverage of phoneless and wireless-only households, with the latter group accounting for more than two-thirds of the total noncoverage. Previous studies have shown that characteristics of the adults living in wireless-only households are different from those living in phoneless households or in households with landline telephones. The NIS is an RDD survey of households with children aged 19-35 months followed by a mail survey of providers to obtain immunization histories. The purpose of this paper is to evaluate noncoverage bias and potential reduction in bias in the NIS estimates of vaccination rates using an enhancement to the current weighting methods. We obtain proportions of phoneless or wireless-only households, households with continuous landline telephones, and households with or without access to wireless telephones during interruption from the recent National Health Interview Survey (NHIS) households with children aged <3 years. We impute vaccination status for the children in the NHIS sample by applying a logistics regression model developed using the NIS data. Noncoverage bias is estimated by computing difference between the overall vaccination rate and the estimated rates from the landline telephone, phoneless, and wireless-only telephone subgroups. To enhance the noncoverage adjustment procedure, we apply a direct ratio adjustment method where weights of the households with interruptions and access to wireless telephones are separately adjusted for wireless-only households and those with interruptions and without access to wireless telephones are adjusted for phoneless households. To evaluate reduction in bias, we compare the original estimates for the target population with the estimates using the modified weights.

ISSUES IN MEASURING RACE AND ETHNICITY

Response Differences to Implicit and Explicit Race-Matching. Patricia A. LeBaron, University of Michigan (palebaro@isr.umich.edu); P. Denise Cobb, Southern Illinois University-Edwardsville (pcobb@sie.edu); Cindy Boland-Perez, University of Arkansas-Little Rock (cbboland@ualr.edu).

Race of interviewer effects on data quality in both face-to-face and telephone surveys have been investigated for some time. This effect is particularly strong when the topic is racially sensitive (Hatchett & Schuman 1975-1976; Cotter, Cohen & Coulter 1982.) Given these concerns, the Annual Racial Attitudes Survey of Pulaski County (AR) matches the race of interviewer to that of the respondent in every interview. Given demographics of Pulaski County, of which Little Rock is the county seat, only respondents who reported their race as 'White' or 'Black or African American' were race-matched for the interview. Data collection for the 2006 cycle of Annual Racial Attitudes Survey of Pulaski County included a quasi-experiment. The purpose of this was to assess potential effects of explicit versus implicit race-matching. The protocol included random assignment to two primary groups. Respondents in Group 1 received explicit notification at the beginning of the survey that the interviewer was of the same race and received a brief overview of the rationale for the race match. Respondents in Group 2 were not notified of the race match, but each respondent was asked to identify the interviewer's race at the conclusion of the survey. Accordingly, this group can be divided into two subgroups – those respondents who realized they were race matched even without explicit early notification and a much smaller proportion who did not realize they were of the same race as the interviewer. The goal of this analysis is to assess the potential differences, if any, among these groups by comparing responses to the most racially sensitive items on the questionnaire. Although public opinion scholars recognize the potential benefits of race-matching on telephone surveys, few surveys actually employ race matching protocols. Thus, this analysis contributes to knowledge of the potential implications for different ways of implementing race-matching.

THURSDAY, MAY 17, 2007 – 8:00 AM – 9:30 AM

Examining the Significance of Racial/Ethnic Designations among Non-U.S. Citizens. Vincent E. Welch, NORC (welch-vince@norc.org); Kristy Webber, NORC (webber-kristy@norc.org); Thomas B. Hoffer, NORC (hoffer-tom@norc.org); Brian Lisek, NORC (lisek-brian@norc.org).

The collection of data on race and ethnicity in surveys is meaningful because segments of the population more or less reliably differ on outcome measures as a function of their race or ethnicity. Beginning in 1997 the federal Office of Management and Budget set forth new standards for maintaining, collecting, and reporting of data on race and ethnicity in federal surveys. A decade later, this method of racial/ethnic classification has become the standard for U.S. surveys of all kinds. However, the aim of the 1997 racial/ethnic reporting guidelines was somewhat limited in scope. The goal of the new reporting method was to capture the diversity of racial/ethnic classifications in America. What was left unexamined by the new guidelines was how well or poorly these classifications fit for non-U.S. citizens. In U.S.-based populations where the proportion of non-U.S. citizens is non-trivial, the degree to which race and ethnicity are predictive of outcome variables is an important question that is not well understood. One such population is the highly educated. In recent years, more than one third of the more than 40,000 new research doctorate recipients from U.S. universities each year have been non-U.S. citizens. Using data from two federal surveys, we will examine the impact of race and ethnicity on measures of ease of doctorate attainment and post-graduation outcomes to see if the current designations of race and ethnicity have predictive power in non-U.S. citizens that is similar to the U.S. citizen population. Authors explore hypotheses as to why outcomes among non-U.S. citizens may be differentially associated with race and ethnicity and will discuss the pros and cons of using standard U.S. racial/ethnic categories to classify non-U.S. citizens.

New Immigrants, New Complexities: Measuring Race in Surveys. Kate E. Dalton, NORC (dalton-kate@norc.org).

The demographic consequences of continued immigration from Latin America and Asia present opportunities to explore new measurements of race in survey research. The complex effect of pigmentation on racial classification in Latin America yields particular significance for the United States, as Hispanics now constitute the nation's largest minority group (Census 2000). In this paper, I present analysis of race and skin color from the 2003 cohort of the New Immigrant Survey, a nationally representative, longitudinal study of legal permanent residents. To quantify pigmentation, NIS field interviewers were asked to choose from a picture of ten shaded hands the skin color which best matched that of the respondent (Massey et al 2003). The results of the NIS skin color test, in compilation with the question 'What race do you consider yourself to be?' allow for analysis of both external and self-reported racial identities. I argue that state-defined classification schemes alone provide insufficient measurement of our changing racial landscape.

The Mixed Message: Reliability and Consistency for Race and Ethnicity Data for the Same Individuals from Different Sources and Over Time. Iain Noble, Department for Education and Skills (iain.noble@dfes.gsi.gov.uk).

As a direct result of its colonial history the United Kingdom received, over the four decades following the end of World War II, a significant number of migrants from Commonwealth countries in Africa, the Caribbean and Asia. These have been added to by migration from elsewhere as a consequence of geo-political alignments and re-alignments. The large majority of these migrants have chosen to settle in the UK, become citizens and raise families. This has resulted in a complex multi-dimensional ethnic and racial structuring of the UK population. In common with most countries in Europe the UK Office of National Statistics (ONS) has an official statistics ethnic group classification derived from the answers to standardised questions, often through self-classification but sometimes through answers provided by others. There is little or no evidence, however, about: the reliability of the instrument; the level of convergence of classification when different people are asked to classify the same person; differences between data held on official databases about people and their own self-descriptions and the levels of agreement between young people's self descriptions and those of their parents. This paper uses data from a large scale longitudinal study in the UK which combines data from both young person and parental interviews and administrative records. We have repeated self-measures by the young people, the classification recorded on official records and its source, parental self-classification and classification of all household members by an adult respondent within the household. We use these data to explore and comment on the methodological issues, in particular concentrating on those described in one or another source as being of 'Mixed' heritage. This is the fastest growing ethnic minority group in the UK population and the one which poses the greatest challenge for construct validity.

ASSESSING INTERVIEWER PERFORMANCE

Evaluating the Performance of Telephone Interviewers. Nat Ehrlich, Michigan State University (NATHANIEL.EHRLICH@SSC.MSU.EDU); Larry A. Hembroff, Michigan State University (hembroff@msu.edu).

Using complex data collected over a 4 month period, during which 146 interviewers dialed 413,040 numbers and completed 8,752 interviews in 18,846 hours, in 10 distinct studies, we first developed a performance measure, and are currently investigating the following hypotheses: Is efficient interviewing a skill applicable to different studies, or is it study-specific? Beyond obtaining more completes/hour, are there other results that contribute to efficiency? How much skill development occurs with newly recruited interviewers? Does efficiency continue to improve, stay constant, or diminish over the four-month period in veteran interviewers? How do demographic characteristics of the interviewers impact performance? What vocal characteristics are most important? To what extent does interviewer/respondent demographic and vocal matching influence productivity? At this point, we have developed the performance measure by standardizing each interviewer's day-by-day performance on each study worked by that interviewer against study-specific norms. So far, preliminary data indicate that skill transcends project type, efficient interviewers accept more refusals than less efficient interviewers, demographic matching has some marginal utility, and certain vocal characteristics are related to efficiency in obtaining completed interviews.

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Validating Field Interviewers' Work for Verification, Quality and Confidentiality Standards. Suzanne Bard, NORC (bard-suzanne@norc.org); Maureen Bonner, NORC (bonner-maureen@norc.org).

Field Interviewers that do not validate present a huge problem for not only for the validity of the data, but also impact many other areas of data collection. Costs, re-planning, project schedules and morale are also affected. NORC has developed new procedures that affect validations done both in a central setting and by a field team. The case selection for validation and the daily reports have shortened the time for concerns being brought to the project's attention and for investigations to begin. Other areas that have improved the process include covering the validation topic at training, giving interviewers timely feedback about their work and comment from the respondents. Validation concerns cover many areas other than falsifying data. In this paper we will cover not only the CAPI issues (timings etc.) but also other issues that could arise and be cause for concern. NORC recently formed a field validation shop for a national project which will also be described.

A Tool for Monitoring Field Interviewer Work Patterns in the National Survey on Drug Use and Health. Joe Murphy, RTI International (jmurphy@rti.org); Adam Safir, RTI International (asafir@rti.org); Susan Myers, RTI International (smyers@rti.org).

Advances in technology have made possible the collection of a staggering amount of information on the survey data collection process. These data can be used to track field interviewer (FI) behavior, detect inefficiencies, and identify protocol violations that may reduce data quality. The challenge lies in how to harvest these rich data sources to produce valuable tools for those who monitor the data. This paper presents a technique developed by RTI International to compile raw record-of-calls data into an Interviewer Tracking Chart from individual FIs working on the National Survey on Drug Use and Health (NSDUH), the Federal government's primary source of national data on the use of alcohol, tobacco, and illicit substances. The chart displays call history data in an interactive and informative format for data quality reviewers and field supervisors, including the date, time, case ID, interviewer ID, and disposition code for every call made to a sampled household. With the report, a reviewer is not only able to trace the pattern of calls made by an interviewer to a single household on a single day, but can also get an overall picture of the progress of the field activity and make comparisons across interviewers and regions. In this paper, we present our process for creating the Interviewer Tracking Chart, provide examples of its utility, and discuss the value of its implementation.

Measuring Interviewer Performance: Are We Over-Quantifying? Angela N. Knittle, Franklin & Marshall College (aknittle@fandm.edu); Berwood A. Yost, Franklin & Marshall College (byost@fandm.edu); Jennifer L. Harding, Franklin & Marshall College (jharding@fandm.edu).

Most call centers rely on some measure of interviewer productivity to assess the performance of telephone interviewers. Interviewer productivity can be defined as the efficiency rate of interviewers in obtaining completed interviews. Several scholarly papers discuss the various ways to measure interviewer performance, and a few propose relatively complex calculations of interviewer productivity. For example, Durand's model (2004) requires the researcher to examine each call made to a household and how previous calls to the household were coded. In contrast, this research offers a simplified version of quantifying interviewer productivity and shows that complex calculations of interviewer productivity are unnecessary to adequately gauge interviewer performance. To do this, this research analyzes results from both random-digit dialing (RDD) and listed sample telephone surveys. This paper also discusses the limitations that arise from relying on interviewer productivity alone to assess interviewer performance.

INCREASING RESPONSE AND COMPLETION RATES ON THE WEB

Assessment of Variations in Response Rate to Web-Based Student Surveys. Ananda Mitra, Wake Forest University (ananda@wfu.edu); Thomas McCoy, Wake Forest University; Heather Champion, Wake Forest University; Mary O'Brian, Wake Forest University; Mayank Gupta, Wake Forest University; Mark Wolfson, Wake Forest University.

There has been an increasing interest in using the Web for data collection. This method is attractive for populations whose e-mail addresses can be easily obtained. The Web-based approach has been used with college students most of whom have e-mail addresses provided through their institutions. However, there is a large variation in the extent of technology use in academic institutions. Even though students might have e-mail addresses, all institutions do not provide equal access to technology resources. There are noticeable differences in the technology environment of different institutions. These differences can easily have an effect on the efficacy of Web-based surveys. This paper reports on ten different Web-based surveys conducted in ten universities representing public, private, large and small institutions in a south-eastern state in the USA. The Web-survey was designed to evaluate negative consequences of alcohol use. The protocol involved an e-mail invitation to the sample followed by four reminders over the period of a week. The surveys were done in the fall of 2005. The results indicate a range of response rates from 11% to 33%. This paper suggests that this variation is related to the technology environment of the institutions. Using standardized technology ranking of institutions the data provides some support to the hypothesis that students in institutions with a more evolved technology environment are likely to respond more to Web-based surveys. The data also suggests that students in smaller institutions have a different response rate compared to larger institutions. The finding from this study can help to better plan future Web-based data collection designs for academic institutions. Future studies could estimate expected response rates by evaluating the technology environment. This information can help to create an appropriate sample design and data collection protocol. Eventually, appropriate design can lead to better use of data collection resources.

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Should I Stay or Should I Go? The Effects of Progress Indicators, Promised Duration, and Questionnaire Length on Completing Web Surveys. Ting Yan, University of Michigan (tingyan@isr.umich.edu); Frederick G. Conrad, University of Michigan (fconrad@isr.umich.edu); Roger Tourangeau, University of Maryland (rtourangeau@survey.umd.edu); Mick P. Couper, University of Michigan (mcouper@isr.umich.edu).

In most web questionnaires, respondents see only one page at a time and so are unable to determine how much of the task remains. As a result, many researchers include “progress indicators” in web questionnaires – for example, graphical bars that grow as more questions are completed or textual messages like “completed.” The rationale is that if respondents know how much remains they will be more likely to complete the task. Previous research (e.g. Conrad, Couper, Tourangeau & Peytchev, 2005; Heerwagh & Loosveldt, 2006) has shown that progress indicators often do not increase completion rates and sometimes even hurt, but in some circumstances they do help. In particular, when the feedback is encouraging, i.e. progress is rapid, respondents are more likely to complete the task. Our hypothesis in the current experiment is that feedback is not by itself encouraging or discouraging but depends on how long respondents believe the task will take and on how long it actually takes. We explore this by varying three factors in a web questionnaire (n= 2931): the promised duration of the task, the length of the questionnaire, and whether or not a progress indicator is displayed. The presence of a progress indicator led to fewer breakoffs when the questionnaire was short but increased breakoffs when it was long. The size of this effect depended on respondents’ expectations: when told the task would be brief and in fact it was brief, fewer respondents broke-off when there was a progress indicator than when there was not; however, when they expected the questionnaire to be lengthy and this was borne out, the presence of a progress indicator increased break-offs. We discuss how all three factors interact in influencing respondents’ question-by-question decisions to continue the survey or to break off.

Encouraging Web Responses among College Students: An Experiment. Julie Ladinsky, Mathematica Policy Research (jladinsky@mathematica-mpr.com); Geraldine Mooney, Mathematica Policy Research (gmooney@mathematica-mpr.com); Laura Kalb, Mathematica Policy Research (lkalb@mathematica-mpr.com).

Researchers often find themselves in a difficult situation. On the one hand, declining response rates have researchers looking for ways to encourage survey participation but, on the other, controlling costs is paramount. Offering multiple modes is often proposed as a possible solution for increasing response rates, yet, adding options can add, rather than minimize, costs. In a current baseline study of college students, we are exploring whether initially offering students one mode, web, will yield the same completion rate as initially offering multiple modes (web, paper, and phone). We randomly assigned 4,500 college seniors at seven universities into one of two groups. Group 1 received a paper questionnaire and a letter inviting them to complete the questionnaire by mail, web or telephone. Group 2 received only an invitation letter that encouraged students to complete the questionnaire by web. Four weeks after the initial contact, all students, regardless of the experimental status, will receive a packet containing a paper questionnaire, and three weeks after that, we will call all nonrespondents. We will be comparing the two groups on these cost and response rate issues: 1) how do the completion rates compare after the initial four weeks? 2) how does the number of students requiring telephone follow-up differ by initial experimental condition? and, 3) what percentage of the overall completes are completed by telephone? A higher initial completion rate reduces follow-up costs but these savings can be lost if more telephone follow-up is required. This is a real possibility since recent research also suggests that mail and web modes tend to replace one another, while not reducing the portion of nonrespondents requiring telephone follow-up. The results of this experiment will determine whether the paper questionnaire option will be dropped from the follow-up study.

Do Tailored Messages of Encouragement Reduce Web Survey Break-offs? Joseph W. Sakshaug, University of Michigan (joesaks@umich.edu); Scott D. Crawford, Survey Sciences Group (scott@surveysciences.com); Karen K. Inkelas, University of Maryland (kinkelas@umd.edu).

Unlike interviewer-administered modes of data collection, self-administered modes typically lack any active ability to deter respondents from ending the survey prematurely (i.e., break off). Web surveys appear to have the most potential for overcoming this limitation, and recent research has focused on internal methods of increasing respondent motivation and discouraging break-offs (e.g., progress indicators). These methods, however, have yielded mixed results and break-off rates continue to be high, as evident by the approximately 30% break-off rate in the 2004 National Study of Living Learning Programs (NSLLP). One explanation for break-offs may be that respondents overlook the perceived benefits of finishing the survey and, instead, focus on the actual burden of participating. One possible approach, based on leverage-saliency theory, is to periodically offer tailored messages of encouragement that remind respondents of the relevant benefits of completing the survey. The increased saliency of these benefits may increase respondent motivation and lead to fewer break-offs. To test this approach we experimentally varied the feedback given to a large random sample of college students (n~100,000) enrolled in approximately fifty schools as part of the 2007 NSLLP. Each respondent was assigned to one of three message groups: (1) Tailored message (e.g., ‘Your responses are helping the University of Michigan improve the quality of programs within your residence halls.’), (2) Generic message (e.g., ‘Thank you for your responses so far, you are helping us tremendously.’), and (3) No message. This paper evaluates the effectiveness of using tailored messages of encouragement to reduce web break-offs and discusses implications for web survey research.

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THE RELIGIOUS FACTOR

Examination of Types and Effects of Spiritual Seeking. Kumar Rao, Knowledge Networks (kumarrons@yahoo.com); Dwayne Ball, University of Nebraska-Lincoln (dball1@unl.edu); Ronald Hampton, University of Nebraska-Lincoln (rhampton1@unl.edu).

Recent studies on religious attitudes and behavior tend to suggest that Americans are becoming ‘more spiritual’ and ‘less religious’. The “spiritual seeking” is seen as characterizing the present moment – creating what Roof (2000) calls a culture of ‘spiritual quest’. In this changing cultural landscape that is characterized by differences in belief and practices between the spiritually versus religiously committed, there is little empirical evidence for different types of spiritual seeking and its effects, if any, in an individual’s consumer centric life. In this article, the authors investigate the effects of three different types of spiritual seeking: Religion as Means, Religion as End, and Religion as Quest. The data for this research, which comes from a survey using an online panel, reveals six different effects of spiritual seeking: Materialism, Superordinate life goals and goal conflict, Integrating the presumed values of the marketer into purchase decisions, Integrating the well-being of others into purchase and consumption decisions, Charitable Intentions, and Religious Dogmatism. In addition to presenting quantitative evidence of the effects of spiritual seeking, this article proposes a empirical model of the relationship between spiritual seeking and consumer behavior. The article concludes with a call for further research on the role of spiritual seeking on consumer behavior and recommendations for future research.

The Dynamic Religion Factor in Worldwide Public Life: How Well Does the U.S. State Department Understand Worldwide Societal Attitudes on Religion? Brian J. Grim, Pew Forum on Religion & Public Life (bgrim@pewforum.org); Roger Finke, Pennsylvania State University (rfinke@psu.edu); Richard Wike, Pew Global Attitudes Project.

Religion’s global resurgence is part of the definition of public life today. Even in ‘secular’ Europe, the perceived challenge of Islam has brought religion back into the public square. Many policy makers in the West, however, have little background in religion and public life and therefore lack the necessary tools to respond to this resurgence in a well informed fashion. One effort to better understand this new reality has been the U.S. State Department’s work over the past eight years to systematically monitor social attitudes toward religion as part of its Congressionally mandated task of assessing the state of religious freedom. Unfortunately, the question of how well the State Department gauges societal attitudes on religion has received little attention from independent scholars. One way to begin to address this question empirically is by comparing public opinion survey data with the societal attitudes reported in the annual 195-country, 800-page U.S. State Department on International Religious Freedom Reports (<http://www.state.gov/g/drl/irf/>). Distinguished academics such as Emory University’s Johann D. van der Vyver have gone so far as to argue that these ‘annual reports have come to be the most extensive and reliable sources of the state of religious freedom in countries of the world.’ The reports are certainly extensive, but are they also reliable when it comes to reporting societal attitudes? We examine this by comparing extensive data we have coded from the reports (Grim and Finke, 2006: <http://www.religjournal.com/>) with survey data from the Pew Research Center, World Values Survey and other reputable global surveys. The results indicate that the understanding of the societal attitudes on religion embodied in these reports is comparable in a number of ways with public opinion survey data. However, the analysis indicates that there are also important deficiencies in the State Department’s reporting of societal attitudes on religion.

Religious Characteristics of American Muslims. Gregory A. Smith, Pew Research Center (gsmith@pewforum.org); John C. Green, Pew Research Center (jgreen@pewforum.org); Amaney Jamal, Princeton University (ajamal@princeton.edu); Daniel A. Cox, Pew Research Center.

In early 2007, the Pew Research Center will conduct a first-of-its-kind survey of American Muslims. The survey will examine the social and political attitudes, religious beliefs and behavior, and life experiences of this community. This paper will analyze the religious characteristics of American Muslims with respect to three dimensions of religiosity – affiliations, beliefs, and behaviors – and will place the findings within the broader contexts of both American religion and global Islam. The affiliation items included in the survey will make it possible to describe the basic religious demographics of the American Muslim community, such as the relative sizes of the Sunni and Shi'a populations, and will provide insight into the importance of membership and participation in the mosque in the religious life of American Muslims. Several survey items will measure religious beliefs, shedding light on the way Muslims view the Koran (for instance). Finally, several behavioral items will tap the frequency with which Muslims engage in various religious activities, such as Mosque attendance, private prayer, scripture reading, and the like. As with proposals for other papers dealing with the Pew survey of Muslims, this paper will make helpful comparisons between American Muslims and non-Muslims in the U.S., as well as comparisons between American Muslims and Muslims from other parts of the world. Such comparisons will shed light on the magnitude and the nature of the differences between the religious practice of Muslims and Christians in the U.S. And comparisons with Muslims from around the world will help to answer the question of whether there exists a distinctively American way to practice Islam, or if Muslims in the U.S. simply carry with them the traditions practiced in other parts of the Muslim world.

My God's Better Than Yours: Public Opinion and Religious Affect. Jennifer De Pinto, CBS News (jdp@cbsnews.com); Monika L. McDermott, University of Connecticut (monika.mcdermott@uconn.edu).

More than eight in ten Americans affiliate themselves with a religion, and these orientations clearly affect their views in society and politics. But what about the other side – how does the American public react to these religions, in both societal and political terms? This paper explores Americans’ views on some of the major religions practiced in the United States today. In particular, this research focuses on how one’s views of religions are impacted by their demographic characteristics – including their own religion – as well as their political attitudes and ideology. Using data from the CBS News/The New York Times Polls, 2006 NEP national exit polls, and a 2003 Pew Center religion poll, we analyze views of all major religions, as well as no religion at all.

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POLLS, POLITICIANS AND THE PUBLIC

Exit Polls and the Interpretation of Election Results. Michael W. Traugott, University of Michigan (mtrau@umich.edu).

Exit polls were developed originally as a technique to aid in the analysis and interpretation of patterns voting behavior, initially in American elections. Over time, they have been put to other uses, not always justified, including evaluations of the vote totals and assessments of the legitimacy of elected government, the accuracy of voting machines and the search for errors, and estimation of the control of legislatures. In order to distinguish between these uses and their appropriateness given specific design issues, the World Association for Public Opinion Research (WAPOR) has developed a set of guidelines for disclosing the details of the design of exit polls in advance of an election. The intent is to help with evaluating whether a specific application of an exit poll's results is appropriate for its claimed interpretation. This should help journalists and other analysts to assess post-election claims.

The Foreign Policy Disconnect: Multilateralist Public, Unilateralist Officials. Benjamin I. Page, University of Chicago (b-page@northwestern.edu).

The 2006 Chicago Council on Global Affairs U.S. national survey once again confirms that the American public is highly multilateral in its foreign policy preferences. Majorities of Americans hold the UN in high regard and want to strengthen it, want the U.S. to participate in the Kyoto Agreement, the ICC, and other treaties, and oppose major military operations without support from the United Nations and our allies. Thirty years of parallel CCGA surveys of the public and foreign policy officials, however, reveal that in this and other respects officials' expressed preferences (like the policies they pursue) are often badly out of harmony with the public's wishes. A more democratic and more sustainable foreign policy would better reflect what the American citizenry wants.

Politicians' Use of Polls: Can't Trust 'Em, Can't Ignore 'Em. David W. Moore, (dmoore62@comcast.net).

Some scholars suggest that our political leaders should be more responsive to the will of the people, as measured by public opinion polls. This paper suggests that these leaders cannot trust the validity of the polls, because many highly reputable polls come to very different conclusions about what the public is thinking. Pollsters will argue that different results are often caused by small changes in question wording, or in question context, but these are hardly useful explanations for political leaders who read poll stories that do not attempt to resolve contradictions among polling results, but rather present their own poll's findings as the truth to follow. Often the reason for the conflicts is that media polls refuse to tell the truth about the nature of public opinion: that on most public policy issues, a sizeable minority, if not majority, of people have no firm opinion on the matter. Thus, the measures that pollsters report are in fact 'manufactured' public opinion, substantially shaped by the questionnaires and not by the reality of American politics. Numerous examples are presented in the paper, showing how even the pollsters cannot explain many differences in their results, rendering them of relatively little value for political leaders who might be inclined to seek the 'wisdom' of the people.

The Second Face of Polling: The Use and Misuse of Polls by Politicians. Lawrence R. Jacobs, University of Minnesota (ljacobs@umn.edu).

The original purpose of survey research is to accurately measure public opinion. But political leaders (especially U.S. presidents and the major political parties) assign a different purpose to survey research – namely, managing or manipulating public evaluations of themselves and their policies. Often using sophisticated survey research techniques, politicians collect and use a wide variety of public opinion data (from policy attitudes and ideological self-identification to personal traits and affective reactions). They capitalize on their extensive and differential information on public opinion to calibrate strategy and to increase their latitude in designing policy to avoid policy-based evaluations even as they work to widen the appeal of their personal image.

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THE 2006 ELECTIONS

Anatomy of a Political Ad: An Empirical Evaluation of the 2006 Michael J. Fox Stem Cell Research Advertisement. **Christopher Paul Borick, Muhlenberg College (cborick@muhlenberg.edu).**

Every election season seems to have a political ad that stands out for the attention it receives. In 2006 there were thousands of ads run throughout the nation, but few received as much attention as a 30 second spot featuring actor Michael J. Fox endorsing candidates who supported federal funding of embryonic stem cell research. In the ad Fox, who was diagnosed with Parkinson's Disease in 1991, visibly shakes and rocks as he addresses the camera, making no effort to hide the effects of his disease. Fox's physical condition in the ad immediately drew criticism from conservatives including Rush Limbaugh who claimed that Fox deliberately didn't take his drug treatments in order to make himself more sympathetic to voters. While the Fox ad was mired in controversy, many political analysts hailed the ad as particularly effective in swaying voters towards Democratic candidates. In this study we employ a quasi experimental web based survey design to evaluate the effectiveness of this ad. In particular the Fox ad was tested among a sample of 955 voters during a two day period in October 2006. Respondents were initially asked a battery of questions regarding their political views and perspectives on stem cell research. Each participant was then shown the advertisement and asked to rate their interest level and ad believability through movement of a mouse. After viewing the ad respondents were asked the same questions from the pretest, and an additional group of questions that examined viewers' emotional reaction to the commercial. Results of the test indicate that the advertisement was successful in increasing support for the candidates it endorsed among individuals who were undecided on their candidate preference but supportive of stem cell research. The findings also show an increase in support for stem cell research in the post test

Stem Cell Publics: Issue Involvement in the 2006 Midterm Elections. **Kajsa E. Dalrymple, University of Wisconsin-Madison (kdalrymple@wisc.edu); Amy B. Becker, University of Wisconsin-Madison (abbecker2@wisc.edu); Dietram Scheufele, University of Wisconsin-Madison (scheufele@wisc.edu); Dominique Brossard, University of Wisconsin-Madison (dbrossard@wisc.edu).**

In states like Missouri and Wisconsin, the issue of stem cell research was a contentious issue during the most recent midterm election. When celebrities like Michael J. Fox openly endorsed candidates in campaign ads, the tenor of the stem cell debate became even more controversial. Wisconsin was a particularly interesting case in this past election, given the state's distinction as the "birthplace of stem cell research" and the high visibility of the stem cell issue during the gubernatorial race between Democrat Jim Doyle, an incumbent with a strong record of support for stem cell research, and Republican Mark Green who opposed an expansion of stem cell funding. This study is concerned with voters that were mobilized by the stem cell issue. We developed a measure of stem cell-related participation that asked respondents about their likelihood of participating in various political activities related to the issue (such as signing a petition, writing a letter to the editor, etc.). We were particularly interested in comparing the relative influences of predispositional factors, such as partisanship and ideology, mass media and campaign information on levels of participation related to the stem cell issue. Our analyses are based on a statewide telephone survey (N=508 in August 2006) conducted prior to the midterm election in Wisconsin. Our results show that ideological predispositions, attention to scientific issues on television, and attention to politics in media more broadly best predict issue specific participation related to the stem cell controversy. Candidate preference was not a significant predictor of stem cell-related participation. In other words, issue publics during the 2006 midterm election were to some degree mobilized by predispositional factors. Science and news media use, however, did make a significant difference when it came to mobilizing this part of the electorate. Implications of these findings are discussed.

Consumer Confidence and the 2006 Election. **Trevor Tompson, The Associated Press (ttompson@ap.org); Michael Gross, Ipsos Public Affairs (michael.gross@ipsos-na.com); Dennis Junius, The Associated Press (djunius@ap.org); Mike Mokrzycki, The Associated Press (mmokrzycki@ap.org).**

Using a remarkable dataset that combines a major national monthly consumer confidence index with monthly trend measures on presidential job approval, preference for control of Congress, and vote on a generic ballot for House, we explore the relationship between consumer confidence and the vote in the 2006 general election. While consumer confidence fluctuated throughout the year, a general rebound in confidence in the months leading up to the election did little to help Republicans in their quest to retain control of Congress. It also did little to improve support for the Bush administration's economic policy, as reflected by presidential job approval ratings. In interviews taken just weeks before the election, only the small number of people with the very highest levels of satisfaction with their own finances expressed a desire for the Republicans to retain control of Congress. And while most Americans predicted a steady course for both the economy and their own finances in the short term, the majority of them favored a change in control of Congress. We take advantage of a variety of demographic and attitudinal variables to explain the fluctuations in consumer confidence throughout the year, and we examine those fluctuations in an attempt to understand why increased consumer confidence and general satisfaction with personal finances didn't translate into reward for the incumbent party.

Dual Ballot Effect: Domestic Partnership Initiative Damaged by Marriage Amendment. **Floyd Ciruli, Ciruli Associates (fciruli@aol.com).**

The 2006 election in Colorado provides the first impression of the interaction of gay rights ballot initiatives when a domestic partnership and a marriage amendment were on the same ballot. Election surveys, supported with electoral and demographic data, will be used to analyze the interaction between the two proposals. Polling, polling experiments and speculation on voting behavior offered the hypothesis that having the two proposals on the ballot together would enhance support for domestic partnership rights. That does not appear to be the case in Colorado. An examination of the campaign and public opinion environment shows that the marriage amendment contributed to the failure of the domestic partnership proposal. The research design uses a pre-election survey conducted twelve days before the election,

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which included a question order experiment of the gay rights proposals. The results suggest that any effect observed in previous survey experiments was overwhelmed by the media and election environment. Media content analysis (news and advertising) and elite interviews with both campaigns support the hypothesis. PowerPoint will be used.

CELL PHONE SURVEYING: USERS' ATTITUDES AND BEHAVIORS

Impact of Cell Phones across Different Populations in Telephone Surveys. Kristi Hagen, Northern Arizona University (Kristi.Hagen@nau.edu).

Many studies have noted rising use of cell phones in the United States. Research that has been heavily dependent upon telephone survey methodology as a primary form of data collection is increasingly questioning the impact of cell phones. This study of telephone respondents explores the characteristics of land line-only users, cell phone-only users, and cell phone plus land line users. The study also researches questions such as: When are respondents willing to be interviewed on their cell phone? When are they not? What about the cost of cell phone minute use? What would increase their participation in telephone surveys? Last, this study poses these questions to a variety of populations including listed and unlisted/RDD numbers, rural and urban households, specialized samples and different demographic groups.

Young People May Not Be in Jail, But Most Are in Cells: Cross-Time Impact of Changes in Phone Use on Telephone Survey Representativeness. Dennis N. Lambries, University of South Carolina (dennis-lambries@sc.edu); Robert W. Oldendick, University of South Carolina (oldendick-bob@sc.edu); Michael W. Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Lisa Williams, University of South Carolina.

The increasing percentage of households in the United States that is abandoning land-line telephone service and becoming 'cell-phone only' is creating a potentially serious problem for researchers dependent upon random-digit dialed samples selected from residential exchanges. Much of the research to date (e.g., Keeter, 2006) has indicated that, despite the potential bias due to the increase in cell phone only households, survey researchers have been able to use a number of techniques such as devoting increasing resources to data collection and using weighting adjustments to reduce the bias created by cell-only households. But the magnitude of this problem continues to increase. The most recent estimate based on the National Health Interview Survey is that the percentage of U.S. households that are now wireless-only is 10.5%. This paper employs data from a series of state-wide surveys, implemented with identical designs, to determine the cross-time impact of cell phone use on the demographic composition of the resultant samples and shows how traditional weighting adjustments may not be sufficient to reduce bias among certain subgroups. In addition, households with both landlines and cell phones were asked a series of questions to profile their phone usage patterns and to identify how these groups differ on a variety of attitudinal and behavioral measures. The findings help to provide a more complete picture of the societal transition from landline telephones to cell phones and how these changes are affecting survey research efforts.

Mobile-Only Subscribers are Just Part of the Problem. Charlotte Steeh, Centers for Disease Control and Prevention (steehc@bellsouth.net).

This paper has two purposes: 1) to determine if types of telephone ownership, interacting with mode of administration, are associated with differences in attitudes on substantive issues and 2) to critique the current method of correcting for coverage error by adding mobile-only respondents to landline telephone samples. The data come from a set of 2003 national surveys that compared results obtained from a sample of landline numbers with results from a sample of mobile numbers across a wide array of attitudinal questions. The analysis tests the hypothesis that adults who have both a mobile phone and a landline phone will show significant differences in attitudes and opinions depending upon whether they are interviewed over a landline or a mobile phone. Evidence from a similar study conducted in 2006 suggests that this is the case. The analysis will examine the attitudes of four subgroups of telephone subscribers: those with only a landline telephone, those with a landline and a mobile phone who are interviewed on their landline, those with both types of telephone who are interviewed on their mobile phone, and finally those with only a mobile telephone. The strongest confirmation of the hypothesis would occur if the relationships across these four groups were monotonic in either a positive or negative direction depending upon the substantive issue. If the hypothesis is even partially confirmed, we will conclude that remedying the coverage deficiencies of standard telephone surveys by screening a cell phone sample for mobile only respondents to add to a landline survey—is only part of the solution. The design also risks the possibility of increasing nonresponse bias by excluding from survey estimates those landline owners who only respond to calls on their mobile phones. This group of primary users is larger and thus more important than the group of mobile-only subscribers.

Egyptian Telephone Surveys between Household Telephone and Cell Phone. Ahmed Mohamed Loutfy, Information and Decision Support Center (ahloutfy@idsc.net.eg); Mahmoud Ahmed Al Kasabi, Information and Decision Support Center (mkasapi@idsc.net.eg).

Briefly speaking, as the first and the only telephone poll center in Egypt, (POPC) the Public Opinion Poll Center can reach to the Egyptian household through their household telephones. At the same time, the development in the cell phone technology is very fast and as a result the numbers of the cell phone (owners) households are arising comparing to the households telephone. In less than 10 years, the percent of the Egyptian households that have cell phone reached to 25%. This paper attempts to identify the characteristics of the cell phone households and the differences between them and the rest of the households including the telephone and nontelephone households, also attempts to explore the impact of targeting the cell phone households on the survey estimates. Finally the paper will explore the possibility of using the cell phone interviews as an alternative for the household telephone in Egypt.

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RESPONSE PROPENSITY

Estimating Response Propensity among Homeschooling Households in a Government-Sponsored Survey. Lina P. Guzman, Child Trends (lguzman@childtrends.org); Stacey Bielick, American Institutes for Research (SBielick@air.org).

Although there is a lack of consensus on the size of the homeschool student population, there is agreement that the population is growing. Data collected from repeated cross-sectional administrations of the National Household Education Surveys Program (NHES), sponsored by the National Center for Education Statistics, provide one of the few sources of information to estimate the size of the homeschooled population and to track change over time. However, there is concern that homeschooling households may be less likely to participate in government sponsored surveys, such as NHES. Additionally, while methods (including those used in the NHES) that allow for generalization to the entire population are preferable over other techniques for estimating the student population, the relative low prevalence of homeschoolers in the overall population means that homeschooling households will represent a small percentage of cases in a random sample of U.S. households. Accordingly, estimates of homeschoolers may be particularly sensitive to bias stemming from lower cooperation. In the 2003 NHES, the extended interview weighted response rate for homeschoolers was 78.5% and 83.1% for nonhomeschoolers. (Homeschooling status is established in a screener interview.) To assess the presence, direction, and extent of differences in response propensity among homeschooling households in the NHES, a sample of likely homeschooling households was constructed and used to seed the NHES RDD sample. The sample had to: 1) capture the diversity of the homeschooling population, including key groups such as Christian households and 2) be fielded in an identical manner as the RDD sample. This paper discusses the various sources that were explored to develop a sample frame of known homeschooling households, how well the resulting sample met study criteria, and preliminary estimates comparing response rates for the homeschooling seed and NHES RDD sample. Implications for the measurement of the homeschooling population will also be discussed.

Experimental Validation of Simulated Alternative Survey Designs. Barbara C. O'Hare, Arbitron (barbara.ohare@arbitron.com); Sonja Ziniel, University of Michigan (sziniel@isr.umich.edu); Robin Gentry, Arbitron (robin.gentry@arbitron.com); Robert M. Groves, University of Michigan (bgroves@isr.umich.edu).

Response propensity models offer insight into how survey features affect the likelihood of survey participation across subgroups of the survey population (Groves and Heeringa, 2004; Lavrakas et al., 2005; Ziniel et al., 2006.) When we are able to model expected response propensities using observed variations in design features, we can simulate the likely change in response rates under alternative survey designs. This allows us to estimate the expected effects across a number of alternatives to identify the most promising design for field testing. To the extent that such models are informative of new designs, large cost savings are possible from avoiding expensive and time-consuming experiments. This paper presents a series of response propensity models that are used to build a microsimulation of the effects of changing a survey design. As a test of the microsimulation, a randomized experiment was mounted in a field study of the same changes. The paper will present a review of the simulation models and the results of the experiment, showing how well the randomized survey results validated the simulated response rates. The Arbitron radio-listening survey has evolved into a complex design of highly differentiated survey features across population subgroups of key importance to the measurement of radio listening. To simulate the effect of the baseline incentives for subgroups not receiving baseline treatments, propensities were estimated under varying assumptions and used as weights to estimate expected diary return rates. The field experiment randomized the baseline treatments across all population groups. We compare the simulated response rates to the results of the test to validate the success of the simulation models. As a technique, the process of simulated response rates under alternative survey designs presents a cost-effective approach to identify beneficial opportunities for changes in survey design.

Correcting Nonresponse Error Using Propensity Weights Calculated with Community-Level Census Information. Young Ik Cho, University of Illinois-Chicago (youngcho@uic.edu); Timothy P. Johnson, University of Illinois-Chicago (timj@uic.edu); Allyson L. Holbrook, University of Illinois-Chicago (allyson@uic.edu).

Recognizing the importance of understanding how nonresponse introduces bias into survey estimates, and that in most telephone surveys little information is available with which to estimate these effects of nonresponse, we have previously reported a procedure for examining the potential effects of nonresponse via analyses that first investigate the linkages between key survey measures and community-level (zip code) variables, and by analyses of the associations between these community-level variables and survey nonresponse. In this paper, we introduce a method of correcting nonresponse error using zip-code level Census variables in conjunction with survey data, using a recent statewide telephone survey of 4,150 persons aged 16 and older in Illinois. Using zip code level ecological factors, we demonstrate the construction of response propensity scores using the Empirical Bayes estimation method for each zip code area, and the development of sample weights from these scores. This method is compared to three alternative methods for producing sample weights, including: 1) poststratification weights, 2) nonresponse weights without adjusting for known covariates of ecological factors, and 3) weights combining 1) and 2). These analyses demonstrate methods by which researchers can routinely evaluate nonresponse effects in telephone surveys and reduce nonresponse error in their estimates of survey outcome measures by using weights that incorporate readily available community-level variables.

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Do Reluctant Respondents Decrease Data Quality? The Relationship between Response Propensity and Measurement Error. Kristen Olson, University of Michigan (olsok@isr.umich.edu).

A long standing question is whether respondents who are the most difficult to contact or most reluctant to participate are also the most likely to provide answers filled with measurement error. Surprisingly few empirical investigations of this hypothesis exist. This question is vitally important. As nonresponse rates continue to rise, the funding allocated to efforts to mitigate nonresponse also rises. If these nonresponse reduction efforts in fact bring in respondents whose answers contain increasing amounts of measurement error, then the funds spent on these efforts may actually decrease data quality. This paper systematically examines the relationship between response propensity and measurement error in the respondent's answers. In particular, this paper addresses the following three questions: (1) Are respondents with low response propensity more likely to provide answers filled with measurement error than respondents with high response propensity? (2) Is reducing noncontact or noncooperation more likely to bring in respondents with more measurement error in their answers? (3) How do properties of questions and characteristics of respondents affect the relationship between nonresponse propensity and measurement error? Data from three surveys, two national and one regional, is used to answer these three questions. A unique strength for each of the surveys is the availability of validation data, or true values, for a number of factual or behavioral questions in the questionnaires. Each study also collected call record data that can be used to separate contact propensity from cooperation propensity. Variation in the relationship between nonresponse propensity and measurement error across items in the survey is observed. The paper concludes with a theoretical framework for the relationship between response propensity and measurement error that includes characteristics of the question, respondent, and survey protocol.

Assessing Nonresponse Bias Using Response Propensity Models. Jennifer Sinibaldi, University of Michigan (jsinibal@umich.edu); Robert M. Groves, University of Michigan (bgroves@isr.umich.edu).

Nonresponse bias is a critical concern to survey researchers, especially as response rates continue to decline. In this study, we present an approach to assess possible bias by examining the relationship between respondents' probabilities of response and the analytic key variables of interest. Survey attributes and known characteristics of the respondents were used to develop multivariate propensity models to predict response (completion of a self-administered instrument) among those who agreed to participate. Using the predicted probabilities of response from these models, we will examine a key variable of interest by probability of questionnaire return. The analysis by response propensity will reveal if there are differences in response between these subgroups. Differences between high and low propensity respondents would suggest that nonrespondents may also differ in these measures. Post-stratification weighting will be examined for its effectiveness in compensating for observed differences. We will also try to predict the direction of the bias by weighting by response propensity. The value of this analytic approach is that it offers a tool to evaluate potential bias in survey results without having to field a large nonresponse study.

CULTURAL CONSIDERATIONS IN SURVEY RESEARCH

Asian-Americans, Item Nonresponse and Neutrality in Telephone Surveys: Some Hypotheses and Tests. Christian Collet, Doshisha University (ccollet@mail.doshisha.ac.jp).

As industry innovations and researcher interest fuel an increasing number of surveys on racial and ethnic populations in America, important questions remain about item non response – and whether the phenomenon impacts some groups more than others (i.e., is "culturally patterned" – e.g., Johnson, O'Rourke, Burris and Owens 2002). The relatively small number of publicly-released sociopolitical telephone surveys of Asian Americans have suggested, anecdotally at least, higher item non response and use of neutral (non-extreme) choice options. Whether this is true – and the reasons for why it might be so – have yet to be systematically explored. Using a variety of multiracial, multiethnic and group-specific surveys – ranging from Kaiser Family Foundation and San José Mercury News polls to academic studies by Bobo et. al. (2000), Lien (2004) and Collet (2000) – I develop and test several hypotheses to account for possible item non response and the use of neutral/"non-extreme" choice options by Asian American respondents. Along with available sociological measures, I also test, where available, the possible effects of survey length, item type and placement, interviewer characteristics, and language of interview.

Cultural Differences or What? Why Asians Avoid Extreme Responses. Rui Wang, Survey Sciences Group (rwang@surveysciences.com); Brian Hempton, Survey Sciences Group; John P. Dugan, University of Maryland (dugan@umd.edu); Susan R. Komives, University of Maryland (komives@umd.edu).

In a recent national survey of college students, Asians were found to consistently respond closer to the midpoint of a series of 5-point scale questions measuring leadership. The finding was consistent with the evidence found in previous cross-cultural studies on the response behaviors and styles suggesting that Asians tend to avoid extreme responses. Possible explanations could be that Asians tend to behave modest and polite and maintain harmony in social relationships by avoiding extreme opinions and responses due to their distinguishing cultures and characteristics. The analysis will be based upon data collected in the 2006 Multi-Institutional Study of Leadership. Over 170,000 students were selected from 53 institutions, and approximately 65,000 students in total including approximately 5,500 Asian/Asian American students responded. Based upon the rich data collected on Asians/Asian Americans, we will compare them with other racial/ethnic groups and explore why they were more likely to avoid extreme responses. We will also make comparison within the Asian/Asian American population, based on survey data about their citizenship and generation status. We will examine whether any differences in response styles exist between Asian Americans whose parents or grandparents were U.S. born, those who were U.S. born themselves but not both of their parents, foreign born permanent residents, and those who are on a student visa. The hypothesis is that the longer the Asians/Asian Americans and their families have lived in the U.S., the less likely they would be influenced by the distinctive Asian cultures in how they respond. We expect that their response styles would be different reflecting a potential cultural transition from Asian cultures to western cultures even within the racial group. The diversity of the institution's cultural environment will also be considered to see whether it has an impact on their response behaviors.

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Do More Specific Textual Clues in Instructions Make a Difference in Response from the Hispanic Population? Cindy Good, Arbitron (Cindy.good@arbitron.com); Marla D. Cralley, Arbitron (marla.cralley@arbitron.com).)

Research has shown the value of clear instructions, commonly understood by most respondents, to be a critical element in gaining response from various segments of the population. Instructions are even more important when seeking response to mail surveys from the Hispanic population, where cultural and language issues may further obscure the process. In Arbitron's radio survey a member of the household completes a short telephone interview providing demographic and mailing information. Then, each person in the household age 12 and older is asked to fill out a self-administered 7-day radio-listening diary. All households reporting that anyone in their household is Hispanic are mailed bilingual diaries and instructions. Arbitron's current diary provides instructions including specific dates when respondents should begin and finish using their diary and when they should mail the diary back to Arbitron. Specific survey dates are also printed on the diary cover. During the summer 2006 survey we tested a diary with revised instructions with over 16,000 consenters in two test groups. Specific dates were excluded from instructions provided to the test group; instructions simply referred to the survey dates located on the front cover of the diary. For example, "Begin using your ratings diary on Thursday, May 2, 2006" was replaced with "Begin using your ratings diary on Thursday of your survey week. (Find your survey week dates on the front cover)." We expected no differences with the small, seemingly insignificant, modifications made to the diary instructions. However, lower diary return from Hispanics in the test group suggests cultural and language effects resulting from the elimination of the additional textual cues provided by the inclusion of specific dates several times in the instructions. Results from this test provide insight concerning the difference textual clues make in response from the Hispanic population.

Reporting on Community Identification and Acculturation among Latinos: The Impact of Mode of Administration. Todd Rockwood, University of Minnesota (trockwood@comcast.com); Melissa Constantine, University of Minnesota (cons0026@umn.edu); Karen Virnig, University of Minnesota (virni002@umn.edu); Jessie Saul, ClearWay (jsaul@clearway.org); Barbara Schillo, ClearWay (bschillo@clearway.com); Steve Foldes, Blue Cross/Shield of Minnesota (steven_s_foldes@bluecrossmn.com).

The political discussion of immigration issues over the past few years has led to increasing difficulties in getting entrance into as well as assessing issues in the Latino community. Over the past five years we have seen as much as 15% decline in the number of individuals with a Latino surname who self-identify as Latino as well as an overall decline in the willingness of Latino's to participate in surveys. In line with there are concerns about the impact which this has had on measures associated with community identification and acculturation. It is plausible that things such as the 'civilian militia' patrolling the Mexican border could increase solidarity among Mexican immigrants (legal or illegal) in particular or Latino/Hispanic in general. On the other hand it could cause individuals to distance themselves or at least report that they have distanced themselves from the Latino community. This paper will report on two experiments, one between subjects and one within subjects conducted in a statewide survey of Latino's in Minnesota (over 40% of the interviews). The first experiment is based on randomization of respondents to either a telephone or face-to-face interviewer in which six items were asked to evaluate aspects of Latino community integration and acculturation. In the second experiment respondents were asked these same questions in the telephone mode and the interview repeated in the face-to-face mode 2-6 weeks after the initial telephone interview. Field work for the study is just being completed for the study, but preliminary analysis indicates that there is an impact of mode of administration on self-report around the issues of community identification and acculturation. The paper will include an analysis in which demographic and immigration characteristic (generation, years in US, etc.) are included to assess the impact that mode of administration has on response.

METHODOLOGICAL BRIEFS: ASSESSING THE IMPACT OF INCENTIVES

Alternatives to Prepaid Monetary Incentives in Mail Surveys. Phil Gendall, Massey University (p.gendall@massey.ac.nz).

Since 1998 it has been illegal to send cash through the post in New Zealand. Consequently, mail survey researchers have been forced to abandon the use of small, prepaid monetary incentives and to look for alternative ways of boosting declining response rates. This paper reports the results of six studies that tested non-monetary incentives in surveys of the general public – postage stamps, tea bags, chocolate squares and gold-foil-covered chocolate coins – three studies that tested hand written Post-it notes, and three studies that tested the promise of a donation to charity. Because all of the studies involved surveys of the same population, one of the potential confounding factors was removed from comparisons of treatment effects across surveys. The effectiveness of the different treatments varied: some of the prepaid non-monetary incentives increased response rates by up to 5%, but their effect was inconsistent and different for different age groups; the promise of a donation to charity was effective in two of the three studies; but the large response effects produced by Post-it notes in American studies were not replicated in ours. These results suggest that small, prepaid non-monetary incentives or the promise of a donation to charity can enhance the response to mail surveys of the general public, but the size of the effect is not guaranteed and maximum effectiveness may require 'tailoring' particular incentives to different groups in the survey sample. They also suggest that hand written Post-it notes could be effective, but only where personalisation has some meaning for respondents. The paper concludes by discussing the implications of these findings for mail survey researchers.

Is More Better? A Test of Different Incentives in a Nationwide RDD Survey. Sandra Gordon Richman, University of Massachusetts-Boston (sandra.richman@umb.edu); Patricia M. Gallagher, University of Massachusetts-Boston (patricia.gallagher@umb.edu); Carol Cosenza, University of Massachusetts-Boston (carol.cosenza@umb.edu).

This study examined the effects of differing levels of monetary incentives for a mail survey that was recruited using random digit dial methodology. The goal of the survey was to gather information about consumer perceptions of different ways to provide risk and benefit information in prescription drug advertising. Questionnaires were mailed to a nationwide sample of 518; 450 completed questionnaires were returned for a final return rate of 86.87% (450 returned questionnaires/518 mailed questionnaires = .8687). All participants were

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offered a prepaid cash incentive with the initial mailing of the questionnaire and a promised incentive upon return of the questionnaire. Participants who remained in the mail non-response group after four weeks received a follow-up letter and replacement questionnaire. Participants who remained in the non-response group after six weeks received reminder calls. There were two test conditions. In the first, participants received a prepaid incentive of \$10 and a promised incentive of \$10. Over the course of the study, the decision was made to increase incentives in an effort to increase response rate. Therefore, a subgroup of the first test condition was offered an increased promised incentive of \$30 at the time of the reminder call. In the second test condition, participants received a prepaid incentive of \$20 and a promised incentive of \$30. Final return rates were 88% in the first test condition and 83% in the second test condition. Participants in the second test condition returned questionnaires more quickly; however, after both an initial and a second mailing, the return rate in both groups was identical (78%). Reminder calls had little effect in the second test condition, while they significantly increased return rate by 7% in the first test condition. Because the increase in incentive was offered during reminder calls, this suggests that changing incentives significantly impacts return rate.

Impact of Pre-Paid Monetary Incentives and Sponsorship in Survey Advance Letters: An Experiment in the 2005 California Health Interview Survey. Hoang Anh Nguyen, UCLA Center for Health Policy Research (anhnguyen9@ucla.edu); Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu); David Grant, UCLA Center for Health Policy Research (dgrant@ucla.edu); Sherman Edwards, Westat (ShermEdwards@westat.com).

Random digit dial (RDD) telephone sampling is a widely used and cost-effective method for producing representative population samples. As RDD response rates have declined over the past decade, design features to increase response rates, such as advance letters, sponsorship, and monetary incentives, have taken on added importance. While these strategies are well documented in the literature, they have not been examined when controlling for sample characteristics. This study explores how advance letters, sponsorship, and incentives differentially affect response propensity across socioeconomic and demographic characteristics of a large RDD sample. The 2005 California Health Interview Survey (CHIS 2005) is a large RDD survey that sent advance letters to the approximately 70% of sampled telephone numbers that had a matching mailing address. Two experiments were embedded in the advance letters to assess the impact of \$2 pre-paid incentives and sponsorship (academic alone vs. academic and government) on survey participation. For respondents, Census tracts from their confirmed addresses are available. For nonrespondents, the mailing ZIP codes are available from the sample frame which can be matched to Census 5-digit ZCTAs (Zip Code Tabulation Areas). The Census tracts and ZCTAs allow linking the demographic and ecological data from Census 2000 to the CHIS sample regardless of the response status. Using the linked CHIS-Census data, this study focuses on response propensity, rather than response rates, to examine the relationship between the advance letter experimental conditions and survey participation. First, response propensity will be examined based on the demographic and socioeconomic characteristics of the sample. Second, the experimental conditions will be used as main factors, controlling for the ecological characteristics. Third, we will include interactions between the experimental conditions and the ecological variables to examine the characteristics of sample units that would be more amenable to respond after receiving pre-paid monetary incentives and varying sponsorship.

Will It Get Their Attention? Prepaid Physician Incentives. Katherine Ballard LeFauve, Abt Associates (kate_ballard@abtassoc.com); Lorayn Olson, Abt Associates (Lorayn_olson@abtassoc.com); Carol Simon, Abt Associates (Carol_Simon@abtassoc.com).

Physicians are a notoriously difficult population to survey. The Physician Perspectives on Patient Care Survey is a mail survey that will be sent to a sample of 2,400 primary-care physicians in five states. Three rounds of mailings will be sent, each with a check for \$100 attached to the front of the survey. The physicians will have the option to complete the survey by mail or on a secure website. Physicians who have not completed the survey after the second mailing will be prompted by telephone. This paper will compare characteristics of physicians who cash the incentive checks to those who do not. Comparisons will be made using demographic characteristics as specialty, age, gender, location, and practice size as well as survey responses and mode of completing the survey. We will also evaluate the overall cost-effectiveness of prepaid incentives.

The Effect of Incentives on Response Rates and Panel Attrition: Results of a Controlled Experiment. Laura Castiglioni, Mannheim Center for European Social Research (castig@mzes.uni-mannheim.de); Ulrich Krieger, Mannheim Center for European Social Research (ukrieger@rumms.uni-mannheim.de); Klaus Pforr, Mannheim Center for European Social Research (kpforr@mzes.uni-mannheim.de).

Steadily declining response rates lead to an increased usage of incentives in all kind of surveys. As for mail surveys, much empirical evidence supporting the usage of unconditional incentives is available (Berk, Mathiowetz, Ward, and White 1987; Church 1993). For face-to-face interviewer-mediated studies, however, fewer results are available, and even less often in experimental settings (Martin, Abreu, and Winters 2001; Singer, Hoewyk, Gebler, Raghunathan, and McGonagle 1999). We conducted a three wave panel CAPI survey (N=600), where respondents were randomly assigned to three experimental groups: the first group received an unconditional incentive in form of a \$10 voucher, the second group was promised a \$10 voucher contingent on participation, the third group was a control group that received no incentive. The allocation to a given experimental group was constant across the three waves. Aim of the experiment was to tests the effectiveness of monetary incentives in a face-to-face interview in cross-sectional and longitudinal perspective. Results for the first wave show no significant differences in response rates across the three groups. In addition, we wanted to test, whether interviewer quality was a moderator. We rated our interviewers according to six success-unrelated indicators (e.g. accuracy in filling in contact protocols, regularity of contact to field manager). Interviewers with a poor score did not seem to profit from incentives, whereas good interviewers could improve their success rates when an incentive was issued (irrespective whether the incentive was conditional or unconditional). Preliminary results concerning participation in a longitudinal perspective (the third wave is currently in the field) indicate that conditional incentives are most effective.

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Pre-Paid Incentives in a Physician Survey. Sean O. Hogan, RTI International (hogan@rti.org).

The use of financial incentives, particularly pre-paid incentives, appears to stimulate survey participation by physicians (see Berk, et al. 1990; Kasprzyk et al 2001 and Delnevo 2004). While research has addressed the extent to which incentives can improve response rates, there is much less discussion about the financial risk researchers take in offering them. This paper starts to fill this void by using as a case study a recently fielded a survey of cardiologists, internists and family practice physicians. We found that 64% of those receiving the checks cashed them and approximately 11% of those cashing checks were non-respondents or later coded as ineligible sample members. In other words, the financial risk of an ineligible non-respondent cashing a check is outweighed by the savings due to respondents who do not cash checks. These findings can be useful in anticipating the costs of fielding a physician survey with an incentive component. Sponsored by the Centers for Medicare and Medicaid Services and implemented by RTI International, this survey included a pre-paid \$25 incentive with a mailed survey to the entire sample of 1728 physicians. We received a response rate of 62 percent of all eligible sampled physicians.

The Impact of Incentives on Representativeness in the National Immunization Survey. Martin Barron, NORC (barron-martin@norc.org); Keeshawna Brooks, NORC (brooks-keeshawna@norc.org); Benjamin Skalland, NORC (skalland-benjamin@norc.org); James A. Singleton, Centers for Disease Control and Prevention (xzs8@cdc.gov).

The benefit to response rates from offering incentives to survey respondents has been consistently demonstrated by previous studies. Less well understood is the impact of incentives on the representativeness and prevalence rates of health statistic estimates. This paper attempts to fill these gaps by using data from the National Immunization Survey (NIS). The NIS—a nationwide, list-assisted random digit dial survey is conducted by the National Opinion Research Center (NORC) at the University of Chicago for the Centers for Disease Control and Prevention. The NIS monitors vaccination rates of children aged 19-35 months. Each year, the NIS conducts interviews with approximately 29,000 households across the United States. Beginning in Quarter 2, 2006, the NIS offered incentives to households that partially completed the interview, did not grant consent to contact their vaccination provider, or provided partial birthdate information during the screener. For households where a mailing address was available, \$5 was sent with a promise of an additional \$10 after the interview. For households without available addresses, respondents were called and offered \$15. Approximately 5,000 cases were offered incentives in Quarter 2, 2006. This paper will explore the impact of the incentive cases on the representativeness of the NIS as well as the impact of those cases on the final vaccination coverage estimates. Specifically, we report whether the inclusion of cases collected due to incentives significantly alters vaccination estimates on individual antigens as well as the series complete vaccination schedules. We also examine if the cases completed due to incentives significantly alter the demographic profile of respondents (e.g., race, parental education, income, poverty status). In addition, we construct a logistic regression model of the impact of incentives on completing the interview with consent to contact vaccination providers, controlling for various other factors.

ASSESSING OPINION ABOUT HEALTH AND THE ENVIRONMENT

Public Reactions to Global Health Risks. Shirley S. Ho, University of Wisconsin-Madison (ho1@wisc.edu); Dominique Brossard, University of Wisconsin-Madison (dbrossard@wisc.edu); Dietram Scheufele, University of Wisconsin-Madison (scheufele@wisc.edu).

Over the past two decades, newly emerging infectious diseases have developed into major global health concerns, sparking intense media coverage and generating large numbers of public opinion polls tapping Americans' reactions to global health threats. This study explores the patterns underlying public opinion across 56 different polling questions about avian flu, severe acute respiratory syndrome (SARS), West Nile virus, Mad Cow disease, and anthrax, drawn from surveys administered between January 2001 and June 2006. Public attention to news coverage of the emerging infectious diseases closely followed the event-driven pattern of the coverage in the New York Times and the Washington Post. Coverage in these two elite opinion-leader newspapers has been fragmented and event-driven, peaking in relation to newly reported human infections or the spread of infected livestock or birds, and then quickly fading into periods of non-coverage (when the diseases have been contained). While coverage of anthrax, SARS, and to a lesser extent, the West Nile virus, reached celebrity status during this period, coverage of the avian flu and Mad Cow disease in the two newspapers have been relatively low. Interestingly, a greater proportion of the public indicated paying very close attention to news on anthrax, SARS, and the West Nile virus than news on the avian flu and Mad Cow disease. Overall, public concerns about the threats of the diseases to individuals and their families, and public perceptions of the likelihood of contracting the diseases, fluctuated considerably over the past six years. Conversely, Americans' confidence in the government's handling of an outbreak of avian flu and anthrax showed only moderate fluctuations over the years. Poll data also showed that items tapping U.S. opinion about national threats posed by the diseases, precautionary steps taken, behavioral changes in people's daily lives, and general knowledge remained rather constant in the last few years.

Public Opinion and Global Warming Policy in California. Mark Baldassare, Public Policy Institute of California (baldassare@ppic.org); Sonja Petek, Public Policy Institute of California (petek@ppic.org).

There is a growing scholarly literature relating public opinion to policy change. While past studies have also linked awareness of public support for environmental laws to the adoption of these new policies, recent examples are available in California. This paper will focus on two key pieces of global warming legislation that were passed by the California legislature in recent years: Assembly Bill 1493, signed into law in 2002 by Democratic Governor Gray Davis, which requires automakers to limit the amount of greenhouse gas emissions from new cars beginning in 2009, and Assembly Bill 32, signed into law in 2006 by GOP Governor Arnold Schwarzenegger, which requires a rollback of greenhouse gas emissions to 1990 levels (a 25% reduction) by the year 2020. Using comprehensive data collected as part of the Public Policy Institute of California (PPIC) Statewide Survey, this paper examines public opinion trends from 2000 to 2006 on environmental issues such as air quality perceptions, attitudes towards energy supply and environmental regulations, and preferences for global warming policies. Moreover, we specifically asked a question about Assembly Bill 1493 before the bill was signed into law in 2002, and this year we

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asked a question about Assembly Bill 32 before that bill was signed into law later in 2006. The public opinion trends in recent years reflected an array of environmental concerns and public policy preferences that would result in public awareness of the fact that there is broad and bipartisan public consensus that global warming is an urgent problem that is in need of immediate attention by state government. While the greenhouse gas emission laws in California have significant effects at the state level, they have also influenced the national debate about global warming policy, thus providing an important new scholarly arena to examine public opinion and policymaking.

Effective Public Communication on Air Quality and Health: A Case Study of Research in Action. Keith Neuman, Environics Research Group (keith.neuman@environics.ca); Dave Henderson, Environment Canada (Dave.Henderson@ec.gc.ca); Tonya Bruin, Health Canada (tonya_bruin@hc-sc.gc.ca).

Air pollution constitutes one of the major environmental challenges facing North Americans today. Policies and programs are underway to improve ambient air quality, but this represents a long-term process. In the meantime, a key priority is to effectively inform the public (especially those at greatest risk) about air quality conditions on an ongoing basis, so individuals can take actions to reduce their exposure and also their personal contribution to poor air quality conditions. Most urban centres provide ongoing reporting of local air quality conditions, and advisories are issued during poor air quality episodes. This information has important limitations, in part because it provides little or no information about the health risks associated with exposure to air pollution. This paper presents a case study of how public opinion research has been effectively used to support the development of a new air quality health index (AQHI) for Canada. This new index, intended to serve as a national standard, is based on the most current scientific data and incorporates the human health risk dimension. The public opinion research consisted of a series of quantitative and qualitative studies conducted over the 2004 to 2006 period that served first to guide the development of the AQHI, and then to evaluate its effectiveness in pilot studies conducted in Nova Scotia and British Columbia. One of these studies involved an innovative pre-post design to measure the impact of using the index over an eight week period by a recruited sample of 120 residents in two pilot communities. The paper will describe the AQHI initiative, how public opinion research was used to guide the initiative and evaluate its effectiveness, and address lessons and implications for how this type of research can guide future policy and communications initiatives.

"Who Would Want My Organs?" Older Adults' Attitudes and Opinions about Organ Donation. Kimberly Downing, University of Cincinnati (kim.downing@uc.edu).

Currently in the U.S. over 90,000 people are on the national waiting list for an organ transplant. Many patients will die waiting for an organ. Still, many people in the U.S. have not indicated their intent to become an organ donor. Recent research of Ohio's organ donor registry indicates that younger adults, those 18 to 49 years of age, have increased in their rate of organ donor registration since 2002 when Ohio changed state law to make the Ohio Organ Donor Registry a donor-designated registry (or 1st person consent registry). During the same time period (2002-2006), the percentage of older adults (age 50-70) registering as an organ donor remained steady with little increase. Currently 50-60% of younger adults compared to 30-35% of older adults have registered to be an organ donor in Ohio's organ donor registry. Although there is speculation and anecdotal accounts why older adults do not register at the same rate as younger adults, to date there has been little research conducted to ascertain the reasons why organ donor registrations are higher in the younger age group and remain unchanged with older adults. Further, there has been little research reported on the differences in attitudes and beliefs between these two age groups. This research paper explores the differences between the older adults (50 to 70) and younger adults (18 to 49) on behavior, attitudes, and beliefs about organ donation. Three separate statewide RDD telephone surveys were conducted in 2001, 2003 and 2005. Two thousand Ohio adult residents were interviewed for each survey. This research will use the pooled data set of over 6,000 cases for analysis. The three organ donation surveys asked about awareness, attitudes, beliefs and behavior regarding organ donation. The surveys were funded through State of Ohio and US-DHHS research grants.

DEVELOPMENT AND DEPLOYMENT OF ADDRESS-BASED SAMPLING FRAMES

Coverage and Utility of Purchased Residential Address Lists: A Detailed Review of Selected Local Areas. Sylvia Dohrmann, Westat (SylviaDohrmann@westat.com).

Recently there has been much interest in using address lists originating from the United States Postal Service (USPS) as area sampling frames in place of on-site enumerations of dwelling units. While it has become clear that purchased USPS lists are less costly than the process of on-site enumeration, it is still unclear as to whether these lists are adequate as substitutes for them. For example, there are issues with undercoverage of dwelling units in rural areas and special units such as dorms or other group quarters, which require practical ways of discovering and assigning probabilities of selection to these missed units. The cost of this undercoverage may in some areas compromise the utility of the USPS lists. In this presentation, we compare the coverage of purchased lists for a selection of PSUs (Primary Sampling Units), differing in size and composition, compared to area sample frames created using on-site enumeration. To evaluate the coverage of the lists, we geocoded these lists to place them into the second stage sampling units (or area segments). We will examine the coverage of the USPS lists by comparing them to enumerated lists and review what type of areas are more completely covered by the USPS lists. We will also demonstrate how the extent to which the addresses on the purchased lists can be geocoded relates to their usefulness as the basis for area sampling frames.

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Comparing Mixed-Mode Address-Based Surveys with Random Digit Dialing for General Population Surveys. Michael W. Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Michael P. Battaglia, Abt Associates (Mike_Battaglia@abtassoc.com); Martin R. Frankel, Baruch College, City University of New York (Martin_Frankel@abtassoc.com); Larry Osborn, Abt Associates (Larry_Osborn@abtassoc.com); Ali H. Mokdad, Centers for Disease Control and Prevention (AMokdad@cdc.gov).

In an effort to improve participation and coverage rates in surveys of the general adult population which typically rely upon random digit dialed telephone surveys, researchers have focused on the use of mixed or multiple modes of data collection used in conjunction with sampling households from address-based sampling frames. We report on the findings from one such study conducted in 2006 as part of the Behavioral Risk Factor Surveillance System (BRFSS), one of the world's largest RDD surveys. Households were sampled from the U.S. Postal Service Delivery Sequence File (DSF) with surveys conducted initially by mail followed by telephone surveys of mail nonrespondent households with an address-matched telephone number. The pilot was conducted in six states, with comparisons made to data collected from the on-going BRFSS survey conducted over the same timeframe. We provide an overview of the mixed-mode survey design, including respondent selection procedures, and make comparisons between the pilot and the ongoing survey in terms of response rates, survey demographics, and costs. The findings indicate that while the use of mixed modes may have improved response rates, the gains in participation were not substantially large. Of greater importance is that the use of address-based sampling allowed us to effectively and efficiently reach groups currently under-represented in traditional RDD surveys, including cell phone only households and households with no telephone access.

Predicting the Relative Quality of Alternative Sampling Frames. Colm O'Muircheartaigh, NORC (colm@norc.uchicago.edu); Edward M. English, NORC (english-ned@norc.org); Stephanie Eckman, NORC (eckman-stephanie@norc.org).

The paper presents a systematic review of the relative efficacy of traditional listing and the USPS address list as sampling frames for national probability samples of households. NORC and ISR collaborated to compare these two national area-probability sampling frames for household surveys. We conducted this comparison in an ongoing survey operation which combines the current wave of the HRS with the first wave of NSHAP. We report the relative coverage properties of the two frames, as well as predictors of the coverage and performance of the USPS frame. The research provides insight into the coverage and cost/benefit trade-offs that researchers can expect from traditionally listed frames and USPS address databases. For 100 small areas (secondary sampling units (SSUs) in the sample design) we carried out a field investigation of the quality of the two frames. We present a model that relates the frame quality to measures that are available in advance of the decision to use a particular frame for a survey: urbanicity, complexity of the area, the relative size of Census counts and frame counts, proportion of non-street-style addresses in the area. We also provide an estimate of the effective coverage (geocodable addresses that can be used by field interviewers as a proportion of total addresses) of the USPS frame nationally.

R&D Studies to Replace the RDD-Frame with an ABS-Frame. Ken Steve, Nielsen Media Research (); Gail Daily, Nielsen Media Research (); Paul J. Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com); Tracie Yancey, Nielsen Media Research (); Dale Kulp, Marketing Systems Group.

As the US population embraces telephone number portability, the percentage of cell-phone-only homes increases, and as telephone survey response rates continue to decline, the validity of the Random Digit Dial (RDD) sampling frame erodes. In an effort to circumvent the problems caused by this erosion, Nielsen Media Research has begun a series of R&D studies to identify and validate an Address Based Sample (ABS) frame methodology to replace the use of its current RDD frame methodology used for its TV Ratings Diary service. This paper will report progress on two fronts. First, the work that NMR has conducted with MSG to build and validate the coverage of a national ABS frame, including all 50 states and the District of Columbia, will be summarized. Second, the results of our first large scale national study in which 9,000 addresses were mailed a questionnaire to recruitment them to participate in Nielsen's one-week TV diary survey and to gather data on a series of household characteristics will be summarized. Two treatments were deployed in an experimental fashion in this study: (a) the nature of a reminder letter and (b) the amount of a contingent incentive promised. Furthermore, respondents' were provided three modes to complete the questionnaire: return USPS mail, toll-free 800-number, and internet.

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2006 PRE-ELECTION POLLS I

What Incumbent Rule? Reevaluating Conventional Wisdom on the Assumed Connection between Undecideds and Challengers. Douglas Usher, Widmeyer Research and Polling (dougusher@gmail.com); Gregory Wawro, Columbia University (gjw10@columbia.edu).

Every election season, smart pundits and pollsters offer an important piece of advice for election prognosticators: focus on the incumbent's vote share in the poll, not the poll's margin. The received wisdom is that undecided voters break against incumbents on election day; incumbents below 50% near election day are vulnerable. This benchmark drives strategic resource allocation decisions for party committees and outside organizations in the final weeks of campaigns, but is imperfect. Many "sub-50%" incumbents do win (e.g., in 2004, Senators Bunning and Murkowski in 2004). Many undecided voters break back to "underdog" incumbents on election day, confounding pundits and strategists. This paper provides needed insight into the incumbent rule. It provides a broader analysis of undecideds by looking at Senate races over the past seven cycles, and will be updated after the current election. To fully measure an incumbent effect, we need a political office that has a full range of polling – not just from competitive races. Senate races fit this bill: in the Hotline's compendium of public polling on Senate races, we found public polling for 209 Senate races. This year, there is public polling for nearly every race. Our preliminary analysis reveals three important findings: 1) The bulk of undecided voters break away from incumbents. 2) The most experienced incumbents are the least likely to get a portion of the undecideds. For one and two term incumbents, undecideds break about 2 to 1 for the challenger. For those with three or more terms of experience, that ratio climbs to more than 3 to 1. 3) In almost every case, the incumbent gets some share of the undecideds. In sum, the "incumbent rule" of undecideds makes sense: undecideds break away from incumbents. However, the "50% rule" takes the incumbent rule to extremes that are, in most cases, false.

Predicting Likely Voters: Using a New Age Methodology for an Age-Old Problem. Gregg R. Murray, State University of New York-Brockport (gmurray@brockport.edu); Chris B. Riley, State University of New York-Brockport (crl0503@brockport.edu); Anthony Scime, State University of New York-Brockport (ascime@brockport.edu).

There has been a long-term concern and rising public criticism about the discrepancy between poll and election results. One noted culprit is the difficulty of identifying likely voters as noted particularly during the 1998 and 2000 elections (Dimock et al. 2001). This problem is not unique to these recent elections, and it along with its attendant inaccuracies pose a long-term challenge to the survey industry. Data mining is an emerging methodology with proven utility in a number of fields, particularly marketing, that lends itself well to identifying likely voters. It is an inductive process that involves the exploration and analysis of large quantities of data using mathematical algorithms and computer learning techniques to detect hypothesized and previously unknown relationships in order to predict behaviors and other outcomes. Data mining is a process that allows researchers to evaluate data in-depth to discern complex patterns, generate rules, and uncover previously unknown relationships and data structures. In this research, we use an iterative expert-data mining methodology (Scime and Murray, forthcoming) to evaluate the American National Election Study (ANES), a publicly funded, long-term series of public opinion surveys designed to produce research-quality data on voting, public attitudes, and political participation. The ANES has been conducted nearly every federal election year since 1948 and, in the process, has interviewed more than 47,000 respondents and resulted in more than 900 survey items. We data mined the 900-item ANES to reduce dramatically the number of variables needed to identify likely voters and enjoyed success rates approaching 80% with as few as four survey items. This success and efficiency compare favorably with Freedman and Goldstein (1996), whose 10-item method enjoyed a success rate of 78%, and Dimock et al. (2001), whose eight-item index correctly classified 73% of registered voters.

Social Desirability, Faulty Memory, and Satisficing in Vote Over-Reporting: A Cross-National Comparison of the American and British Electorates. Allan L. McCutcheon, University of Nebraska-Lincoln (amccutcheon1@unl.edu); Ipek Bilgen, University of Nebraska-Lincoln (bilgenipek@yahoo.com); Robert Belli, University of Nebraska-Lincoln (bbelli2@unl.edu); Rene Bautista, University of Nebraska-Lincoln (rbautista@parametria.com.mx).

The dynamics of over-reporting in self-reports of voting behavior have been the focus of a number of voter validation studies conducted by electoral scientists and survey methodologists. Many of these studies examine the hypothesis that over-reporting results primarily from social desirability; that non-voting respondents who feel most compelled to vote are those most inclined to misreport their actual (non-) voting activity. Other researchers focus on the competing hypothesis that a substantial proportion of over-reporting results from false memories; that respondents who vote only intermittently are prone to misremember their actual voting behavior from the most recent election, and are thus likely to over-report their voting. In this paper, we examine each of these earlier hypotheses, and add a test of a third hypothesis—that respondents with low response propensity are more likely to satisfice, thus resulting in higher levels of vote over-reporting. This study compares patterns of vote over-reporting in recent American presidential elections to the patterns observed in recent British elections, using the vote validation data from the American National Election Studies and the British Election Studies. The three hypotheses regarding the sources of vote over-reporting—the social desirability, faulty memory, and satisficing hypotheses—are compared in the two electorates. Specifically, measures of political interest, knowledge, efficacy, partisanship, duration of time lapse from voting day to post-election re-interview and the number of re-interview attempts, as well as a set of demographic variables, are included in a multinomial logistic regression model for validated voters, admitted non-voters and vote over-reporters. Preliminary results suggest that among the British electorates, respondents with low response propensity (i.e., satisficers) are far more likely to over-report voting than validated voters. Moreover, among the American electorates, respondents with low response propensity measures are far more likely to over-report voting than both validated voters and admitted non-voters.

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The Incumbency Rule in an Anti-Incumbent Year: Examining the Effect of Partisanship and Incumbency on Pre-Election Polls in the 2006 Midterm Elections. Christopher Paul Borick, Muhlenberg College (cborick@muhlenberg.edu).

One of the standard “rules” in interpretation of pre-election polls holds that incumbents will not get a higher percentage of the vote than what they receive in polls leading up to the election. This rule is based on a general belief that incumbents are so well defined for the public that undecided voters will break towards challengers on Election Day. While this rule is regularly employed in the media, there has been little scholarly work which verifies the notion’s validity. The most notable empirical studies of the “incumbent rule” were completed by Panagakis (1989) and Bowers (2004). Both studies showed that most undecided voters do break towards challengers, although the Bowers study found incumbents gaining a greater share of undecided voters in the 1990s than Panagakis found in the 1970s and 1980s. While there is some evidence supporting the “incumbent rule,” how does it hold up in a year when incumbents are struggling for political survival? More specifically, is incumbent tracking less accurate in a year when incumbents are more likely to lose their seats? To help answer this question we develop a research design in which the accuracy of pre-election polls in predicting incumbent election results is compared in 2004 and 2006. While few incumbents were defeated in 2004, a relatively large percentage of incumbents lost in the 2006 election. Notably all the incumbents that were defeated in 2006 were Republican. Given this fact it is useful to explore the impact of partisanship on the incumbency rule. For example, did Republican and Democratic incumbents’ tracking perform equally well in 2006 or was there a partisan effect that impacted the accuracy of predicted incumbent support levels? With Democrats outperforming many predictions of congressional seat gains it is reasonable to suspect that Republican incumbents may have underperformed pre-election tracking more than Democrats.

CELL PHONE SURVEYING: SAMPLING AND WEIGHTING

Sampling and Interviewing Methods for Cell Phone Surveys. J. Michael Brick, Westat (mikebrick@westat.com); Sherman Edwards, Westat (edwards_s@Westat.com); Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu).

A pilot study of interviewing adults in cell-only household phones was conducted in 2006 in conjunction with the California Health Interview Study (CHIS), a large-scale random digit dial (RDD) telephone survey. The goal of the pilot was to evaluate the feasibility of sampling adults in households with only cell phones for the CHIS and of conducting the full 35-minute adult CHIS interview over a cell phone. These are features which have not been examined in previous research in cell phone surveys, but are essential if cell phone households are to be included in telephone surveys. This paper describes the development of procedures for sampling of both households that have only cell phones and adults within those households. The outcomes of the adult sampling provide some evidence about the practicality of this procedure. We also present findings on response and cooperation rates from the pilot and compare these to the comparable landline CHIS survey and to previous cell phone surveys.

Combining Cell Phone and Landline Samples: Dual Frame Approach. Randal S. ZuWallack, ORC Macro (randal.s.zuwallack@burlington.orcmacro.com).

As we witness the technological and cultural shift in telecommunications, the telephone research community is actively pursuing new ideas and methods to keep pace. Cell phone samples are becoming a more popular mode to reach respondents. There are barriers to overcome—inbound charges and safety concerns—but advantages to harness. As a personal device, cell phones provide a direct communication link to respondents, particularly young adults, at virtually any time of day. Our research suggests that most respondents have their phones on all or most of the day and a high percentage are between the ages of 18 and 24. In coordination with six states, ORC Macro began interviewing via cell phone in October 2006. Respondents are administered a short health survey similar to the Behavior Risk Factor Surveillance Survey (BRFSS). We develop a framework for establishing the overlap in frame coverage for weighting the cell phone samples with traditional BRFSS samples. Most respondents reported that they also have a landline, and therefore were also eligible for selection in the landline sample. Built into the cell phone sample is an experiment with a two stage cluster sample inspired by Mitofsky-Waksberg methods. Working cell phone numbers are used to identify clusters where we draw second stage units. Preliminary results based on the first months of the sample suggest that the percentage of working cellular numbers is about 50 percent, but varies from state to state. Supplementing a landline sample with a cell phone sample improves the population coverage. Because the frames overlap in their population coverage, proper selection probabilities are crucial to developing an appropriate weighting scheme. Without list-assisted luxuries and imposed legal restrictions on predictive dialers, we must look for other methods to build in sampling efficiencies.

Integrating Cell Phone and Traditional Sampling and Weighting in the Behavioral Risk Factor Surveillance System. Martin R. Frankel, Baruch College, City University of New York (mfrankel14@yahoo.com).

In recent years, dramatic increases in the cell phone only, non-landline population have lead many researchers to conclude that cell phone samples must be integrated into traditional RDD designs. Early experimentation into cell-phone-only non-coverage has generally concentrated on applying the basic RDD household sampling model to cell phone numbers. We believe that a more appropriate sampling model should be adopted that recognizes that most cell phones are owned and used by individuals, and should associate the cell phone number with that individual. We applied this new sampling and weighting model to a pilot study conducted as part of the Behavioral Risk Factor Surveillance System (BRFSS). The BRFSS currently uses a list-assisted sample of landline telephone numbers and conducts interviews only over a landline. For the pilot, we selected a sample of telephone numbers from dedicated cellular 1,000-blocks in three BRFSS states (Georgia, Pennsylvania, and New Mexico). In screening for eligible sample members, all sample adults with only cellular telephone service were included and a subsample of adults with cell phone and landline telephones was selected. The weighting procedures involved dividing the BRFSS landline sample into adults with landline and cellular telephones, and adults with only landline telephones. The cell phone sample was divided into adults with cell and landline telephone, and adults with only cell phones. Finally, to integrate the BRFSS and cell phone

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samples the two samples covering the joint cell phone and landline adult population were combined using a weighting procedure. We discuss the details of this procedure and demonstrate how inclusion of the cell phone sample can help to improve the representativeness of the overall sample and reduce potential bias in the survey estimates. We also discuss a procedure for making an adjustment to compensate for the exclusion of adults living in households without any telephone service.

Constructing Weights for Landline and Cell Phone RDD Surveys. Courtney Kennedy, University of Michigan (ckkenned@umich.edu).

Combining cases from the landline and cell phone Random Digit Dial (RDD) frames to produce dual-frame estimates is a key challenge facing survey researchers conducting telephone surveys of the U.S. general population. This process necessitates constructing weights that appropriately reflect respondents' probabilities of inclusion in each of the samples. A growing body of empirical work suggests that telephone status does not necessarily reflect the probability that a person can actually be reached through a certain type of phone (e.g., persons using their landline for outgoing calls only). This raises questions concerning whom should be sampled from the cell phone RDD frame (screen for those without a landline?) and what information should be collected to calculate their probabilities of selection. In 2006 the Pew Research Center conducted four independent studies sampling from both the landline and cell phone RDD frames. This paper presents the results of extensive experimentation with different weighting strategies for dual-frame estimation. A number of variables (telephone status, phone sharing, multiple phone ownership, relative phone usage, and frequency of having the phone turned on) were considered as potential factors influencing probabilities of selection. In addition, simulations were conducted to determine the effect of including all respondents sampled in the cell phone RDD frame as opposed to screening for those who do not have a landline. The distribution and variances of the different experimental weights are compared along with the resulting point estimates and several multivariate statistics. Several weighting strategies performed reasonably well, while others (particularly those featuring highly-skewed variables) were less successful. Recommendations for survey questions to be used for weighting purposes in future dual-frame landline and cell phone RDD surveys are provided.

RESPONDING TO OPEN-ENDED QUESTIONS

Improving Response Quality in List-Style Open-Ended Questions in Web and Telephone Surveys. Jolene D. Smyth, Washington State University (jsmyth@wsu.edu); Don A. Dillman, Washington State University (dillman@wsu.edu); Leah Melani Christian, University of Georgia (lmchristian@wsu.edu).

Most research on improving the quality of open-ended questions has focused on increasing the amount and type of descriptive information in responses. For example, recent research has shown that in paper surveys the quality of open-ended answers can be improved by increasing the size of answer spaces. A follow-up study shows that size does not improve responses in web surveys, but that other means such as emphasizing the importance of the question and suggesting that respondents take their time responding improves the quality of responses. Moreover, the quality of web answers can considerably exceed the quality achieved by mail. In this paper, we build upon this previous research by examining a different type of open-ended question, the list-style question, where respondents are asked to provide a list of items such as additional businesses they would like in their community. We examine the results of web experiments—conducted in 2006 using random samples—that compare the type of answer spaces provided, the number and size of answer spaces, and the effects of verbally labeling them ($n = 1,369$). In telephone experiments, conducted simultaneously in 2006, we examine the effects of specifying the number of items desired and of probing for additional items ($n = 1,600$). We measure the quality of responses by the number and type of items listed, whether respondents elaborate, item nonresponse, and response time. Together, these results suggest that manipulating the visual design of the answer spaces in web surveys and additional verbal instructions in telephone surveys can improve the quality of responses to list-style open-ended questions and that these design changes may result in comparable responses across web and telephone modes. Overall, research is beginning to suggest that web surveys may provide a new opportunity to increase the use of open-ended questions by improving response quality.

Context Effects and Thinking about Spending Practices: Open-Ended Responses in an “Out of the Blue” vs. Primed Survey Context. Carolyn L. Funk, Pew Research Center (cfunk@pewresearch.org).

In most survey contexts, prior questions are thought to prime ideas and considerations that come to mind when answering questions that follow later in the questionnaire. Attention to context effects has typically focused on closed-ended, not open-ended questions. Further, most past studies on context effects have focused on attitudes and subjective evaluations, rather than behavioral reports. This paper reports the results of a split-form experiment from a Pew Research Center survey that looks at context effects in response to open-ended behavioral reports. In both experimental conditions, three open-ended questions about general spending practices are asked. In one condition, the open-ends are preceded by a series of close-ended questions about regular expenses; thus, specific spending categories are primed in this context. In the other condition, there are no preceding questions on a relevant topic; the open-ended questions are asked ‘out of the blue’ in this context. The out of the blue context is expected to elicit more responses from non-primed categories of spending, more item nonresponse, and more responses in general, rather than specific, categories of spending relative to the primed context. The conclusion lays out the implications of the findings for thinking about context effects and draws some recommendations for asking open-ended behavioral reports.

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Comparison of Responses from Machine-Coded and Human-Coded Open-Ended Questions. **Masahiko Aida, Greenberg Quinlan Rosner Research (maida@gqrr.com); Amy R. Gershkoff, MSHC Partners (agershkoff@gqrr.com).**

We propose a computer-based coding solution for open-ended questions, it codes faster and picks up responses that human coders tend to overlook. We discuss algorithm, nature of the errors, and cost/time reduction by the program. In the middle of the election cycle, pollsters want to know voters' rational for their vote choice, and often ascertain this through an open-ended questions whereby a diverse set of responses ensues. Field coding by the interviewers tend to result in higher proportion of "other" answers (Collins & Courtenay, 1983), while having analysts code the data is too time consuming and expensive. We developed a machine coding system for open-ended responses using keyword matching, and compared with coded responses by human coders. There are multiple sources of errors in open end questions, the first type of errors belong to the domain of observational errors (Groves, 1989). Open end questions rely on linguistic command of the respondents, adequate probing, and the recording of the verbatim by interviewers; literatures suggest that the abilities of the respondents to express their opinion may not have large impact; however, effects of interviewer variance are recorded. Another stage of errors stem from the post-processing phase, when coders code verbatim according to predefined set of categories, they could fail to pick up valid responses, or classify responses into wrong categories. Our research focuses on this stage of the process, trying to establish machine coding system that outperforms human coders. Machine coding with a "good" code frame tend to outperform human coders, as the computer program was superior for such an exhaustive search, while human coder were better at adapting minor changes in vocabulary or change in word forms. Therefore, an algorithm to create/update the machine-optimized code frame will be discussed.

Ignorance or Ambivalence? Nonresponse to Open-Ended Survey Questions. **Sunshine Hillygus, Harvard University (sunshine_hillygus@harvard.edu); Chase H. Harrison, Harvard University.**

Survey research has shown that "Don't know" or skipped responses can mean different things depending on the respondent. Abstention or 'Don't know' responses are thought to reflect social complexity, cognitive complexity, or ambivalence (Berinsky 2004; Alvarez and Brehm 2002). Much less is known about nonresponse to open-ended questions, even though skipping rates are generally higher for open-ended questions and these questions are often-times thought to represent the gold standard in measuring some attitudes (Gershkoff 2006; Krosnick forthcoming). We argue that survey nonresponse to open-ended questions is not adequately explained by either sophistication or ambivalence. Moreover, treating all open-ended survey nonresponses as equivalent can produce biased effects in data analysis. In this paper, we examine heterogeneity in survey nonresponse to open-ended questions using a unique nationally representative survey experiment as well as the American national election study. Preliminary results of the classic NES question, "Is there anything in particular that you don't like about the Democratic party? What is that?" sometimes reflect ignorance or ambivalence, but other times reflects rational abstention. We demonstrate that ignoring abstentions in empirical models can produce inaccurate conclusions.

METHODOLOGICAL BRIEFS: SAMPLING ISSUES

Non-Coverage Bias in Telephone Surveys in Egypt. **Mahmoud Ahmed El-Kasabi, The Information and Decision Support Center (mkasapi@idsc.net.eg); Sahar El-Tawila, Cairo University; Ali El-Hefnawy, Cairo University.**

Telephone surveys are powerful tools for collecting quick and low cost data, but at the same time the telephone sample frame does not represent all households in the population, because the non-telephone households are excluded from the telephone sample frame. Telephone coverage in Egypt stands now at a moderate level of 53 percent, which represents a threat to the accuracy of the measures obtained from telephone surveys. This paper attempts to answer the following questions; what are the correlates of telephone ownership in Egypt? And whether the weighting process of the telephone household data will reduce the bias in their results and make them more representative of the total population?

Improving Contact Information for Mobile Populations: An Advance Contact Experiment. **Megan Henly, U.S. Census Bureau (megan.m.henly@census.gov); Andrew Zukerberg, U.S. Census Bureau; Amy Herron, U.S. Census Bureau.**

Locating individuals who have been selected into a sample is an important first step for many surveys. The National Survey of Recent College Graduates (NSRCG) has a very mobile target population. In past years, the NSRCG successfully updated a number of addresses by mailing a Telephone and Address Verification Form (TAVF) to the last known address of the graduate prior to soliciting a survey response. The TAVF is a means to obtain an updated address for sample cases and to identify sample cases with addresses that are not valid. In the 2006 NSRCG, an experiment of 15,876 recent college graduates compared the effect of mailing a sample TAVF against mailing a colorful brochure that requested the same information but also highlighted results from previous surveys. Three brochures were developed: one was designed to appeal to graduates of specific fields of study with historically high nonresponse; the second highlighted data of interest to racial minorities who also have lower response rates; a third brochure was generic and provided survey results relevant to all graduates. This paper will evaluate the results of this experiment and recommend methods to better improve contact information for highly mobile individuals.

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Linking Mailing Addresses to a Household Sampling Frame Based on Census Geography. Katherine B. Morton, RTI International (bowman@rti.org); Joseph P. McMichael, RTI International (mcmichael@rti.org); James Cajka, RTI International (jcajka@rti.org); Ross Curry, RTI International (rjc@rti.org); Vincent Iannacchione, RTI International (vince@rti.org); David Cunningham, RTI International (dbc@rti.org).

Oftentimes, sampling frames for household surveys are based on Census geography in order to ensure complete geographic coverage of the target population during the first stage of sample selection. Subsequently, counting and listing methods can be used to create household frames within sampled areas for the final stage of sample selection. However, these methods are often cost and time prohibitive. RTI International has conducted research to investigate potential advantages of using residential mailing lists instead of the traditional onsite enumeration methods in an area-based survey. An inherent challenge in this process is that of linking mailing addresses to a corresponding frame. For this research, a Geographic Information System (GIS) has been used to identify addresses located within the sampled block. Other challenges addressed in this paper are those related to inclusion of areas known to have poor mailing list coverage such as rural areas, areas without home delivery of mail, and areas with simplified mailing addresses. Secondary sources are often needed to supplement the residential mailing lists in these areas.

Suitability of the USPS Delivery Sequence File as a Commercial-Building Frame. Stephanie Eckman, NORC (eckman-stephanie@norc.uchicago.edu); Michael Colicchia, NORC; Colm O'Muircheartaigh, NORC.

The USPS Delivery Sequence File (DSF) has proven to be an accurate and low-cost frame for household surveys. In recent years, most national survey research firms have used the DSF as a residential frame or as a supplement to a traditionally-listed frame. However, to our knowledge, no research organization has evaluated the use of the DSF as a frame of non-residential buildings. Given the success that we and other organizations have had using the DSF as a household frame, we are optimistic that the database will provide good coverage of non-residential buildings as well. But before we or others can begin using it as a frame, we must assess its accuracy and coverage. We have conducted such an assessment in eleven segments across the United States. For each of these segments, we have both the recent field listing of commercial buildings as well as the DSF database of non-residential delivery points. We will compare the two frames and present results on what kinds of buildings and segments are overcovered and undercovered by each frame. We will report the percent of addresses in each frame that we are able to match, as well as which variables are good predictors of the performance of the DSF frame. This research will benefit many surveys by providing insight into the coverage and cost/benefit trade-offs of the two listing methods.

Screening for Low-Income Telephone Households and People Who Do Not Have Health Insurance: Using Auxiliary Sample Frame Information for a Random Digit Dial Survey. Timothy Triplett, The Urban Institute (ttriplet@ui.urban.org); David Dutwin, International Communications Research (ddutwin@icrsurvey.com); Sharon Long, The Urban Institute (slong@ui.urban.org).

This paper describes the results of oversampling low-income areas in Massachusetts by separating telephone numbers into high, medium and low-income strata based on census tract information for each telephone exchange's 100 banks of numbers. The purpose of this sample design was to obtain a representative sample of adults without health insurance living in low (less than 300 percent of the federal poverty level (FPL)) and medium (between 300 and 500 percent FPL) income families while still being able to produce reliable overall estimates. The oversampling of the low and medium income strata did increase the number of interviews completed with adults who do not have health insurance as well as increase the number of interviews done with adults living at or below 300 percent FPL. The oversampling of low-income areas eliminated the need to screen households based on income; however, it did not eliminate the need to screen households to find uninsured adults. This paper will compare the expectations of the oversampling with the actual results. Then look at the effect the oversampling had on the precision of the survey estimates by isolating the affect the oversampling had on the overall survey design effects. Finally, this research will conclude with what the optimal sampling strategy should have been given the actual incidence rates in each strata and the impact the oversampling had on the overall survey design effect.

Using Peer Locating Procedures to Improve Locate and Contact Rates in a Longitudinal Study. Brian M. Evans, RTI International (evans@rti.org); Tiffany Mattox, RTI International (tmattox@rti.org); Casey Tart, RTI International (ctart@rti.org); Douglas Curriyan, RTI International (dcurrivan@rti.org); Laura Burns, RTI International (lburns@rti.org); Saju Joshua, RTI International (sjoshua@rti.org).

As survey response rates continue to decline, there is a greater need to develop innovative approaches to tracing procedures to facilitate contacting sample members. RTI International recently completed a second follow-up survey for the Education Longitudinal Study of 2002, conducted for the National Center for Education Statistics, U.S. Department of Education. The study follows high school students over time to determine how their high school experiences influence their life as they progress on to college and into the work force. Sample members were about 20 years old as of the second follow-up, a time when they were very mobile and difficult to contact. A few months into the data collection period we implemented a peer locating strategy for sample members that had not yet completed the survey. We sent emails to participants who had completed the survey asking them to provide contact information for their former high school classmates who participated in the high school rounds of the study. They were encouraged to log into a secure study website and go to a restricted area to provide contact information about them. A few weeks later we conducted phone calls to the sample participants who did not provide information in response to the email asking for the same information. In this paper we explore peer locating as a viable tool for contacting respondents. We analyze the data obtained through the website in response to the email and through telephone contacts. We categorize the usefulness of the information obtained and compare it to the final outcome of the case. Additionally, we study the characteristics of participants that were difficult to contact as well as those who provided information. Lastly, we draw conclusions on the value of the data obtained and the effectiveness of this procedure.

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How Do You Hide a House? Factors Associated with the Declining Working Residential Number Rate. Whitney Murphy, NORC (murphy-whitney@norc.org); Martin Barron, NORC (barron-martin@norc.org); Kirk Wolter, NORC (wolter-kirk@norc.org); Meena Khare, National Center for Health Statistics (mkhare@cdc.gov); Karen Wooten, Centers for Disease Control and Prevention (karen.wooten@cdc.hhs.gov).

The success of telephone surveys depends not only on the identification and cooperation of eligible respondents, but also on the ability to identify households from a random sample of telephone numbers. The working residential number (WRN) rate measures the proportion of households in the sample and is calculated as identified household lines as a proportion of all resolved telephone numbers in the sample. Telephone surveys have been experiencing a decline in the WRN rate over the past several years, resulting in increased survey costs and lower response rates. In the National Immunization Survey (NIS)-a nationwide, list-assisted random digit dial survey-the WRN rate has been steadily declining since 1997 (from 48.4% in 1997 to 29.2% in 2005). Further, the decline may be accelerating; the WRN rate has decreased by an entire percentage point per quarter over the past two years. The NIS is conducted by the NORC at the University of Chicago for the Centers for Disease Control and Prevention and monitors vaccination rates of children 19-35 months of age. Each year, the NIS samples over 1 million households per quarter for an annual sample of approximately 27,000 children across the United States. The survey provides a rich source of data for the analysis of the WRN rate. This paper explores factors contributing to the decline in the WRN rate and considers the WRN rate under alternative list-assisted RDD sampling designs.

Supplementing the Coverage of Household Sampling Frames Based on Residential Mailing Addresses. Joseph P. McMichael, RTI International (mcmichael@rti.org); David Cunningham, RTI International (dbc@rti.org); Vincent Iannacchione, RTI International (vince@rti.org).

Some recent area household surveys have used sampling frames constructed from residential mailing address lists as opposed to more costly and time-consuming counting and listing methods. Undercoverage is a common concern with frames based on mailing addresses. Sampling frames based on counting and listing use the half-open interval (HOI) procedure to capture new construction or housing units (HUs) missed during the listing process. The HOI adds HUs to the frame by searching for new units in the interval between the selected unit and the next unit on the frame. To be effective, the HOI procedure requires that the frame be sorted in geographically proximal order. For mailing addresses, this ordering can be approximated by arranging the addresses in the order of mail delivery. However, this ordering is problematic in situations that involve mailbox clusters, a delivery sequence that crosses a road, and in areas where there is no home delivery of mail. In 2006 RTI conducted a field study investigating coverage differences between a sampling frame based on traditional counting and listing and a sampling frame based on residential mailing addresses. One aspect of this work entailed creating and validating a robust HOI procedure for use when constructing a frame based on address lists. This work included developing algorithms to reliably predict the next address, establishing standardized field procedures for determining the next address in proper list sequence, and using maps and GIS technology to inform the HOI. Our paper will present our findings and provide suggestions for implementing a robust HOI procedure that ensures adequate population coverage when constructing a sampling frame using residential mailing addresses.

RESPONSE RATES AND RDD SURVEYS

Declining Working Phone Rates Impact RDD Efficiency. Linda B. Piekarski, Survey Sampling International (linda_piekarski@surveysampling.com).

In survey research, Working Phone Rate (WPR) refers to the proportion of telephone numbers in a sample that are working numbers. Nonworking numbers include numbers that are not-in-service, disconnected or have been changed. However, a working number may not be an eligible number. Working Residential Rate (WRR) is the proportion of a telephone sample that connects to a residence. For a residential telephone sample, ineligible units would be those numbers that connect to an ineligible unit such as a business, a modem or fax machine. Working Residential Rates can be adversely affected by a number of factors: sample design, sample geography, listed rates, population density, mobility rates, number of businesses, telephone numbering plan changes, number demand, number assignment policies, advances in telephony and the length of time between the drawing of the sample and the fielding of the sample. This paper will examine all these factors and how, singly or in combination, they can adversely affect RDD Response Rates.

The Effects of Introductory Scripts and Respondent Incentives on Overall Participation and Subgroup Participation in an RDD Telephone Survey. Douglas B. Currihan, RTI International (dcurrihan@rti.org); Matthew Farrelly, RTI International; Joanne Pais, RTI International; Christie Phelan, ORC Macro.

Introductory scripts have the potential to significantly impact cooperation in RDD surveys. The recent, steady decline in response rates for RDD surveys has increased the importance of the introductory statements conveyed to sampled households at initial contact. A second factor that has been shown to significantly affect response to telephone surveys is the offer of respondent incentives to sampled households. Incentives can generate immediate interest among household members. This paper analyzes results of an experiment conducted as part of an RDD survey, with introductory scripts and respondent incentives as the two experimental factors. The goal of this experiment was to determine how alternative introductory scripts and incentive offers affected participation in a statewide survey on tobacco use, especially among current smokers. This experiment was part of a methodological investigation into an observed decline in smoking prevalence estimates in the New York Adult Tobacco Survey (NY ATS), as compared to the steady prevalence rates observed for the same time period in the New York Behavioral Risk Factors Surveillance System (BRFSS) survey. The two alternative versions of the introductory scripts were the original NY ATS script that highlighted the survey focus on tobacco use, and an alternative script that closely followed the BRFSS protocol and indicated a broader focus on health behaviors. The two incentive conditions tested were no incentive initially offered and an initial offer of \$20. These two sets of alternative protocols provided four conditions to which sampled telephone numbers were randomly assigned prior to data collection. The results indicated that the initial offer of an incentive had a significant positive impact on overall response rates and on smokers' participation rate. Smokers' participation was also slightly higher in both conditions employing the alternative script compared to the non-incentive condition with the original script, but these differences were not statistically significant.

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The Cost of Refusals in Large RDD National Surveys. Jeffery Stec, CRA International (jstec@crai.com); Paul J. Lavrakas, Nielsen Media Research (Paul.Lavrakas@NielsenMedia.com).

Much research has been conducted to determine whether unit non-response bias substantially impacts sample estimates derived from telephone surveys. While research findings have been mixed, many survey organizations have implemented methods to combat unit non-response and the bias that potentially can accompany it. One approach has been to address unit non-response due to sampled respondents refusal to complete a survey. This often involves “refusal conversions” where additional training, special procedures and scripts for handling refusals, and even certain types of interviewers are used to convert reluctant respondents. However, all of this additional effort comes at a cost. “Hard” costs include the additional expenditures, in terms of labor hours and phone calls, required to convert initial refusals. “Soft” costs can include lower interviewer morale that can result from the high stress, low success rate that often goes along with refusal conversions. This paper examines the cost of refusals to Nielsen Media Research (NMR) in the context of its Diary Placement Survey. Four times each year (January/February, March/April, June/July, and October/November), NMR uses a list-assisted RDD frame to sample respondent households for its national (all 50 states) dual-stage mixed-mode diary surveys of television viewing in the United States. NMR’s average response rates for this survey are far better than most other commercial RDD surveys, partly because of the substantial efforts it makes to address and attempt to avoid refusals. But, these efforts come at a cost. We quantify and estimate many of the costs NMR incurs related to refusals. We couple these cost estimates to the benefit NMR derives from undertaking these efforts. In particular, we examine the sample estimates derived from the Diary Placement survey results to determine how much cost NMR incurred to convert these refusals and the impact this effort had on its sample estimates.

Do You Know What Day This Is? Special Events and RDD Response Rates. Robert Montgomery, NORC (montgomery-robert@norc.org); Meena Khare, National Center for Health Statistics (mkhare@cdc.gov).

Halloween. Election Day. A Blizzard. Super Bowl Sunday. Holidays and other events have the potential to drastically impact the participation of respondents of random-digit-dialing (RDD) surveys. Little research has been done despite the fact that such events can plausibly be hypothesized to both increase and suppress cooperation. The National Immunization Survey (NIS)—a nationwide, list-assisted RDD survey conducted by the NORC at the University of Chicago for the Centers for Disease Control and Prevention—monitors the vaccination rates of children between the ages of 19 and 35 months. Annually NIS makes more than 12 million call attempts to households with landline telephones in the 50 US states and the District of Columbia. As one of the largest RDD surveys, the NIS is perhaps uniquely situated to examine this issue. The NIS places calls 359 days a year; every day but Christmas, New Years Day, Easter, The Fourth of July, Memorial Day, and Labor Day. We employ a database of over 24,000,000 calls to more than 58,000 households placed over a two-year period to conduct a systematic study of such cultural and weather related events in the NIS and discuss their impact on survey participation. We model the impact of these events on cooperation, refusal, and contact rates as well as CASRO response rates.

PERCEPTIONS OF CONTROVERSIAL SOCIAL ISSUES

In Search of a Question on Sexual Identity. Amanda Wilmot, U.K. Office for National Statistics (amanda.wilmot@ons.gov.uk).

The past forty years have seen significant developments in the legislation relating to equality and discrimination in the UK in six diversity strands: race and ethnicity; gender; disability; religion and belief; age; and sexual orientation. The Equality Act 2006 is a step towards extending the legislation on sexual orientation, to bring it in line with other diversity strands. In order to promote diversity and equality public bodies may be expected to collect data on sexual orientation. It may be anticipated that a government department such as the UK, Office for National Statistics (ONS) would provide advice on a data collection strategy. In September 2006, the ONS began a program of development, testing and evaluation, using both qualitative and quantitative methodologies. The aim is to provide a recommended question, or suite of questions, intended to ask for respondents’ self-perceived sexual identity (identity being the preferred term). The design of the methodologies employed during the development and testing process will encompass issues relating to the data collection and the potential influence on the results. These issues can be categorised in the following way: i) Scope ii) Confidentiality/privacy iii) Acceptability iv) Accuracy. This paper discusses these issues and the resulting methodology. Only preliminary findings from the exploratory stage of the study are available at this time.

Support for Gay Marriage and the Role of Religious/Value Predispositions: Explaining Public Opinion on a Moral Issue through the Examination of Personal Beliefs. Amy B. Becker, University of Wisconsin-Madison (abbecker2@wisc.edu).

Previous frameworks for looking at support for moral issues like gay marriage, stem cell research, and abortion have taken great pains to measure an individual’s media consumption and attention, political knowledge, and involvement with the issue. While these variables are all important factors in determining the relevancy of and ultimate support for a moral issue, this paper takes an alternative approach choosing instead to rely on individual values as manifested in degrees of religiosity and a distinction between liberalism and conservatism as bellwethers of opinion on the moral issue of gay marriage. Building upon the theoretical distinction Milton Rokeach makes between those who are open vs. closed minded, this paper shows the value of distinguishing between those who approach the issues of the day with a more fluid interpretation vs. those who are more literal in their outlook. The analyses are based on data from a national phone survey (N = 781) conducted in the fall of 2003. Preliminary findings suggest that religiosity and ideological predispositions play a considerable role in determining support for moral issues like gay marriage. In addition, levels of individual tolerance for traditional out groups offer valuable insights. At the same time, the research shows that media consumption has very little additional explanatory effect on support for gay marriage, raising questions about applications of cultivation arguments. As additional states continue to consider legislation about the future of civil unions and the definition of the institution of marriage, it becomes increasingly more important to understand the drivers of public opinion on these moral issues. And while this paper focuses specifically on the issue of support for gay marriage, the model can of course be extended to other relevant moral issues.

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Give Me Shelter: The Interaction between Religiosity and Internet Use in Controversial Attitude Formation. David Jasun Carr, University of Wisconsin-Madison (djcarr@wisc.edu); Kelly Luster, University of Wisconsin-Madison (kluster@wisc.edu); Madhu Arora, University of Wisconsin-Madison (marora@wisc.edu); Rich Cleland, University of Wisconsin-Madison (rcleland@wisc.edu).

During the 2004 general election, the internet became a powerful source for political information seeking. At the same time, a number of highly divisive issues came to the forefront of American politics – gay marriage and stem cell research in particular. For a large percentage of the population, both of these issues were framed through religious filters. This study examines how the interaction between religion and internet usage affects the attitudes surrounding these issues. Using three datasets collected by the Pew Research Center for the People and the Press, we examined these attitudes leading up to, immediately following and eight months after the 2004 general election. Our results show a significant relationship between internet use and attitudes toward both of these issues across all three datasets, even when controlling for education, income and other indicators of socio-economic status. Interestingly, people's religious predispositions moderated the impact of internet use immediately following the election. Our study explores explanations for this increased importance of religion during campaigns.

Stay-at-Home Dads: Men's Non-Traditional Work Preferences. Claire G.E. Kelley, International Survey Center (claire@international-survey.org); Sarah M.C. Kelley, International Survey Center.

Most research on the labor-force and work experiences for men focuses on actual labor force participation and unemployment: at what rates do men work fulltime or part-time outside the home, retire or go on welfare. We seek to broaden this line of research in 3 ways: (1) Investigate men's work preferences, what they want to do. It is important to understand not only what people actually do and what people consider morally right, but what people PREFER, what they would like to do. As nations become wealthier, fathers may more able to follow their inclinations rather than needing to work long hours to support their family. (2) We consider working for pay AT HOME in addition to the usual alternative of working outside the home. (3) We consider men's preferences when they have young children, not just before or after marriage or retirement. In 2004 we asked a random sample of Australian citizens (N= 1394, with 595 men) how much they would like each of five work options for when there were young children under six: full-time or part-time work, in the home or outside, or staying home without a job. Surprisingly, many men are willing to take on the role of child carer when they have young children: 17% of men would very much like to stay home without a job to care for young children and a further 34% would somewhat like to stay home. More would like to stay at home and work part-time or even full-time. Structural equation analyses show that older men have more traditional preferences – they are less supportive of part-time work or of staying home, and more supportive of full time work outside the home. Men who like children are much more positive towards all kinds of work done at home.

THE ROLE OF SURVEY RESEARCH IN DEVELOPING POLICY

Perceived and Actual Confusion about Bank Names: Using Telephone Polls and the Psychology of Memory to Inform a Policy Decision in Banking Law. Burke Grandjean, University of Wyoming (burke@uwyo.edu); Kay Lang, University of Wyoming (klang@uwyo.edu); Suzanna Penningroth, University of Wyoming (spenning@uwyo.edu).

After an application to form a new bank, an existing bank with a similar name appealed to the Banking Board, citing state law that prohibits banks in the same city from being named so similarly as to "cause confusion." We conducted two telephone polls (combined N = 600) of the relevant marketplace for banking services, designed to assess not only opinions about confusion, but also actual confusion. For actual confusion, we devised simple and complex recall tasks, modeled on psychological studies of immediate memory. Several bank names were randomly paired with colors, and respondents were then asked to recall the color paired with each bank. As predicted, respondents showed significantly more confusion (incorrect recall) about similar bank names than they did about less similar bank names (in the complex task), or about dissimilar names of food businesses (in the simple task). In the opinion questions, a majority of respondents said that they themselves perceived the two bank names as confusing, and that the names would be confusing to others. In addition, perceived confusion was significantly correlated with actual confusion, supporting the validity of our measures. Despite the survey evidence, the Board allowed the new bank to be formed under its proposed name. We conclude by discussing the methodological, legal, and political considerations that influenced the policy decision in this case, as revealed in the Board's written ruling.

Survey Research and Public Policy: A Case Study of Dayton, Ohio. T. David Jones, Wright State University (david.jones@wright.edu); Patricia D. Jones, Wright State University (patricia.d.jones@wright.edu).

The interaction between public policy and survey research has always been important, with many governments turning to surveys as a mechanism for gauging public support for programs and policy. However, in an era of decreased funding for local government, particularly in America's rust belt, the use of survey research is increasingly important. This paper will explore the role of survey research in policy making in Dayton, Ohio. Since 1997, Wright State University's Center for Urban and Public Affairs (CUPA) has conducted a biennial telephone survey on behalf of the City of Dayton to assess satisfaction with city services and support for new policy initiatives. Survey results have been used by the City of Dayton to develop new programs, as well as to determine programs and services that can be cut in times of deficit. The sampling technique used for this survey is unique in that it focuses on sub-samples of priority boards. For more than 30 years, Dayton has used priority boards as a mechanism of government, allowing Dayton's 65 neighborhoods to have a voice in City government. Currently, the city has seven priority boards that serve as "mini city halls", acting as the official voice for their neighborhoods. Elected officials regularly solicit input from these Priority Boards when making policy decisions at the city level. By sampling for the Citizen Perception Survey at the priority board level and weighting data to the city level, city officials are able to obtain data that is statistically sound at a micro-level, allowing for more sound decision making. This paper will explore public policy decisions that have been made at the city and priority board level through the use of survey data, and will discuss the strengths and weaknesses of using the methods that have been utilized.

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Data Collection Techniques Developed to Deliver Valid and Reliable Public Policy Research in Afghanistan. Matthew Warshaw, Afghan Center for Socio-Economic and Opinion Research (Matthew.Warshaw@d3systems.com); Zemerak Mohsini, Afghan Center for Socio-Economic and Opinion Research (matthew.warshaw@d3systems.com).

Nationally representative survey research that meets international quality standards is difficult in Afghanistan. Violence, illiteracy in both urban and rural areas, segments of the population hostile to research, and cultural constraints on access to the family in general and women in particular all have been resolved. This paper draws on data from successive monthly surveys with sample sizes of over 2,000 each conducted by ACSOR in Afghanistan since 2003 to highlight the research challenges and methodological solutions designed to complete research in this underdeveloped, post-conflict environment. Solutions outlined are widely applicable to other, similar operating environments. The development of statistical correction techniques for Soviet-era census data dating from 1979 is addressed. ACSOR has also had to develop sample selection and replacement techniques which accommodate for unpredictable, large scale outbreaks of organized violence. These processes are outlined. Gender issues take particular prominence in this paper as they relate to achieving gender-balanced sample in an environment which constraints participation of women. Respondent education techniques with a population foreign and often hostile to survey research are outlined. Finally a unique, four stage statistical and quality control process designed to validate data collection results in rapidly changing interviewing environments is outlined.

Assessing the Quality of Surveys Used for Policy Development. Karen Donelan, Massachusetts General Hospital (kdonelan@partners.org); Catherine DesRoches, Massachusetts General Hospital (cdesroches@partners.org); Ashish Jha, Harvard University (ajha@hsph.harvard.edu); Timothy Ferris, Massachusetts General Hospital (tferris@partners.org).

Background: The Office of the National Coordinator (ONC) for Health Information Technology is charged by President Bush with helping the nation to achieve universal access to Electronic Health Records (EHR) by 2014. Currently, the use of EHRs lags expectations in the health sector. A critical ingredient in speeding the adoption and use of EHRs is the development of a sound information base that can inform policy development. In 2005-6 ONC and The Robert Wood Johnson Foundation (RWJF) funded an effort to provide credible measures of the use of EHRs. ONC contracted with the researchers to evaluate the quality of existing survey-based data and try to establish a credible baseline rate of the adoption of EHRs by physicians, physician groups and hospitals. We were also charged to provide methodological guidelines for future efforts to collect and analyze data. Methods: More than 40 surveys of physicians, group practices and hospitals were conducted between 1998 and 2005 by government, professional associations, academic researchers, and other entities. We used AAPOR Best Practices and Response Rate tools as a guide in evaluating survey quality and content and to write methodologic guidelines for future data collection from these populations. Findings: Nearly half of the surveys we identified had insufficient information for assessing quality, including basic information on sampling frame, response rate and/or a publicly available questionnaire. Other surveys ranged in quality, with very few high quality surveys identified. We also present guidelines for future survey design and data collection and discuss dissemination efforts of these materials. Conclusion: Extant data from private and public sources was of highly variable quality. The highest quality data were 2-3 years old, highlighting the need to generate estimates more quickly if they are to be useful in policy making where considerable effort is being expended to speed adoption of records.

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POSTER SESSION I

Identity Theft Protection: Gauging Support among Adults 18+ in Delaware, Oklahoma, and South Carolina for Security Freeze Legislation. Jennifer H. Sauer, American Association of Retired Persons (jsauer@aarp.org).

With an estimated annual cost of about \$50 billion to businesses and about \$5 billion to individuals, identity theft is becoming one of the fastest growing financial crimes. In their latest report, the Federal Trade Commission estimated that approximately 10 million Americans are victims of this crime each year. Given the serious security, financial, and personal losses produced by identity theft, both federal and state policies have been implemented to protect financial and personal identity information. Currently, 25 states have implemented, and others are considering, Security Freeze legislation. In short, if passed, consumers in the state can request that a consumer reporting agency place a freeze on their credit file, and in turn, the agency (credit bureau) will not release the their credit information without their written consent. The consumer will have the ability to lift the freeze at any time. Some state legislation includes charging consumers fees for placing and lifting the freeze, or exempting identity theft victims from paying any fees altogether. The purpose of this survey was to examine the likelihood of adult residents in three states of placing a freeze on their credit files if they have to pay a fee to activate the freeze or each time they lift it. Three surveys were conducted between March 17th through March 28th 2006 in states where Security Freeze legislation was actively being considered at that time. As of December 1, 2006, Delaware and Oklahoma have recently passed security freeze legislation. South Carolina is still considering this legislation. The total number of completed surveys is 1,203 with at least 400 completed surveys in each state. Residents ages 18 and older were surveyed in each state. The maximum statistical error for all 1,203 completed cases is +/-2.8 percent and for each state it is +/- 4.9 percent.

Marathon Reinterviews. Nat Ehrlich, Michigan State University (NATHANIEL.EHRLICH@SSC.MSU.EDU); Larry A. Hembroff, Michigan State University (hembroff@msu.edu).

Immediately following the 2005 Detroit Free Press/Flagstar Bank marathon, in October 2005, we received web survey completed interviews from 1,344 (>40%) runners who had entered the 26.2 mile event. Each entrant had been given a one-page flyer with the registration packet, inviting her to go to our survey website and enter her race number. The questionnaire covered the runner's motivation to begin distance running, racing history, goals, training habits, diet, medical history, equipment (shoes, number and brand), demographics, including height, weight, age, race, sex, marital and familial status, and occupation. There were a number of conclusions: performance was related primarily to motivation for engaging in distance running: those who began with the specific goal of excelling in running, and those who began distance running as 'cross-training' for other sports, turned in the fastest times; diet was not a factor, nor was medical history; BMI (Body Mass Index) was inversely related to speed in men, directly related to speed in women; runners who ran more miles in training generally ran faster than those who ran fewer miles, but low-mileage trainers who did 'speedwork' or interval training outpaced high-mileage runners who did no specific speed training; weight training was a negative factor for some groups of runners, i.e. some groups of runners who trained with free weights or strength-building machines ran slower times than those who did not; for other groups, there was no difference. At this time, we are still receiving surveys from the runners who answered the 2005 survey who also ran the 2006 survey (>300 complete, about 130 ineligible because their email address has changed, and an indeterminate number who answered the initial question but did not run in 2006. We modified the questionnaire to eliminate the nonproductive aspects of the 2005 survey and investigate more thoroughly the training issues raised in the first survey.

Wording and Order Effects in Surveys of Student Drinking. Larry A. Hembroff, Michigan State University (larry.hembroff@ssc.msu.edu); Nat Ehrlich, Michigan State University (ehrlichn@msu.edu).

Michigan State University is using a Social Norming approach to reduce 'high-risk' drinking by educating students that, while social drinking in moderation is neither condoned nor condemned, drinking to the point of acute intoxication is socially abnormal – that a majority of students drink responsibly or not at all. Assessing the impact of the effort is based on web-based surveys. Two different surveys of the same population in Winter 2006 produced different results. The same question, regarding the number of drinks consumed the last time the respondent 'partied'/socialized was asked of students in a survey of 'Celebration Drinking' and in the NCHA survey of collegiate health. Careful review of the questionnaires and a series of cognitive interviews suggested at least two possible explanations for the different results. In the celebration study, the question was asked after questioning drinking during various specific campus events; whereas, in the NCHA study, there were no other preceding consumption questions, i.e., a context/order effect. Or, a definition as to what to consider equal to one drink was provided several questions prior to the consumption question on NCHA that was not provided in the celebration survey, i.e., a question wording effect. The Fall 2006 Celebration Survey contained an experiment manipulating the question order and the presence or not of the drink definition using a 2x2 factorial design, with randomly selected respondents randomly-assigned to question order and question wording treatments. The results identify the role each played in producing the disparate outcomes in Winter 2006 and also provide cautionary notes for other similar surveys.

Assessing Public Opinion Regarding the Design of the Arizona State Quarter Coin. James I. Bowie, Northern Arizona University (james.bowie@nau.edu).

Since 1999, the United States Mint's "50 State Quarters" program has been producing special quarter coins in honor of each U.S. state. States have been responsible to a great degree for the design of their respective quarters. As the program has progressed, states have been relying more heavily upon public input as part of the quarter design process. The increasing importance of public opinion in this process has meant that states have had to determine ways by which public opinion can be meaningfully and effectively assessed and incorporated within this artistic context. This paper's author, an appointed member of the Arizona State Quarter Commission, was given the task of evaluating public input regarding the state's quarter design. This paper outlines the methodology developed to meet this challenge and addresses issues related to the use of public opinion in the creation of art. Arizona received 4,206 quarter design submissions from the public. Some of these took the form of written descriptions, while others were artistic renditions of the coin design. Evaluating the content

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of these submissions and translating them into meaningful data for use by the Arizona State Quarter Commission required the creation of a coding scheme that could simultaneously encompass thousands of submissions while attempting to retain the artistic character of each one. In developing such a scheme, assumptions and judgments about the role of public opinion in the artistic process had to be made. The public opinion assessment process ultimately reflected these assumptions and judgments.

Results from the 2006 Industry Image Study. Patrick Glaser, Council for Marketing and Opinion Research (pglaser@cmor.org).

This presentation will communicate the results from the 2006 Industry Image Study. The 2006 Image study is a multi-year examination of the public's views towards surveys. Conducted most recently in the summer of 2006, this study gauges and trends the qualities and characteristics that effect respondent cooperation. Specific topics include preferred mode of data collection, reasons for refusing surveys in the past, feelings towards the survey research profession, privacy issues, and more. The Image Study has previously been conducted every 2-3 years since 1988. The entire survey research profession is looked at through specific items in the survey – broken down by marketing, polling, and government policy research.

Trends in U.S. Government Surveys: Evidence from 20 Years of OMB Clearance Forms. Stanley Presser, University of Maryland (spresser@survey.umd.edu); Susan C. Kenney, University of Maryland (skenney@survey.umd.edu).

The increasing reliance on surveys in the United States suggests that the number of survey requests must have grown over time. However, the extent of this growth has never been documented. Under the terms of the Paperwork Reduction Act, all Federal agencies must seek clearance from the Office of Management and Budget (OMB) to collect data from the public. This paper presents the results of a project that analyzed information from these clearance forms to assess the growth of federal surveys from 1984-2004.

State Intervention and Women's Employment in 39 Countries: Policy Implications of the Welfare State Paradox. Jonathan Kelley, University of Nevada-Reno (kelley@international-survey.org).

In an important and provocative analysis, Mandel and Semyonov [American Journal of Sociology, 2006] argue that the welfare state has paradoxical effects on women's employment, increasing labor force participation but simultaneously reducing women's access to desirable jobs. If true, this has important implications for gender inequality. It also has important political implications, since welfare state policies are a matter of active dispute in many nations and underlie important divisions between the (mostly welfare oriented) nations of the European Union and the (mostly free-market) English speaking nations. But is it true? In this paper we replicate and extend Mandel and Semyonov's investigation with a much larger and more diverse data set: 39 nations, 119 surveys, and 151,510 individual respondents. The surveys are all large, representative national samples with very detailed occupational information, most commonly 4 digit ISCO codes. With the aid of a Research Infrastructure grant from the Australian Research Council, we recoded each survey to a common international standard. We use a broader and more conventional definition of the welfare state, a more appropriate specification of elite jobs, and more flexible statistical models. We find that welfare state policies have no statistically significant effect on women's employment and neither facilitate, nor hinder, women's access to desirable jobs. The policy implications of our findings are clear: governments can either adopt welfare state policies (as many European nations do) or alternatively reject them in favor of liberal, free-market oriented policies (as many English speaking nations do), without fearing that these policies will harm women's employment prospects. But neither may they reasonably hope (as many welfare state advocates do) that these policies, many of them seemingly women-friendly, will enhance women's employment prospects. Welfare policies and women's employment are in practice distinct and largely unrelated issues.

Information Technology and Social Change, 2000-2006: Behavioral and Attitudinal Evidence from the General Social Survey (GSS). John P. Robinson, University of Maryland (ROBINSON@SOCY.UMD.EDU).

In order to track social change during a period of the rapid advances brought about by new information technologies (IT), a targeted module of IT-relevant questions was added to the 2000, 2002, 2004 and 2006 samples in the General Social Survey (GSS). Two general hypotheses inherent in and guiding the questions asked, as well as the analyses conducted, are that IT functions to: 1) displace related daily activities and 2) increase the "knowledge gap" between the information rich and poor. The regularly repeated GSS questions also make it possible to test whether 3) IT users differ from nonusers in their more "liberal" or tolerant attitudes, and whether changes and differences in such attitudes can be related to Internet access and use. Corroborating data on the displacement question was obtained from the Americans' Time Use Project (ATUS) and its sample of more than 20,000 US respondents. First, Internet use was not correlated significantly with lower usage in either the traditional personal or mass communications media questions, nor with lower levels of other social activities like church attendance or arts participation. If anything it was associated with increased usage of these other media or activities. Second, IT use was again related to more tolerant or pro-diversity attitudes, although only on certain of such questions included in the GSS. Thirdly, usage of Internet information websites was found among those with higher years of education and higher vocabulary scores supporting the concern of some social commentators and communication scholars that IT does function to widen the "knowledge gap" between the information rich and poor in society. At the same time it may be increasing an "entertainment gap" between these groups as well.

Using a Follow-up Health Insurance Survey to Study a Target Subpopulation. Colleen K. Porter, University of Florida (cporter@ dental.ufl.edu); R. Paul Duncan, University of Florida (pduncan@phhp.ufl.edu); Barbara E. Langner, University of Kansas Medical Center (ckpsdp@cox.net); Jianyi Zhang, University of Florida (jzhang@phhp.ufl.edu).

In 2000, the state of Kansas launched an effort to expand health insurance coverage, by identifying effective coverage strategies for various subpopulations. One segment warranting more study was people who purchase their own health coverage, particularly those in non-urban areas, including self-employed persons and/or family farmers. From a methodological viewpoint, individual purchase is still a relatively rare event, and thus designing a research strategy to learn more about these individuals posed a challenge. After considering

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other options, in 2006 we conducted a follow-up telephone survey of non-urban Kansans living in households with a history of individually purchased coverage, by calling back those households reporting at least one person with individually purchased coverage in a previous 2001 RDD telephone survey. About 41% of phone numbers resulted in an interview, compared to 27% in the original RDD sample. The strategy successfully reached households with high rates of individually purchased coverage: About 50% of this sample had such coverage, compared to only 9% of Americans nationwide. Another advantage of this methodology was the ability to provide information about shifts in coverage across time. Disadvantages included the introduction of bias from the lack of response for about half the sample list who could not or would not be interviewed. That had to weighed against the bias associated with RDD studies nowadays, including increasing rates of cell-phone-only households, research suggesting that cell-only households experience differential rates of health insurance coverage, and challenges of nonresponse. Characteristics of responding and non-responding households could also be compared, using data from the 2001 survey. Overall, we believe this approach provided a viable, cost-effective method for gathering information about a targeted subpopulation.

The Impact of Relocation on Public Housing Residents in Chicago: The Resident Relocation Survey. Lisa Lee, NORC (lee-lisa@norc.org); Catherine Haggerty, NORC (haggerty-cathy@norc.org); Kenneth A. Rasinski, NORC (rasinski-ken@norc.org).

In 2000, the Chicago Housing Authority (CHA) embarked on an ambitious plan to improve Chicago public housing. The “Plan for Transformation” aimed to eliminate substandard public housing and to replace it with new and rehabilitated public housing and with mixed income housing developments. Families could stay in public housing or choose the option to move to housing in the private market with a housing choice subsidy. The thousands of families affected are entitled to assistance during the relocation process. With support from the MacArthur Foundation, NORC has been conducting the Resident Relocation Survey, a panel survey with leaseholders who are being relocated as part of the Plan for Transformation. The survey asks about the relocation process, household members, the leaseholder’s housing unit and neighborhood, neighborhood integration, health status, and support services. The analyses we will discuss focus on the quality of the neighborhoods into which families have moved and the extent to which they have become integrated into their new neighborhoods. We found that, for the most part, the new neighborhoods had less concentrated poverty but were as racially homogeneous as their former neighborhoods. Leaseholders who moved out of public housing and into the private housing market were less socially integrated than those who moved into new or rehabilitated public housing. The Resident Relocation Survey provides opportunities to assess the effects of the CHA’s housing policy on public housing residents. We will discuss the ways in which the survey findings have both supported and raised concerns about the effectiveness of the Plan for Transformation in improving the lives of public housing residents.

“Better Late than Never?” An Analysis of Late-Stage Respondents to a Federal Survey. Lance Selfa, NORC (selfa-lance@norc.org); Karen H. Grigorian, NORC (grigorian-karen@norc.org); Scott Sederstrom, NORC (sederstrom-scott@norc.org).

According to Federal government standards, research agencies and their contractors are expected to make every effort to reach a response rate of 80 percent. As a result of these federal standards, survey managers spend a considerable amount of the survey’s schedule and budget, as well as management and technical staff time, pushing to obtain an 80 percent response rate. This raises a question, not only for Federal contractors but for all survey professionals: What difference does this effort to obtain the last few responding cases make to the validity, reliability and quality of data collected on surveys? Do the latest arriving completed cases differ significantly from the earlier arriving cases on key demographic or response item factors so that failing to ‘go the extra mile’ to obtain late-arriving completes would distort population estimates? This paper will attempt to answer that question by reviewing the record of the 2003 Survey of Doctorate Recipients (SDR), a panel survey administered biennially to a national sample of 40,000 doctorate-holders in the fields of science and engineering. The paper will examine the differences between early- and late-stage respondents to determine the effect of the late-stage cases on the resulting data set. The paper will compare the demographic characteristics used in sample stratification for the cases completed at the 65.0 percent (unweighted) and at the 79.1 percent unweighted response rate to examine how early- and late-stage complete, eligible cases differ on these dimensions. Additionally, the paper evaluates a set of data quality measures at the data item level to assess the data quality of the late collection cases. Finally, this report assesses specific ‘last chance’ and ‘last resort’ strategies, including the use of incentives, to reach the 80 percent response rate.

Comparison of Cell Phone-Only and Landline Households. Ryan McKinney, Arbitron (ryan.mckinney@arbitron.com).

In August of 2006, Arbitron began telephone recruitment of a 2040 person Portable People Meter (PPM) ratings panel for the Philadelphia Metro market area. The PPM is a passive electronic measurement device that panel members wear during their daily routine. The PPM picks up encoded audio signals and transfers that data back to Arbitron for further analysis. This data is used to create radio ratings for a particular market. Traditionally, Arbitron uses a landline based sample frame from which to recruit diary keepers for the established ratings service. However, the potential for coverage bias due to the growing number of cell phone only households led to the inclusion of cell only households within this new PPM panel. The recruitment of this panel marks the first time that Arbitron has employed the use of a cell phone only frame to supplement the traditional landline sample frame. The supplementation of the landline frame with cell phone only households aids in the inclusion of certain demographics that may be harder to reach using the traditional landline frame. This paper first discusses the differences between the landline and cell phone only methodologies. Further analyses are also presented which examine the differences in the demographic makeup of the portion of the panel that was recruited via landline sample and the portion recruited from cell phone only sample. Finally, the radio ratings for both groups will be compared and examined for any differences.

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Decreasing the Disconnect: Policy Versus the Procedures That Work! Ekua Kendall, Arbitron (ekua.kendall@arbitron.com).

Arbitron, Inc. has developed an electronic personal meter known as the Portable People Meter (PPM). The PPM is designed to automatically detect audio exposure to encoded radio and TV signals. The PPM is a passive measurement of a panelist's media choices. We simply require that panelists wear a pager-sized device everyday from the time they rise to the time they retire for sleep in order to measure the media they are exposed to. A panel consists of different households that are recruited and agree to participate in the Ratings. This presentation will include data from panels in Houston, Texas and Philadelphia, Pennsylvania. This presentation will examine the rigors of marketing research methodologies versus respondent feedback. The premise of this subject is based upon the inherent value that Arbitron, Inc. places learning from the respondents concerning what works best for them. Detailed analysis will be provided from the results of interviews with exiting panelists from Houston, Texas. The interviews are designed to provide Arbitron with insight concerning the panelists' experiences while in the Arbitron panel. Results become an important factor in improving approaches and treatments that work best for panelists' participation. Quantitative and qualitative data will be creatively presented. We will explore identified motivations for respondents/panelists participation and review the results from a series of in-depth interviews. Respondent/panelists characteristics will be shared to the highlight the diversified representation.

Supreme Court Nominees: Who Pays Attention, and What Do They Think? Sarah Dutton, CBS News (sld@cbsnews.com).

When a jurist is nominated to the highest court in the land, polling data shows that few Americans generally have an opinion of the nominee, either favorable or not. Therefore, who are the minority of Americans who form opinions of Supreme Court nominees? Are they partisans supporting the nominees of their party's President? Or does support for nominees transcend partisan politics? What characteristics, if any, unite those who do have opinions of these nominees? And what are their views of specific nominees, the nomination process and the Supreme Court itself? The CBS News Poll has asked the public their views on a number of Supreme Court nominees over the past twenty years: Robert Bork, David Souter, Clarence Thomas, John Roberts, Harriet Myers and Samuel Alito. This poster will examine which groups of Americans are most likely to have an opinion of those nominees, and what those opinions are.

Subjective Social Mobility: Data from 30 Nations. Sarah M.C. Kelley, International Survey Center (sarah@international-survey.org); Claire G.E. Kelley, International Survey Center.

There has been extensive research on the causes and consequences of social mobility but much less on subjective social mobility – how people think their social position has changed. Using data from the World Inequality Survey (1999), our measure of subjective social mobility asked respondents to compare the status of their most recent job with the status of their father's job when the respondent was a teenager (N= 31,691 in 30 nations). On average, people thought that they had moved up a moderate amount above their fathers, although women thought they had moved up less than men did. Analyzing this, we find that the actual gain in occupational status between father and offspring is important in predicting subjective mobility (it has a beta of .28) but is not nearly as dominant as might be assumed. Other aspects of actual social mobility, such as intergenerational education gain, and individual class mobility in the last ten years, also had moderate effects on perceived mobility. We also included a measure of change in country GDP (between when the respondent was growing up and now). Interestingly, if the country as a whole had got richer over the respondent's life time, the respondent believed that they individually had moved up from their father's job, net of individual characteristics. Subjective social mobility also has important consequences, even controlling for the respondents occupation, education, income, gender, and actual social mobility. For example, we found that subjective mobility had a moderate effect on subjective social class, with those who think themselves as mobile identifying with higher class. It also influences and how much the respondent believe they ought to be paid. Thus understanding of subjective social mobility helps us to understand some other aspects of society and especially inequality.

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2006 PRE-ELECTION POLLS II

Polls and Races: The Impact of Methods and Conditions on the Accuracy of 2006 Pre-Election Polls. Chase H. Harrison, Harvard University (CHarrison@gov.harvard.edu).

This paper studies the accuracy of pre-election polls in different types of elections. I conduct a hierarchical analysis that accounts for factors related to both individual polls and races, using data from 2006 elections. The accuracy of national pre-election polls has been studied by researchers. (Traugott 2005; Traugott 2001; Mitofsky 1998). Research also explores the impact of survey methods on poll accuracy. (e.g. Visser et. al. 2000; Gelman and King, 1993; Crespi 1988; Lau 2002). Pre-election poll accuracy can also be impacted by external or exogenous factors specific to particular races. (Crespi 1988). This paper employs a hierarchical model to predict the accuracy of election polls conducted in 2006 using two levels of analysis: the poll and the race. Hierarchical models assume that observations are nested within a natural structure, and permit variables to be included at different levels of analysis. Data are drawn from publicly released pre-election polls conducted within approximately one month of the election. Separate analyses will include and exclude non-probability Internet samples. Approximately 952 election forecasts from approximately 151 Gubernatorial, Senate, Congressional and races will be included in the analysis. Accuracy is measured by a signed measure developed by Martin, Traugott, and Kennedy (2005). Variables included to measure survey quality will be the sample size, the number of days the survey was in the field, the number of days before the election, and the mode of the survey (IVR, Internet, or Telephone). Variables measuring the nature of the race include whether a candidate is running for election, the political party of the ultimate winner of the election, the office (senator, governor, or congressional representative), the closeness of the race (measured by final margin of victory), and the level of voter turnout.

A Probability-Theory-Based Assessment of the Reliability of the 2006 Pre-Election Polls. Joel D. Bloom, The University at Albany, State University of New York (joelbloom@gmail.com).

In this paper we build on previous analysis of 2002 and 2004 election polls (presented at AAPOR in 2003 and 2005). We will measure reliability of the 2006 Senate and Gubernatorial polls against election results and analyze the actual survey 'error' as compared to election results in comparison to what probability theory would lead us to expect. As in our previous papers, we will take the opportunity to examine house effects and mode of interview effects, as well as the importance of proximity to Election Day. We will use the 'pollster.com' data set, making this paper directly comparable to and thus a direct complement to the Franklin and Blumenthal proposal, which will use different methodological approaches.

Generic Polls and the Midterm Vote. Robert Erikson, Columbia University (RSE14@columbia.edu); Joseph Bafumi, Dartmouth College (jbaumi@gmail.com); Christopher Wlezien, Temple University (wlezien@temple.edu).

In 2006, as in other midterm years, a central focus of polling during the campaign was the division of responses in the so called 'generic' ballot—where respondents are asked which party they will vote for in the upcoming midterm election for the House of Representatives. Yet skepticism is often voiced regarding whether this indicator is useful as an election predictor. This paper describes our effort to predict party control of Congress in 2006 from the generic ballot. We show that based on past elections (1946-2002), the generic ballot is an excellent predictor of the vote division. The 'trick' is to properly discount the size of the lead depending on how many days the poll is in advance of the election. From this analysis applied to 2006 plus some further analysis of how the vote translates into seats, we posted a prediction on the web about two weeks before the election. We predicted that the Democrats would gain 32 seats. This turned out to be close to the actual outcome. We demonstrate that when properly discounted, the lead in the generic ballot predicts the national vote with little error. Moreover, this is true even when the generic ballot question is asked early in the election year. In effect, based on the history of stable generic ballot responses in past campaigns—and 2006—midterm election results are predictable from poll polls well in advance of election day.

Voters and Non-Voters in Midterm Elections. April Clark, Pew Research Center (aclark@pewresearch.org); Mike Mokrzycki, The Associated Press (mmokrzycki@ap.org); Robert Suls, Pew Research Center (rsuls@pewresearch.org); Trevor Tompson, The Associated Press (ttompson@ap.org).

Using data from a large national pre-election telephone survey conducted in advance of the 2006 general elections, we classify respondents into four groups based on their past voting history and their likelihood to vote: those who vote regularly, those who vote intermittently or occasionally, those who are registered to vote but rarely vote, and those who aren't registered to vote. We discuss the profiles of each of the four groups, with a focus on the beliefs and characteristics of those who rarely vote or who aren't registered. We take advantage of a unique dataset that includes variables on a wide range of topics measuring both political and non-political attitudes and behavior, including questions targeted specifically at non-voters, to create a detailed profile of those who tend not to vote in mid-term elections. Among our findings: While non-voters lack interest in politics and tend not to participate in political discussions and activities, our analysis also suggests that non-voters tend to have a broader disconnection from society in general. They are less likely to have strong social networks and they lack connections to their own communities outside of politics.

CELL PHONE SURVEYING: ALTERNATIVE SAMPLING FRAMES

Sample Frame Assessment for a Large Metropolitan County's Health Survey. Michael Davern, University of Minnesota (daver004@umn.edu); Tim Zimmerman, Hennepin County (Tim.Zimmerman@co.hennepin.mn.us); Sheldon Swaney, Hennepin County (Sheldon.Swaney@co.hennepin.mn.us); Todd Rockwood, University of Minnesota (trockwood@mn.rr.com).

Random Digit Dial (RDD) sample frame coverage of general populations is eroding as cell phone only households are increasing. Recent research estimates that when cell-phone only households are combined with non-telephone households they make up over 10 percent of the population in the United States and this percent is increasing. In an attempt to deal with the RDD sample frame coverage problem we

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built an experimental sampling frame for Hennepin county Minnesota (Minneapolis and surrounding suburbs) based on the entire Delivery Sequence File (DSF) of the US Postal Service for the county, and all addresses associated with all listed telephone numbers within the county. We evaluate the frame using Census 2000 household counts as well as information we collect from the sampled housing units themselves using a randomized mixed mode mail and telephone health survey. Our main research question is: Does using a randomized mixed mode survey (mail and telephone) lead to more complete coverage of the county's population? We have several sub-questions including (1) How well does the DSF cover the population of Hennepin county? (2) How well does a listed telephone number sample frame cover the county's population? (3) How would the health estimates of interest vary if we would have used only a listed telephone frame? And finally (4) what are the characteristics of the cell phone only population? Our analysis shows that the DSF accurately reflects household counts within the county and that the listed telephone frame is significantly under the number of households with larger gaps in some parts of the county. Over ninety percent of the data collection for the survey is complete and data collection will be completed by January 2007 to answer the remaining questions (n=7,500 respondents).

Use of Online Panels to Normalize Cell-Only Household Representation. **Shawna Fisher, Common Knowledge Research Services (shawna@your2cents.com); Steve Levine, Common Knowledge Research Services (steve@your2cents.com); Caren Jellison, Common Knowledge Research Services (caren@your2cents.com).**

A growing segment (current estimates are 10% or more) of the U.S. population relies solely on cell phones for personal telephone communication. The rise of the cell-only household poses the threat of bias to research conducted by telephone since its demographics (cell-only households tend to skew younger, less affluent, and less educated than the landline households), cooperation rates and often times psychographic and lifestyle habits vary substantially from the landline household and in some cases, cell-only households are left out of surveys and polls altogether. This paper presents the results of a study conducted with 2 cells: one in which data was collected using RDD sampling, representing only households having landlines; and another in which RDD sampling was augmented by cell phone only household members of a survey panel, enabling cell-only households to respond in addition to landline households. In the second cell, RDD sample was combined with pre-identified cell-only members of an online panel who received either an email invitation or a mobile text invitation. Panelists responded by calling in to a live operator to take the survey using their cell phone. The study illustrates how multiple sampling sources can be used to achieve representative samples.

Social Aspects of Mobile Phone Usage and Their Impact on Survey Cooperation. **Vasja Vehovar, University of Ljubljana (vasja@ris.org); Mario Callegaro, University of Nebraska-Lincoln (mca@unlserve.unl.edu).**

The expansion of mobile phones has launched a new stage in the culture of human communication (i.e. fourth communication revolution). In addition to this, individuals are increasingly giving up the fixed line telephones and replace them with mobiles. Changes in availability of respondents as well as in their interaction with interviewers bring serious challenges to survey industry. The paper focuses on impact that usage pattern and perception of the mobile phone have on survey cooperation. First, we build the conceptual framework for survey participation including the theories related to social aspects of mobile phones. Next, we empirically investigate the impact of socio-demographic characteristics – as well as mobile-phone-related behavior and attitudes – on participation in mobile phone interview surveys. The empirical analysis is done with annual Eurostat ICT survey among households for Slovenia, which is one of the most typical EU countries with respect to mobile phone usage. In 2005 and 2006 special blocks of questions related to mobile phone usage (i.e. attitudes, usage, behavior) were added to this official survey conducted in person with 80% response rate (n=2000, 10-74 years). Questions were also included about the willingness to participate in fixed, personal and in mobile phone survey, together with the willingness to reveal the corresponding phone numbers. Empirical models were built for participation in mobile telephone survey and compared with participation in face-to-face and fixed telephone survey, but also with participation in direct marketing. The key critical segments of the population were also identified with respect to availability and characteristics of mobile phone usage. Link between the usage and perception of mobile phone on one hand and survey participation on the other hand was established.

METHODOLOGICAL BRIEFS: MODE EFFECTS & ISSUES

Respondent Incentives in a Multi-Mode Panel Survey: Cumulative Effects on Nonresponse and Bias. **Annette E. Jackle, University of Essex (aejack@essex.ac.uk); Peter Lynn, University of Essex (plynn@essex.ac.uk).**

Respondent incentives are increasingly used as a measure of combating falling response rates and resulting risks of nonresponse bias. Nonresponse in panel surveys is particularly problematic, since even low wave-on-wave nonresponse rates can lead to substantial cumulative losses, and if nonresponse is differential, may lead to increasing bias across waves. Although the effects of incentives have been studied extensively in cross-sectional contexts, little is known about cumulative effects across waves of a panel. We provide new evidence about the effects of continued incentive payments on attrition, bias and item nonresponse, using data from a large scale, multi wave, mixed mode incentive experiment on a UK government panel survey of young people. In this study, incentives significantly reduced attrition, far outweighing negative effects on item nonresponse in terms of the amount of information collected by the survey per issued case. Incentives had proportionate effects across a range of respondent characteristics and as a result did not reduce attrition bias. The effects of incentives were larger for unconditional than conditional incentives and larger in postal than telephone mode. Across waves, the effects on attrition increased somewhat, although the effects on item nonresponse and the lack of effect on bias remained constant. The effects of incentives at later waves appeared to be independent of incentive treatments and mode of data collection at earlier waves.

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To Hand Out or to Mail Physician Assessments: THAT is the Question. Karen Bogen, University of Massachusetts-Boston (karen.bogen@umb.edu); Patricia M. Gallagher, University of Massachusetts-Boston (patricia.gallagher@umb.edu); Dana Safran, Tufts University (dsafran@tufts-nemc.org); Dale Shaller, Shaller Consulting (d.shaller@comcast.net); Paul Cleary, Yale University (paul.cleary@yale.edu); Robert Michaels, United Medical Associates (Robert_Michaels@UHS.ORG).

Patient evaluations of physicians – through patient satisfaction surveys – are likely to be included in future pay-for-performance plans. In this high stakes setting, a feasible, fair and reliable method for obtaining these evaluation data will be required. Many researchers are tempted by the ease and low cost of office distribution of questionnaires. In collaboration with three offices in a medical practice and colleagues on the CAHPS project, researchers at UMass Boston conducted a field experiment to compare results of identical patient surveys using two different distribution modes, in-office and mail (n=5,648 total patients). Differences have been demonstrated before – in-office distribution tends to have a higher response rate and more positive doctor evaluations – but the evaluation results are confounded by differences in lag time between survey distribution done in office (usually immediate) and distribution done by mail (often weeks later). Our study design was intended to minimize lag time in the mail distribution, with surveys mailed within two to four days of the appointment. This paper describes the details of the two tracks of data collection, including a number of logistical hurdles in completing the two data collections. This paper presents several ways of evaluating the two modes, including distribution rates (percentage of eligible patients asked to complete a survey), by site and by weeks; responsiveness (percentage of patients given a survey who completed it); and response rate (number of completes divided by number eligibles). We also make substantive comparisons between modes of administration, primarily comparisons of doctor ratings and evaluations of experiences of care. Our results indicate that there are significant differences between mail and handout: having office staff hand out questionnaires, compared to mailing questionnaires to patients, was associated with a) elevated scores on patient experiences and b) compromised data quality by lowering questionnaire distribution rates.

The Effects of Data Collection Mode (Telephone vs. Mail) and Asking about Future Intentions on Self-Reports of Colorectal Cancer Screening. Timothy Beebe, Mayo Clinic (beebe.timothy@mayo.edu); Sarah Stoner, Mayo Clinic (stoner@mayo.edu); Kari Anderson, Mayo Clinic (anderson.kari2@mayo.edu); Michael Davern, University of Minnesota (daver004@umn.edu); Todd Rockwood, University of Minnesota (rockw001@umn.edu).

Surveys are commonly used to ascertain population-based colorectal cancer (CRC) screening levels. However, CRC rates obtained in this manner are subject to over-reporting bias. Few have studied methods to minimize this type of error as much of the relevant literature has focused on methods to curtail under-reporting of socially undesirable behaviors (e.g., drug use) rather than over-reporting of socially desirable behaviors like CRC screening. Emerging evidence suggests that asking about intention to get screened for cancer before asking whether the behavior occurred may minimize over-reports of cancer screening. In a recently-completed statewide mail and telephone survey conducted in Minnesota (n = 1636; AAPOR RR1 = 50%), we tested the effect of asking about future intention to get screened (either before or after the CRC screening item) and crossed this factor with another factor known to affect self-reports, survey mode (mail vs. telephone), on CRC screening rates. We hypothesized that screening rates would be lowest in the condition where the future intentions item preceded the actual behavior item and in the telephone condition where question order is most salient. Analysis focused on the 759 respondents who were aged 50 years or older. Preliminary results show that CRC screening rates were lowest in the 'future first-telephone' condition (62.7%) followed by 'future first-mail,' 'future second-telephone,' and 'future second-mail' with CRC screening rates of 66.3%, 69.2%, and 74.9%, respectively. In multivariable analyses, only the effect the future intentions item ordering consistently attained significance where the odds of reporting CRC screening are estimated to be 29% lower in the 'future first' condition as compared to the 'future second' condition, controlling for mode, gender, and employment status (OR=0.71, p=0.03). The results suggest that asking about future intentions to get screened before the actual behavior lowers reports of CRC screening in both mail and telephone surveys.

Increased Response Rates to Mixed-Mode Surveys: Mode Preference or Extra Attempts? Alisha D. Baines, Center for Chronic Disease Outcomes Research (alisha.baines@med.va.gov); Melissa R. Partin, Center for Chronic Disease Outcomes Research (melissa.partin@med.va.gov); Maureen Murdoch, Center for Chronic Disease Outcomes Research (maureen.murdoch@med.va.gov); Joan M. Griffin, Center for Chronic Disease Outcomes Research (joan.griffin2@med.va.gov).

Surveys which employ a mixed mode design tend to increase response rates, decrease cost, and – potentially – decrease non-response bias. There is some indication that respondents have mode preferences. Thus, in sequential mixed-mode surveys, it is unclear whether preference for the second mode increases response, or whether extra attempts simply stimulate less willing participants to respond. We used data from four different studies conducted at the Minneapolis VA Medical Center that employed sequential mixed-mode survey designs to compare study samples' demographic data available from administrative sources (age, race, sex and marital status) between the entire study sample and each survey mode, all respondents, and non-respondents. Study topics included service connection for PTSD, smoking cessation, health literacy, and colorectal cancer screening. There were three different mixed-mode designs: personal interview/mail, phone/mail and mail/phone. Persons under 40 tended to be non-respondents in all studies, while persons over 60 preferred the mail mode, regardless if it was the first or second mode. White persons tended to be responders, and while more white subjects responded to the first mode, it was not always significant. Non-white persons tended to respond to the second mode used, whether phone or mail. Study subjects who were married or living with someone tended to be responders and responded to the first mode more than the second mode. Separated, divorced or widowed people tended to be non-responders and were more likely to respond to the second mode, regardless of mode. In general, mode preference did not appear to play a large role in increasing response rates. Sociodemographically-defined subgroups tended to be respondents either to the first or to the second mode, regardless of what the mode was.

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What's in a Mode? Assessing the Use of Mixed Modes to Reduce Nonresponse Bias in a Federal Survey. Kristy Webber, NORC (webber-kristy@norc.org); Vincent E. Welch, NORC (welch-vince@norc.org); Brian Lisek, NORC (lisek-brian@norc.org).

As populations increasingly become less willing to participate in survey research studies, many researchers have moved to multiple modes of data collection in an effort to maximize response. The Survey of Earned Doctorates, an annual census of research doctorate recipients, is one such survey. Though the majority of survey responses arrive via PAPI questionnaires, survey staff also implemented a web survey several years ago, followed by a shortened CATI component more recently. In the most recent survey round, the CATI component was reserved for respondents from whom survey staff were unable to get completed questionnaires using the other two modes. This paper will answer the question of whether non-response bias is likely to be reduced by extra efforts at the end of data collection, which can be addressed by examining how similar the survey's CATI respondents were to other respondents in the Survey of Earned Doctorates. Implications for the utility of 'last-ditch' response modes will be discussed.

Best Combination of Modes. Olena Kaminska, University of Nebraska-Lincoln (kaminol@gmail.com); Rene Bautista, University of Nebraska-Lincoln (rbautila@parametria.com.mx); Emilio Serrano, University of Nebraska-Lincoln (emilio-bernardo@excite.com).

One solution to the increasing problem of non-response is to use a supplementary mode of data collection or a mixed mode design (Voogt et al, 2005). While such a design potentially decreases non-response bias, it can also introduce mode effects – a measurement error due to the difference in responses to the same question depending on the mode of data collection. In order for the results obtained via multiple modes to be comparable, the difference in response patterns among the modes should be minimal. Our study investigates which pair of modes has the least impact on responses. The study uses data from a mixed mode methodology project conducted in Budapest, Hungary, in 2003 by the European Social Survey (ESS) and the Gallup Organization, Europe. Random assignment of respondents to four modes (face-to-face, telephone, self-completion and internet) provided a perfect setting for observing measurement error apart from non-response error. In the analysis, the Cramer's V measure of association is used to examine whether answers to 12 attitudinal and behavioral questions differ between each pair of modes. Results indicate that among all possible pairwise combinations of modes the two best pairs in terms of response similarity are face-to-face and telephone combination and also, surprisingly, face-to-face and self-completion combination. The finding that face-to-face mode, but not telephone mode, is close to self-completion mode may indicate that channels of communication play a more important role in response differences across modes than interviewer presence in questionnaires with non-sensitive topics.

Mode Effects and Item Nonresponse: Evidence from CPS and NLSY Income Questions. Dan Black, NORC (black-dan@norc.uchicago.edu); Rupa Datta, NORC (datta-rupa@norc.uchicago.edu); Parvati Krishnamurty, NORC (krishnamurty-parvati@norc.uchicago.edu).

In this paper, we examine the impact of the mode of interview on item nonresponse on income questions using two data sets: the Current Population Survey (CPS) and the 1979 cohort of the National Longitudinal Survey of Youth (NLSY79). Both surveys ask questions on the respondent's wage and salary income. Due to the sensitivity and cognitive difficulty of income questions, we hypothesize that telephone administration would affect the rates of refusals, don't knows and invalid skips in the responses to wage and salary questions. Telephone interviews have the advantage of being more impersonal than in-person methods, and may improve response to sensitive questions. On the other hand, field interviewers play an important role in establishing rapport with the respondent and helping him/her decipher and interpret difficult questions. We use discrete choice models to model the effect of mode of the interview on response to income questions controlling for age, race, education level and other demographic variables. In the CPS, first interviews are almost entirely done in person, while subsequent interviews are done by telephone. We consider responses to the wage and salary income question in the March supplement of the CPS with respondents who are in the first four rotation groups. Our preliminary analysis indicates that respondents are less likely to answer income questions when interviewed by telephone relative to being interviewed in person. In the NLSY79, the interview mode switched from in-person to telephone in 1987 for budgetary reasons. Preliminary results suggest that here too, use of the telephone for interviews reduced response rates to income questions in 1987.

Results of a Within-Panel Web Survey Experiment of Mode Effects: Using the General Social Survey's National Priority & Environmental Policy Attitude Items. Mike Dennis, Knowledge Networks (mdennis@knowledgenetworks.com); Rick Li, Knowledge Networks (rli@knowledgenetworks.com).

This study is an attempt to contribute to previous research on the subject of data collection mode effects comparing specifically the Internet mode of data collection to telephone-based data collection. In this study, we controlled for sample source by having all interviews conducted with pre-recruited panelists from Knowledge Networks' web-enabled panel. The administered survey questions are the 'national priority' items from the General Social Survey and items on environmental policy attitudes. The GSS was in the field for the in-person main study during the fielding of our experiment. In the analysis, we compared the results from the two modes of data collection to identify categories of questions where the mode of data collection is related to a directional difference in the survey finding. The data collection took place in March-June 2006.

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CONFIDENTIALITY AND DATA PRIVACY

Respondents' Understandings of Confidentiality in a Changing Privacy Environment. Eleanor Gerber, U.S. Census Bureau (Eleanor.Gerber@census.gov); Ashley Landreth, U.S. Census Bureau (Ashley.Denele.Landreth@census.gov).

Pledges of confidentiality are widely viewed as important in motivating respondent participation in surveys. Recent developments such as new privacy laws, increased media attention to identity theft, and highly publicized data leakages have changed the environment in which respondents interpret such a pledge. In addition, informed consent requirements have made the wording of confidentiality statements more complex. The aim of this paper is to examine respondent beliefs about confidentiality in this new environment. New data is compared to findings from interviews about privacy conducted during Census 2000. During 2006, fifty cognitive interviews were carried out regarding a cover letter intended for use in the 2008 census test. Three different versions of the letter were examined. These interviews assess the confidentiality language, including an informed consent statement about uses of administrative records from other government agencies to augment census results. Respondents appear much more aware of identity information issues than did respondents in 2000. Now, more respondents regard the pledge as inherently conditional: that is, they do not regard it as an absolute promise that their data will not be revealed. They focus on the policy of the agency to keep data confidential, but are highly aware that leaks occur through mistake or malfeasance. The communication about administrative records use is widely misunderstood as a two-way exchange between agencies. Some respondents believe this is a breach of confidentiality, but others accept it because they assume that all government agencies share data. Government data sharing is acceptable if the respondent's main concern is identity theft. A few respondents give up on privacy, noting that individual information is widely available on the Internet.

Are They Willing to Express Their Opinions? Confidentiality Concerns and the Credibility of Responses in a Chinese Survey. Rui Wang, University of Michigan (wrui@umich.edu).

Most of the studies on confidentiality and response credibility are concerned with sensitive factual information and few about people's opinions. The reason that researchers are less concerned about the credibility of opinion responses could be due to the open public opinion environment in the U.S. and other western countries, which are identified as democratic societies. However, the situation might be different in non-democracies like China, where free speech is under constraints. By judging whether an opinion is favored by the government and the ruling party, they would calculate the risks of revealing a government-unfavorable view when answering politically-sensitive questions, and their risk perception would differ between people with different political affiliations as well as those with different levels of confidentiality concerns. It was also expected that an effort as part of the survey design to reduce confidentiality concerns would increase response credibility. The study was based upon data collected in the Urban Residents' Family Lives Survey by the China Population Research Center. A comprehensive analytic model was built to explore five questions: (1) What kind of people are more concerned about the confidentiality of their responses? (2) Do people with different political affiliations differ in their responses to politically-sensitive questions? (3) Do people with different levels of confidentiality concerns differ in their responses to politically-sensitive questions? (4) Do confidentiality concerns have an impact on response credibility? (5) What are the effects of consent letters on respondents' cooperation and their response credibility? Evidence shows that respondents who are Communist Party members had different levels of confidentiality concerns from those non-members, and answered differently to the politically-sensitive questions. However, there is no evidence that respondents who had different levels of concerns differed in their overall response credibility. It was also found that receiving a consent letter would increase respondent's cooperation propensity, and accordingly increase the overall response credibility.

Barriers to Cross-National Surveys: Implications of the Privacy and Data Protection Laws in Europe and North America. Grant D. Benson, University of Michigan (gdbenson@umich.edu).

While there is an ever increasing interest in cross-national survey research, data protection and privacy laws intervene to reduce strict comparability. These constraints on how data may be collected, how questions may be asked, and who may be asked the questions have broad implications for the design of questionnaires, documentation of data sets, and non-response rates, as well as outsourcing possibilities and even access to the finalized data. Following Westin (1967, p. 7), we define data protection as 'the claim of individuals, groups or institutions to determine for themselves when, how and to what extent information about them is communicated to others.' At its root, then, data protection encompasses confidentiality laws. By contrast, we define privacy laws more broadly as regulating access to the person or group, in addition to providing confidentiality guarantees. This paper identifies the main issues in both data protection and privacy laws as they apply to cross-national surveys conducted in EU countries and the United States, such as the Health and Retirement Study / Survey of Health, Ageing, and Retirement in Europe and the European Social Survey. We conclude with an examination of the options for addressing these issues, their consequences for data comparability, and subsequent generalizability for use in the making of public policy with illustrative examples from the Survey of Health, Ageing and Retirement in Europe.

Privacy Laws and Survey Research. Howard Fienberg, Council for Marketing and Opinion Research (hfienberg@cmor.org).

The panel will highlight some of the results from the recent CMOR Industry Image Study. In turn, they will examine these results – which reflect respondent attitude and behavior – in light of current privacy-related laws. They will discuss the privacy parameters that exist around the research process and the potential hurdles we must overcome. Included will be issues such as calls to cellular phones, time of day laws, email laws and the use of incentives.

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Understanding Survey Organization Policies and Procedures Regarding Circumstances under Which Interviewers May Break Survey Respondent Confidentiality. Mary E. Losch, University of Northern Iowa (mary.losch@uni.edu); Gene M. Lutz, University of Northern Iowa (gene.lutz@uni.edu).

Ethical conduct of surveys is an important dimension of the research enterprise. In recent years, both professional groups and regulatory entities such as Institutional Review Boards (IRBs) have increased their focus on requirements for appropriate consent information and mechanisms for assuring respondent confidentiality in surveys. One important dimension of ethical practice is the identification of circumstances under which confidentiality could or should be broken. No formal research has been published that provides insight into what policies and procedures (if any) are followed regarding interviewer training and practices related to the identification of circumstances that could or should lead to identification of the respondent and their responses for possible subsequent referral to law enforcement or clinical assistance for crisis intervention, for example. In this descriptive study, the current confidentiality policies and procedures of AAPOR Blue Book member organizations and Academic Survey Research Organizations (ASRO) will be assessed via self-administered and web-based surveys. Descriptive analyses of policy content, coverage, interviewer training, and a profile of criteria for breach of confidentiality will be presented.

PANEL PARTICIPATION

The Right End of Attrition: Repeated Nonresponse in the British Household Panel Study. S.C. Noah Uhrig, University of Essex (scnuhrig@essex.ac.uk).

Attrition is a form of unit non-response in panel studies, culminating in the unintended and permanent loss of target sample members. Attrition is problematic for two reasons. First, the loss of sample members reduces the overall sample size resulting in reduced precision in estimates obtained from panel models. Second, attrition may not be random and as a result substantive findings derived from panel analysis may suffer bias. Analytically, panel attrition is considered an absorbing state, distinct from interim unit non-response, although distinguishing between them is not an entirely straightforward task. While some panel studies treat initial non-responders as attritors by design, many other studies allow for interim unit non-response and attempt to interview non-respondents at future waves. Typically, methodologists studying attrition treat the first instance of non-response as panel attrition whether the survey's design does the same or not. Using response history data from the British Household Panel Survey, I depart from this usual approach to defining attrition and study panel non-response as a repeat process. I combine a discrete time hazard model of non-response with a parallel hazard model of study compliance subsequent to wave non-response. This approach addresses the panel participation process in total and allows me to unpack the causes of different response trajectories over the life of a panel study. How researchers deal with unit non-response depends on their choice of estimators, whether balanced or unbalanced panel data are acceptable, etc. To facilitate such substantive analysis of the British Household Panel Study, I document the correlates of panel non-response for use in otherwise substantive models. Moreover, by examining the response process in total, this research will inform the decisions survey designers and research organisations make about maximising unit response over the life of a panel.

A Study of Attrition in the Gallup Panel. Harlan Sayles, University of Nebraska-Lincoln (harlansayles@gmail.com); Zachary Arens, The Gallup Organization (Zac_Arens@gallup.com).

The Gallup Panel is a consumer panel whose members are available for opinion polling and market research studies. This study uses data collected from over 54,000 current and former Gallup Panel members to examine patterns of panel member attrition. Findings generally agree with prior research, demonstrating that demographic characteristics can play an important role in predicting attrition. This study differs from most prior studies of panel attrition because of the nature of the data which allows for expansion of the study beyond the exclusive use of demographic covariates. We also examine potential relationships between attrition and panel survey policies, such as the number and frequency of survey requests and panel member interest in survey topics. We create respondent burden and topic interest variables using information from 97 surveys conducted over a period of two years. Differing sample size criteria and scheduling demands for each panel survey lead to differing levels of respondent burden between panel members and even within panel members over time. Topic interest changes with each new survey. As a result, values for the respondent burden variable and the survey topic interest variable are allowed to fluctuate over time. Analysis is performed using an extended Cox regression model to measure the individual effect of each covariate on the probability of members remaining in the panel beyond any arbitrary time. The extended model uses a counting process approach to account for the time-varying covariates of respondent burden and survey topic interest. Further analysis is conducted using logistic regression to determine how the number of days between surveys affects response rates to individual surveys. Finally, we examine the likely dependence among panel respondents who live in the same household, who may therefore directly or indirectly influence one another's decisions to continue or discontinue participation in the panel.

Impact of E-Mail Communications on Panel Retention. John P. Hesner, ORC Macro (john.p.hesner@orcmacro.com); Thomas P. Duffy, ORC Macro (thomas.p.duffy@orcmacro.com).

A telephone panel of New York City residents measures individual travel behavior changes over time in response to changes in travel environment, household characteristics and other dimensions. In order to accurately assess travel behavior changes over time, panel members must remain in the panel long enough for an accurate measure of change to be made. Thus, it is critical to maintain a high retention rate among panel members. To reduce attrition, a number of measures such as incentives, raffles, and communicating by mail (i.e. newsletters, reminder cards, etc.) are currently employed. An experiment was conducted to measure how the introduction of e-mail communications (an e-mail newsletter) could potentially increase panel retention. In this experiment, respondents were asked to provide their E-mail addresses over a six month period. A total of 580 email addresses were collected. Among those who provided e-mail addresses, they were randomly assigned to one of two groups: Group 1 ($n = 290$) were e-mailed the newsletter in addition to the mailed newsletter, while Group 2 ($n = 290$) were only sent the mailed newsletter. The retention rates of the two groups were then compared to measure the impact of the e-mail newsletter.

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Using Telephone Survey Data to Predict Participation in an Internet Panel Survey. David James Roe, RTI International (droe@rti.org); Jason Stockdale, RTI International (jstockdale@rti.org); Matthew Farrelly, RTI International (mcf@rti.org); Todd Heinrich, RTI International (toddh@rti.org).

As declines in telephone response rates continue, the need for flexible data collection strategies adaptable to a rapidly changing environment is clear. Advances in technology during the past decade have allowed Internet surveys to become a useful data collection strategy. While concerns surrounding the representativeness of internet surveys among the general population exist, the potential benefits; absence of interviewer bias, convenience, lower costs, and the use of multimedia present an attractive option for collecting data from longitudinal panels and list samples. A pilot project was conducted to gain insight into collecting data from youth on-line. The study examined barriers, advantages and the feasibility of converting a longitudinal panel of youth from telephone surveys to online surveys. After completing two longitudinal telephone surveys, 94% of respondents agreed to participate in an Internet Panel. Despite this apparent interest, we were only able to complete on-line interviews with approximately 50% of respondents. The research presented here will examine whether responses to items in the telephone survey are significant predictors of participation in the web survey. Of key interest are variables which capture information about a respondent's willingness to use the internet and existing habits, such as daily use of a PC, time spent on the internet, connection speed and type and where they access the internet. We would expect to see strong relationships between a respondent's perceived ability to use the internet and their participation in the web survey. However, demographic variable such as age, race, income (if any) and parental influence and oversight may also play a role in limiting participation. By identifying predictors, future data collection efforts can be tailored to assist and encourage those who may face barriers or limitations to participating.

STUDYING RACIAL ATTITUDES: ANTECEDENTS AND OUTCOMES

The Origins of Racial Resentment. David C. Wilson, The Gallup Organization (dcwilson@udel.edu); Darren W. Davis, Michigan State University (davisa@msu.edu).

This paper examines the extent to which racial beliefs among young adults are connect to a larger closed and intolerant belief system. As numerous studies have sought to understand the nature of racial attitudes – how subtle (and not so subtle) racial perceptions influence political judgments – the evolution of racial attitudes has received very little attention. With a few notable exceptions, mostly from early socialization studies, the development and evolution of racial belief systems have been essentially treated as if racial perceptions are contemporaneously developed. Like most other political and social values, while current contextual information and social norms play a critical role in the processing of racial information, racial perceptions and their overwhelming influence do not develop instantaneously. Rather, it is probably useful to think of racial perceptions the same way as other values: having a basis in early socialization in which family, friends, education, and media images along with the development of other political and social values play an important role in the development! of a racial belief system. With this in mind, questions abound concerning the nature of racial perceptions, specifically where do early racial beliefs come from, how they are connected to a larger belief system, and perhaps more importantly, how they connect to larger democratic society.

Support for the Death Penalty When Knowing the Defendant's Race. Robert Ross, California State University-Chico (rross@csuchico.edu); Edward Bronson, California State University-Chico (ebronson@csuchico.edu).

For over twenty years we have investigated the relationship between pre-trial publicity and the likelihood of a defendant to receive a fair trial. These are usually sensational cases, which have generated significant amounts of publicity locally, and often nationally—for example, Terry Nichols in Oklahoma, the dog mauling case in San Francisco, the Kansas City pharmacist, the case of one of the embassy bombers in New York. In some of these, the issue of race becomes important, especially where the defendant is black and the victim white. In several recent cases we have asked if respondents knew that the defendant was black. The results of these experiments are striking. We know from generic questions about the death penalty gleamed from national polls, such as Gallop and Harris, that blacks and whites have quite different views concerning this penalty. Our studies are of specific cases, of respondents eligible for jury service on that case. We certainly have found such differences in our studies over the years, although there have been some where the racial differences are quite small. What we have found in our recent studies where respondents know the defendant's race, white support for the death penalty increases and black support decreases. The movement is significant in both directions. These results are made more powerful because we also have studies in the same jurisdiction where race was not an issue and where these differences do not obtain. We explore these differences, including reference to the response of other minority groups, in this paper.

The Role of Local Educational Levels in Shaping the Racial Attitudes and Opinions of White Residents. Marylee C. Taylor, Pennsylvania State University (taylor@pop.psu.edu); Peter Mateyka, Pennsylvania State University.

In recent years, the impact of community characteristics on the racial attitudes of white residents has received increasing attention from social science researchers. Race/ethnic composition of the community has been the most common focus. In a widely-discussed American Journal of Political Science article published in 2000, Eric Oliver and Tali Mendelberg object to the assumption that race composition is the pivotal contextual influence on racial attitudes. Instead, they argue, low socioeconomic status in the white community is often more potent in eliciting negative racial attitudes among white residents. The level of college completion in the locality is the key measure used in their empirical demonstration, serving as an indicator, the authors claim, of "stress-inducing" deprivations and hardships in their own lives that lead whites to disparage blacks. Our research re-examines the Oliver and Mendelberg argument, using data from recent General Social Surveys (GSS) linked to 2000 census information about communities. Across many dimensions of racial attitudes, we find influences of both local racial proportions and college completion rates among white residents. Indeed, net of individual GSS respondents characteristics, including education, the educational level of the local white community is the most powerful contextual predictor of some racial attitudes. However our findings contradict the Oliver and Mendelberg interpretation of the observed locality-level education effect. Contrary to the

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earlier researchers' assumption that education level is serving as a proxy for stress and hardship deriving from low socioeconomic status, our research finds that such economic indicators as income, poverty rates, and employment levels in the white community are not important influences on whites' racial attitudes and show no partial effect once educational is controlled. This leads us to consider the implications of community education levels for the development of norms related to race.

Feelings of Closeness towards Blacks and Support for Slavery Reparations: A General Population Survey with a Reaction Time Segment to Measure Implicit Feelings of Interracial Closeness. Thomas Craemer, University of Connecticut (thomas.craemer@uconn.edu).

This paper addresses the question how a controversial policy on behalf of a racial minority may gain initial popular support in a political system that is based on majority decision making. Previous research suggests that policies on behalf of minorities may gain popular support as people who are non-members of the group begin to 'identify' with – or feel close to – the target group. To prevent the possibility that elite enactment may influence the results, a not (yet) established policy was selected – reparations for slavery. Social psychological and neural research suggests that it may be easier for people to identify with others that are perceived as 'intentional agents' than towards others that are perceived as passive victims. Two sets of frames are presented, one presenting the African Ancestors of contemporary African Americans as helpless victims ('passive frames'), and another presenting them as active participants in the historical process ('active frames'). The active frames present examples of Africans who either actively resisted slavery ("positive agency" modeled after the historical Queen Nzinga of Angola) or who actively participated in it ("negative agency" modeled after the notorious King Gezo of Dahomey). The results of a general population telephone survey ($n=1,200$) suggest that active frames elicit significantly stronger feelings of closeness towards Blacks than passive frames. Respondents were offered an incentive of \$5 to log on to the internet and complete a reaction time task designed to measure implicit feelings of closeness. Implicit closeness emerged as a powerful predictor of support for slavery reparations and other pro-Black policies regardless of a respondent's own racial background. The political implications of these findings are discussed.

DELIBERATION AND THE EXPRESSION OF OPINION

On the Limits of Public Opinion. Gerald Kosicki, The Ohio State University (kosicki.1@osu.edu).

Public voice has a somewhat disreputable reputation in Western political thought with various pejorative associations such as irrational, impulsive and overly emotional. Aristotle described democracy, the rule of the people, as one of the bad forms of government because of the tendency toward mob rule. As it emerged in the United States in the 18th Century, representative democracy was an attempt to ground the legitimacy of the government in the people, while at the same time limit the formal role of the people to voting for officials, who make decisions on behalf of the people. People do not have the opportunity to issue instructions to officials, nor are officials obligated to follow opinion polls regarding public preferences. People do, however, have the opportunity on a regular basis to consider elected officials for re-election. Despite this rather limited formal role, public preferences are of fundamental importance and interest because it is normatively important for officials to consider public opinion in their deliberations. However, several problems may limit the usefulness of public opinion in the realm of public policy: 1) The public may lack knowledge about the topic; 2) Media reports about certain topics may be absent, limited, or framed in a narrow way, creating overly constrained impressions of issues or conveying limited options; 3) Some matters of public policy are not subject to public preferences. Such issues tend to be constitutional matters such as the right of Habeus Corpus, Freedom of Speech, the right to a fair trial, etc. Various solutions and polling techniques have been proposed to overcome these limitations and to improve the assessment of "quality" or considered public opinion. Various solutions including deliberative polls and various forms of deliberative democracy are examined. These solutions are explained and evaluated.

Representation in Online Deliberation: How Non-Attendance and Low Participation Rate Influence Opinion Distribution. Weiyu Zhang, University of Pennsylvania (wzhang@asc.upenn.edu); Vincent Price, University of Pennsylvania (vprice@asc.upenn.edu).

Representation is to re-present one's interest (Althaus, 2003). Deliberation is a process during which citizens with different or even controversial interests confront each other by presenting their opinions. Such a confrontation not only contextualizes individual opinions, which might not be well considered if asked in an isolated situation such as opinion polls, but also contains the potential to shift individual opinions since the better argument prevails. However, deliberation itself does not solve the problem of representation. Furthermore, misrepresentation undermines the claimed benefits of deliberation, including the legitimacy of decisions based on aggregating the deliberative opinions, the quality of decisions, and the empowerment of the disenfranchised. The purpose of this research is to examine both descriptive and opinion representation in online deliberation. The current study is based on two field experiments using the Internet (specifically, chat rooms) as the site to deliberate: The Electronic Dialogue project was a year-long panel study conducted during the 2000 U. S. presidential election, whereas the Health Dialogue project focused on formal policy deliberation about health care reform. Both projects involved a survey-only control section and a deliberation experimental section. Five groups which are often under-represented are identified: low educated people, low income people, females, non-whites, and younger people. Consistent with previous studies, these groups are found to be less likely to attend online deliberation. Although descriptive under-representation has its own significances (Mansbridge, 1999), deliberation is still meaningful as long as various perspectives are fully re-presented. Analyses show that (1) These under-represented groups did hold different opinions from others. (2) The collective distribution of opinions among attendees vs. all people we contacted did not differ much. (3) Opinion distribution among attendees who talked a lot vs. all showed some sensible discrepancies. In other words, a majority opinion among all became a minority one among active talkers.

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Dynamics of Voter Deliberation in a Presidential Election: Swing Voters and Battleground States. Michael Xenos, University of Wisconsin-Madison (xenos@wisc.edu).

Political theorists and public opinion scholars have stressed the importance of deliberation in fostering greater opinion quality, appreciation of opposing viewpoints, and legitimacy for political outcomes. Unfortunately, robust deliberation among voters is rare, with the typical voter basing her decision on partisan heuristics, or other peripheral cues. Research on campaign intensity, however, suggests that highly intense communication environments can help voters to engage in a more elaborate process of candidate evaluation and vote choice. Further, prior research has also suggested that highly intense Senate campaign environments can even encourage voters to engage in processes of opinion formation and change that approximate those assumed by models of deliberative democracy. In this paper, similar dynamics are examined in the context of presidential elections. Although presidential contests are often seen as the standard for campaign intensity, variation in the intensity of campaign communication is evident between so-called “battleground” states and states where there is little uncertainty concerning the ultimate distribution of Electoral College votes. Drawing upon analyses of the 2004 National Election Studies and Annenberg National Election Studies data sets, this paper further develops a theory of voter deliberation that predicts moderate or “swing” voters in intense communication environments are the most likely to engage in a process of vote choice that approximates democratic deliberation. Deliberative voting is tapped by examining the patterns of considerations informing candidate opinions, with an assumption that preferences accompanied by evidence that the voter has considered opinion-consistent as well as dissonant considerations indicate greater deliberation. In the NES data, this is measured using responses to candidate likes-dislikes items, while in the Annenberg data this is explored through an analysis of trait and issue evaluations. A discussion of macro issues surrounding deliberative opinion and policy initiatives designed to increase voter deliberation is also provided.

Public Deliberation and Public Opinion about Health Care Policy. Vincent Price, University of Pennsylvania (vprice@asc.upenn.edu); Joseph N. Cappella, University of Pennsylvania (jcappella@asc.upenn.edu); Lauren Feldman, University of Pennsylvania (lfeldman@asc.upenn.edu).

Many models of policy making consider direct popular engagement in determining policy as being of dubious value, particularly when the issues at stake are complex, relying instead on experts to define the public's welfare. However, a number of scholars have called for including lay citizens directly in technical policy debates, arguing that, when engaged in issue-based deliberations, they will form more considerate and informed opinions worthy of guiding difficult policy options. The project reported here examined whether web-based deliberation among geographically dispersed and informationally diverse persons can lead to more informed public opinion on health care issues, despite their complexity. Small-group, online policy discussions among health-care elites and ordinary citizens alike were experimentally constructed and studied. The research involved a multi-group, multi-wave panel design, beginning with a baseline survey conducted in the summer of 2004 (N=2,497). A random subset of participants engaged in a series of text-based, online discussions about health care issues facing the country. The four discussion waves took place in September and November 2004 and in February and April 2005, with each consisting of a brief pre-discussion survey followed by an hour-long online chat (in 80 groups) followed by another brief post-discussion survey. All group interactions were recorded. An end-of-project survey of participants was conducted in August 2005 (completed by roughly three-quarters of baseline respondents, N=1,830). The paper outlines main findings of the study to date. These suggest that participation in online deliberations leads to higher levels of opinion holding on matters of health care policy; to increases in issue-related knowledge (though many such knowledge effects are attributable to briefing documents rather than discussion per se); to increased understanding of opposing points of view; and to substantive and interpretable shifts in policy preferences.

Influence of Hostile Media Perception on Opinion-Expression Participation. Hyunseo Hwang, University of Wisconsin-Madison (hyunseohwang@wisc.edu); Zhongdang Pan, University of Wisconsin-Madison (zhongdangpan@wisc.edu); Ye Sun, University of Wisconsin-Madison (yesun@wisc.edu).

Although several studies show that people sometimes perceive objective news articles as biased against their own views, called Hostile Media Perception (HMP), few studies have examined potential opinion-expression outcomes of this perceptual bias. In this study, we examine a theoretical model in which HMP is posited to indirectly lead to increased willingness to participate in opinion-expression activities by affecting related cognitions and emotions concerning such media coverage. Specifically, we predict that individuals' HMP concerning a controversial issue leads to heightened frustration with media coverage of the issue, both directly, and indirectly via the perceptions of greater effects of such media coverage on other than on self, a phenomenon known as the third-person perceptions (TPP). Media frustration, in turn, increases individuals' willingness to participate in various opinion expression activities with regard to the issue in question. To test this theoretical model, we analyzed data from a web-based survey involving 708 undergraduate students in a major Midwest university. Regarding three controversial issues (stem-cell research, domestic spying, and social security reform), HMP was measured by asking how much media coverage was biased against or hostile to one's own position on each issue or values concerning the issue. Media frustration was measured as negative emotions toward such media coverage. TPP were measured by asking respondents to estimate the effect of media coverage on self and on the majority of students in the same classes with them respectively. Additionally, respondents were asked to report their willingness to express their opinions on the issue and participate in diverse activities regarding each issue. By estimating the theoretical model via SEM, we found that HMP on the issues were positively associated with TPP. In addition, the results show that HMP and TPP had positive indirect effects on political participations by increasing their frustration on media coverage on the issues.

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MIXED MODES IN PRE-ELECTION POLLING

2006 Voter Problems and Perceptions: A Combined Exit and RDD Approach in Franklin County, Ohio. Fritz J. Scheuren, NORC (scheuren@aol.com); Susan Hinkins, NORC (hinkins-susan@norc.org); Rachel Harter, NORC (harter-rachel@NORC.org); Paul Fields, Brigham Young University (Pjfields@BYU.edu); J. Quin Monson, Brigham Young University (Quin.Monson@byu.edu).

On a pilot basis BYU and NORC researchers conducted two separate 2006 election polls in Franklin County. BYU carried out a large exit poll in the county and NORC obtained almost 400 RDD telephone interviews, during the election. Both polls were to learn what voters found to be problems with the new voting process. All types of voters were contacted, whether they had voted absentee (only the RDD sample covered these voters) or in person (both exit and telephone polling was used here). RDD and Exit Poll data collection methods have known weaknesses. Together, though, it was felt that with a joint effort robustness could be obtained and the reliability of each strengthened. Much was learned about voter perceptions and election problems. The close House race in Franklin County (still undecided as this abstract is submitted) added an additional dimension to the work. The contrasting results of the different methods will be featured. Independent assessments of both have also been constructed and their interpretive value will be factored in too. The paper ends with some recommendations on whether and, if yes, how to scale this effort up in battleground states in 2008.

Methods and Horse Races: How Internet, IVR and Phone Polls Performed in the 2006 Elections. Mark Blumenthal, Pollster.com (mark@mysterypollster.com); Charles H. Franklin, University of Wisconsin-Madison (chfrankl@wisc.edu).

If one story is more important in the world of polling than all others this year it is the proliferation of surveys using non-traditional methodologies, such as surveys conducted over the Internet and automated polls that use a recorded voice rather than a live interviewer (Interactive Voice Response, or IVR). Of the over 2100 polls we collected in 2006, 34% were conducted by IVR and 19% were conducted over the Internet. Less than half, 47%, were conventional telephone polls with a live interviewer. In this paper we examine the properties of these new methodologies in comparison with conventional polls, using the dynamics of the campaign, the variability of polls (sampling plus non-sampling error), and the eventual outcomes as crucial benchmarks. While the “final poll” performance has been the focus of considerable research on election polling, we use the entire election cycle to also compare how the various methodologies captured campaign dynamics: did they track together or are some flat while others reveal substantial trends? We also estimate the variability of results about the trends (with house effects estimated and accounted for) among the methods. And we consider a final accuracy estimate for each method. The results are important for how we understand these new methods which by sheer numbers now account for more than half the polling information released to the public. Are the economies of Internet and IVR polls justified by performance comparable to much more expensive conventional polling? Or are such polls subject to substantial differences which may produce misleading interpretations of elections?

The Effect of Survey Mode and Sampling on Inferences about Political Attitudes and Behavior: Comparing the 2000 and 2004 ANES to Internet Surveys with Non-Probability Samples. Neil Malhotra, Stanford University (neilm@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).

Since the inception of the American National Election Studies in the 1940s, data have been collected via face-to-face interviewing in the homes of area probability samples of American adults, the same gold-standard approach used by the U.S. Census Bureau, other federal agencies, and some non-government researchers for many of the most high-profile surveys conducted today. This paper explores whether comparable findings about voters and elections would be obtained by a different, considerably less expensive method: Internet data collection from non-probability samples of volunteer respondents. Comparisons of the 2000 and 2004 ANES data (collected via face-to-face interviewing with national probability samples) with simultaneous Internet surveys yielded many differences in the distributions of variables and in the associations between variables (even controlling for differences between the samples in reported interest in politics). And in all instances when accuracy could be assessed and differed by mode, it was higher for the face-to-face/probability sample data than for the Internet/volunteer sample data. This suggests that researchers interested in assuring the accuracy of their findings should rely on face-to-face surveys of probability samples rather than Internet samples of volunteer respondents.

Using Mixed-Mode Surveys (Internet and Mail) to Examine General Election Voters. Lonna Rae Atkeson, University of New Mexico (atkeson@unm.edu); Kyle Saunders, Colorado State University (klsau@comcast.net); Luciana Zilberman, University of New Mexico (luciana@unm.edu); Alex Adams, University of New Mexico (alexnadams@yahoo.com).

Given more and more surveys are being done on-line, we need rigorous analyses to determine the nature of the digital divide and its affect on sample representativeness and sample attitudes and opinions. We used a mixed mode survey, an Internet survey with a mail survey request option, to interview registered voters in the 2006 midterm elections in New Mexico's Congressional District 1 and Colorado's Congressional District 7. We contacted over 7000 registered voters immediately following the election with a contact letter and then followed that up with 3 reminder postcards at intervals of 7 to 10 days. Because of the nature of our sample, general election voters, we know demographic and election characteristics of our sample population including their gender, age, location, and voting history. This allows us a careful comparison of our sample respondents to our sample population to determine its degree of representativeness. In addition, we also examine differences between survey mode on attitudes and behaviors as well as the overall effectiveness of our research design, which included reminder post cards and a toll free number to request a mail survey. We also compare our experience with political activists, Democratic caucus goers, in New Mexico in 2004 to determine how different populations respond to requests for Internet surveys.

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CELL PHONE SURVEYING: OPERATIONAL ISSUES

Survey Research Using Cell Phone Samples: Important Operational and Methodological Considerations. **Anna Fleeman, Arbitron (anna.fleeman@arbitron.com).**

Over the last few years, Arbitron has conducted three large-scale research studies in which we called respondents on their cell phone. In these studies, more than 68,000 cell phone numbers were called. We sought to identify cell usage levels, personal demographics, and household characteristics as well as to determine whether cell-only respondents would participate in Arbitron's 'Radio Ratings' survey. Throughout these studies, we varied monetary incentive amounts and calling procedures so that we could estimate the effects of different methodological approaches. We discerned which incentives and strategies worked best while acknowledging the private and sometimes costly nature of cell phones as well as the legal issues with regard to calling cell sample. We discovered that the 'tried and true' calling protocols related to landline sample were not always appropriate when calling cellular phone samples. For example, we assessed the most successful times to reach respondents on their cell phone, what attempt number was most effective for leaving a voicemail message, and the number of rings needed to properly disposition certain calls. Also, we developed CATI scripts tailored to cell phone sample that worked effectively for many types of respondents. The paper presents these strategies and 'lessons learned,' which are critical to establishing calling strategies that aid in effectively managing research projects that involve cell phone sample. Furthermore, findings from these large-scale research studies provide much insight as to the most effective methodological approaches for improving contact, cooperation, and response to cell phone surveys.

Cell Phones and Public-Sector Survey Research: Are Incentive and/or Compensation Offers Really Needed? **James J. Dayton, ORC Macro (james.j.dayton@orcmacro.com); Cristine Delnevo, University of Medicine and Dentistry of New Jersey (delnevo@umdnj.edu); Susan J. Cummings, Montana Department of Public Health & Human Services (scummings@mt.gov); Zi Zhang, Massachusetts Department of Health (Zi.Zhang@state.ma.us); Lori Westphal, Florida Department of Health (Lori_Westphal@doh.state.fl.us); Michelle Cook, Texas Department of Health (MichelleL.Cook@dshs.state.tx.us); Diane Aye, Connecticut Department of Health (diane.aye@po.state.ct.us); Randal S. ZuWallack, ORC Macro (Randal.S.ZuWallack@orcmacro.com); Naomi Freedner, ORC Macro (Naomi.L.Freedner@orcmacro.com); Ruth Burnstein, ORC Macro (Ruth.S.Bernstein@orcmacro.com).**

Background: Nearly 10% of U.S. households are now cell-phone-only¹, and this number continues to grow. The demographics of households with one or more cell phones and no landline are more likely to be younger, rent their home, and live alone or with unrelated roommates. There is growing concern that this undercoverage by landline-based random digit dial (RDD) survey research is threatening the generalizability of these studies. One solution that may address this household undercoverage is to add cell phone. **Objective:** We hypothesize that response rates among cell phone users will not be significantly impacted by the offer of compensation. **Methods:** Beginning in October 2006, ORC Macro began calling cell phone exchanges at random within six states—MA, NJ, CT, MT, FL, and TX—and administered a shortened BRFSS or ATS (Adult Tobacco Survey) survey instrument with reduced calling attempts, and more liberal refusal protocols, and in one of the states, compensation of \$15 was offered to all contacts (survey participation was not a requirement). No incentive was offered in the remaining states. **Results:** We will compare response rates and other relevant dispositions among cell users who were offered an incentive, cell users who were not offered an incentive, and the corresponding state landline BRFSS data collected over a similar period. **Conclusions:** We anticipate that there will not be statistically significant differences in response rates between cell users who were offered an incentive and cell users who were not offered an incentive.

Broken Voices on Broken Phones: Can Interviewing Be Done by Cell Phone, and at What Cost? **Nick Moon, GfK NOP (nick.moon@gfk.com).**

The rise in the number of households with a cell phone but no land line represents a problem that telephone interviewing has to face up to if it is to offer nationally representative samples. RDD samples have historically not included mobile phone numbers, and this has led to concern about coverage bias. In the UK cell-only households are currently about 8% of all households, but half of these are households where the oldest member is aged 18-24. There is thus a considerable risk of bias, both overall and within this group. This potentially affects all surveys, but concern has been expressed most publicly about possible bias in election surveys. This was certainly the case in the US in the run-up to the 2004 presidential election. Incorporating mobile numbers into RDD samples poses a number of problems, concerning both sampling and interviewing. It is fairly easy to develop sampling and weighting algorithms to cope with this, but a far bigger unknown is whether it is harder to interview a mobile phone sample, whether it is more expensive, and whether the results are biased in any way. To test the acceptability of interviewing via cell phones, GfK NOP Social Research conducted an experiment in the last UK General Election, running a cell phone survey alongside a traditional telephone survey. The paper discusses the results of the experiment, in terms of the relative accuracy of the two surveys, and the differences in costs and response rates. The paper also examines some of the main differences — both demographic and attitudinal — between mobile-only households and those with landlines. The paper concludes with a discussion of the implications for future surveys.

A Model-Based System for Estimating Critical Components of RDD Sample Frames at National and Local Geographies. **Dale W. Kulp, Marketing Systems Group (dkulp@m-s-g.com).**

One of the challenging aspects of RDD sampling has always been the difficulty in providing reliable current estimates of the individual components of our landline sample frame. Specifically, the estimated proportions of telephone numbers assigned to households, dedicated residential fax/modem/dial-up lines, business lines, and unassigned numbers. Recently, similar issues have arisen related to the cellular/wireless frame and overlap issues between the two frames. This paper will review results of a comprehensive model integrating a database developed from an ongoing national survey and a long-standing Telco access line model. The primary purpose of this effort has been to develop local area estimates of wireless-only households. However, the model also provides estimates of residential and business access

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lines plus cellular households, all by provider. The model employs five years of previous data and forms the basis for making reasonable forecasts of landline and wireless-only households at local geographies and by telephone exchange and Telco wire centers. The results of the model allow for examination of changes in household landlines and hence the declines in working residential telephone rates over time. Small area estimates of wireless-only households may also provide benefits in determining optimal sample allocations in hybrid sample designs. In addition, the model results may provide valuable input into assessing the relative costs and risks of including/excluding wireless-only households in local area sampling efforts.

CONDUCTING WEB-BASED SURVEYS

To Branch or Not to Branch: Item Construction in Web Surveys. Ashley Grosse, Polimetrix (ashley@polimetrix.com); Samantha Luks, Polimetrix (sam@polimetrix.com); Douglas Rivers, Polimetrix (doug@polimetrix.com).

The role of question format in opinion measurement has been frequently addressed in public opinion research. One question that arises is whether to give the respondent all possible response options at once, or to give him a more limited set of responses which are then narrowed down in a subsequent question ("branching"). In the case of mail surveys, branching formats can be confusing to respondents and lead to higher levels of nonresponse because they force respondents to figure out which questions to skip and which to answer. As a result, nonresponse can be higher for branched survey questions than their non-branched equivalents. On the other hand, for surveys in which the question progression is directed by the interviewer, not the respondent, it has been argued that branching formats produce more reliable and stable measurements of attitudes, because respondents have an easier time making comparisons between small numbers of choices rather than large ones. Web surveys are similar to mail surveys in that the respondent is required to read the survey questions herself. However, question branching may be a beneficial technique to use in Web surveys as (1) it reduces the reading burden on the respondent and (2) Web surveys are programmed such that the respondent does not need to determine if items need to be skipped or answered. Furthermore, by combining branching with dynamic Web instrumentation, respondents may complete surveys more quickly and with higher levels of satisfaction. To investigate the effects of branching on Web survey responses, we employ experimental data gathered by the ongoing Polimetrix omnibus survey in 2006. We examine traditional seven-point survey measures of political attitudes, such as party identification, ideology, and issue positions, along with measures of political participation. Finally, we offer suggestions about survey item construction in the growing area of Web surveys.

Asking for Numbers and Quantities: Visual Design Effects in Web Surveys and Paper and Pencil Surveys. Marek Fuchs, University of Kassel (marek.fuchs@uni-kassel.de).

In almost every self-administered survey respondents are asked to report numbers, frequencies or quantities. Since closed ended questions with response categories are prone to scale effects, in many survey open questions are used to collect this kind of data. Previous research on the design of the answer boxes to open questions revealed a significant impact of their size, design, and of associated labels on the answers provided by respondents. Large boxes yield more detailed information; however, once the answer space becomes unreasonable large the proportion of overly detailed responses, explicit estimates and unrelated information increases. By contrast, small response boxes yield more hiving or bunching. Also, a label associated to the response box increases the accuracy of the response. So far, most of these experiments have been conducted in paper and pencil surveys. In this paper we will extend this line of research to Web surveys. First, we will compare results from several mode experiments comparing the effect of various styles of answer boxes in a paper and pencil survey to a Web survey. Then we will assess the impact of the design feature of answer boxes in greater detail using data from field experiments embedded in Web surveys. The results of these experiments underline the different respondent perceptions of Web surveys compared to paper and pencil surveys. The findings will be discussed in the light of visual design effects in Web surveys.

Universal Accessibility in Web Survey Design: Practical Guidelines for Implementation. Holly L. Harrison, University of Massachusetts-Boston (holly.harrison@umb.edu); Jeff Coburn, University of Massachusetts-Boston (jeff.coburn@umb.edu).

When designing questionnaires, we take special care to ensure they are not only valid measures of what we aim to study, but are also designed in an easy-to follow format that minimizes burden and non-response in any mode. Unit non-response is a critical issue in all high quality research, especially projects addressing social policy or political polling. In recent years, technological advancement has enabled us to explore the world-wide-web as a new mode for questionnaire design and administration. Research professionals show increasing interest in web surveys, with publications and presentations on topics including: who responds, when they respond, and differences in data between the web and other modes of administration. However, little to no literature exists discussing how we, as survey professionals, should construct web surveys that follow the principles of Universal Design (UD). UD is a philosophy for designing and delivering products and services that are usable by people with the widest possible range of functional capabilities – regardless of age, ability or situation. It embodies the concept of an inclusive society and its importance has been recognized by government, business, and industry. By creating questionnaires on the web that are inaccessible to people with disabilities, we impede participation from a growing segment of the U.S. population. In addition, Federally-funded research must comply with the Americans with Disabilities Act Section 508, which applies to both physical and virtual spaces. Finally, employing UD enables a wider range of audiences to complete web surveys with ease, including those using slow connections (dial-up), cellular telephones, and Personal Digital Assistants (PDA). This paper demonstrates the benefits of universal design, gives researchers practical tools for implementation of these principals, and shows how to test web surveys for accessibility.

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The Impact of Format Changes on Web Survey Abandonment and Response Distributions. Robert Gonyea, Indiana University (rgonyea@indiana.edu); Todd Chamberlain, Indiana University (toachamb@indiana.edu); John Kennedy, Indiana University (kennedyj@indiana.edu).

This presentation summarizes the results of the analysis of the impact of changes in questionnaire format in a large-scale undergraduate survey program – the National Survey of Student Engagement (NSSE). Since 1999, NSSE has been administered at about 1,100 four-year institutions in the U.S. and Canada with more than 1,000,000 students responding (www.nsse.iub.edu). The NSSE has both a paper and a web component. Two changes were implemented in 2005 that affected the web version of the survey. First, the informed consent information was placed on the first page of the survey and not sent in the recruiting messages. The informed consent page also had a graphic that was specific to each school. Second, prior to 2005, the students had only 4 submits throughout the questionnaire. In 2005, the number of submits increased to 17. As a result, many questions were located in different places in grids. Placing the informed consent statement on the first page along with a school-specific graphic appears to have increased the proportion of students who visited the website and started the survey. However, the abandonment rate increased and the survey was abandoned sooner than previous years when there were only four submits. The changes in question placements in screen grids appear to have affected the responses. Many items that changed location in the web version had different distributions between 2004 and 2005 but there were no substantial differences in the same questions for the paper questionnaire which did not change formats. In the presentation, we will describe these changes more fully to include an analysis of the characteristics of students who abandon the survey and the possible differential impact of changing question locations for different types of students. We will also present 2006 data which will help understand the longer-term implications of these changes.

Exploring Statistical Inference from Web-Based Surveys: How Does It Work? Robert Santos, The Urban Institute (rsantos@ui.urban.org).

Web-based surveys are increasing in popularity because of their cost effectiveness and their ability to generate survey results quickly. Two principal web-based designs have emerged in the first half of this decade: (1) panels recruited from household RDD samples that subsequently employ web technology for gathering survey data; and (2) opt-in panels of internet users whose survey data are adjusted via extant data (e.g., an independent RDD telephone survey). The purpose of this paper is to provide a framework for easily understanding the source of statistical theory used to generate inferences about the survey population. A simple expression of the bias of the mean is used to show how classical finite population sampling theory is no longer the primary driver of statistical inference and that adoption of model based theory is needed for both the web-based designs under investigation. But the models that underlie the validity of inference differ for the two web-based designs – one relies on the veracity of a nonresponse model, while the other relies on a model for noncoverage. The paper concludes with thoughts on how our industry might develop empirically based, defensible models in order to justify (or dispel) the validity of current web-based designs.

RANDOM-DIGIT-DIALING ISSUES IN SURVEY RESEARCH

Incorporating a Multi-Modality Design into a Random-Digit-Dialing Survey. Michael P. Battaglia, Abt Associates (mike_battaglia@abtassoc.com); Larry Osborn, Abt Associates (larry_osborn@abtassoc.com); Michael W. Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Martin R. Frankel, Baruch College, City University of New York (martin_frankel@abtassoc.com); Ali H. Mokdad, Centers for Disease Control and Prevention (AMokdad@cdc.gov).

Random digit dialing (RDD) surveys are typically conducted using only the telephone survey mode of data collection. However, because RDD survey response rates have been declining over the past ten years it is important to examine alternatives to the single-mode approach. This paper describes a test of one multimode alternative conducted as part of the Behavioral Risk Factor Surveillance System (BRFSS), a monthly state-based RDD survey that measures health conditions and risk factors. In six states, a list-assisted RDD sample was selected and matched with a database of residential telephone numbers and addresses. For the sampled telephone numbers with an address match, a mail survey with telephone survey follow-up of mail nonrespondents was employed. For sampled telephone numbers with no address match, the survey was conducted by telephone alone. After discussing the design and implementation of the six-state pilot survey, including procedures for the selection of the adult respondent(s) from the sample households, we focus on response rates and respondent characteristics by mode using the ongoing, single-mode BRFSS survey in each state as a comparison sample. The paper also discusses weighting and estimation issues for multi-modality RDD designs and examines potential mode effects.

Optimizing the Day and Time of the First Dial in Random-Digit-Dial Telephone Surveys. Benjamin Skalland, NORC (skalland-benjamin@norc.org); Chao Xu, NORC (xu-chao@norc.org); Karen Wooten, Centers for Disease Control and Prevention (kgw1@cdc.gov).

In telephone surveys, the day and time of a first call attempt can have a strong impact on the call outcome, and telephone calls should therefore be placed at times which maximize both the chance of completing an interview and the final response rate. In a random-digit-dial (RDD) survey, however, these can be competing interests, since the best day and time to identify eligible respondents and complete interviews might not be the best day and time to identify ineligible respondents and out-of-scope telephone numbers. For example, businesses are more easily identified during the daytime whereas households are more easily identified during the evening. Therefore if likely businesses can be distinguished from likely households before dialing, the first-call time can be scheduled accordingly. In this paper, we investigate the possibility of using information known prior to dialing, such as the listed/unlisted status or geographic location of the telephone number, to optimize the day and time the first call should be placed for a national RDD survey. We use data from the National Immunization Survey, a nationwide, list-assisted RDD survey conducted by the NORC at the University of Chicago for the Centers for Disease Control and Prevention.

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Gaining Efficiencies in Scheduling Callbacks in Large RDD National Surveys. Jeffery Stec, CRA International (jstec@crai.com); Paul J. Lavrakas, Nielsen Media Research (Paul.Lavrakas@NielsenMedia.com); Charles Shuttles, Nielsen Media Research (Chuck.Shuttles@NielsenMedia.com); Gail Daily, Nielsen Media Research (Gail.Daily@nielsenmedia.com); Tracie Yancey, Nielsen Media Research (Tracie.Yancey@NielsenMedia.com); Ralph Watkins, Nielsen Media Research (Ralph.Watkins@NielsenMedia.com).

In the past 20 years, since RDD telephone surveys first achieved their now recognized stature as a primary means to survey a random sample of the U.S. population, the effort needed to properly and fully dial and dispose of the telephone numbers in the sampling pool has grown extensively. Four times each year (January/February, March/April, June/July, and October/November), Nielsen Media Research (NMR) uses a list-assisted RDD frame to sample respondent households for its national (all 50 states) dual-stage mixed-mode diary surveys of television viewing in the United States. In each of these surveys more than 1,200,000 RDD telephone numbers are used for as the initial sampling pool. Following fixed calling rules, which have existed since the mid-1990s, and which space up to 15 call attempts per telephone number at various times of day over a 14-16 day field period, NMR makes approximately 8,000,000 dialings during each of these seasonal surveys. This effort leads to far better than average response rates compared to most other commercial RDD surveys. This paper will present analyses using NMR's 2004–2006 calling data from its diary surveys to investigate where efficiencies are likely to be gained by changing the fixed calling rules now used. While a cost savings would be gained by strategically reducing the number of calls placed to non-productive phone numbers, some of those phone numbers do lead to completed interviews. By adopting calling rules where not as many calls are made to these non-productive numbers, the possibility arises that interviews foregone under this approach could lead to a substantial bias in various sample statistics. To investigate this possibility, this paper will present analyses examining whether exploiting these calling efficiencies would lead to statistically different sample estimates.

USING LETTERS TO INCREASE RESPONSE RATES

Revisiting the Use of Tailored Spanish Language Advance Letters in RDD Surveys. Lisa Carley-Baxter, RTI International (lcbaxter@rti.org); Michael W. Link, Centers for Disease Control and Prevention (mlink@cdc.gov); David James Roe, RTI International (droe@rti.org); Rosanna Quiroz, RTI International (quiroz@rti.org).

Sustained growth in the Spanish-speaking population in the United States makes it increasingly important for researchers to attain representative participation in surveys from this group. Underrepresentation could lead to bias in survey estimates and call into question the validity of survey findings. Research has shown that use of advance letters increases overall response rates to telephone surveys; however, the utility of this approach for Spanish speakers is still in question and little research has looked at tailoring the content of the letter for the specific concerns of this population. In a prior round of this work, we demonstrated that use of a standard English advance letter with Spanish translation increased response rates more than did a Spanish language letter tailored to address concerns about survey participation typically voiced by Hispanics. We hypothesize that over-emphasis on immigration issues may have limited the utility of the tailored letter. Here we report on the second round of this pilot, in which the content of the tailored letter was revised substantially. The pilot was conducted as part of the Behavioral Risk Factor Surveillance System (BRFSS) in four states (Arizona, Texas, Florida, and New York) during fall 2006. The content of the revised tailored letter was developed based on focus groups of Spanish speakers with different dialects. For the survey, likely Spanish-speaking households were sub-sampled from the ongoing BRFSS in each state based on either reverse matching telephone numbers with a Hispanic surname list or telephone numbers in exchanges in which more than half of the households were believed to be Hispanic. These telephone numbers were then randomly assigned to one of three groups: tailored Spanish language letter, English letter with Spanish translation, or no letter. In the analysis, we compare response rates, respondent demographics, and selected survey estimates obtained across these three groups.

The Effect of a Pre-Notification Letter on Response Rate in a Mail Survey Depending on the Number of Contacts. Olena Kaminska, University of Nebraska-Lincoln (kaminol@gmail.com); Bart Goeminne, SAS Belgium (bagonew@gmail.com); Marc Swyngedouw, Katholieke Universiteit Leuven (Marc.Swyngedouw@soc.kuleuven.be).

Pre-notification letter has been reported to increase response rate in many experiments. When the cost of survey design is taken into consideration, two further questions are to be answered: is the effect of a pre-notification letter worth additional costs and is a pre-notification letter or an additional follow-up reminder better in terms of response rate? The data for this study comes from a split sample experiment conducted as a part of 2004 European Election Study. In the design with two follow up reminders, a marginally significant higher response rate for the group receiving pre-notification letter was observed. Investigation of the speed of response shows that the main reason for the decreased effect of a pre-notification letter with two reminders is that the reminders increase the response rate for the control group much more than for the pre-notification group. Using the extrapolation method, we find that in the design with only one reminder the influence of a pre-notification letter is much more prominent. The comparison of the effect of a pre-notification letter versus an additional follow-up reminder does not result in a significant difference. The main conclusion of this study is that a pre-notification letter has higher effect on response rate in the design with fewer follow-up contacts. There is also some evidence that a follow-up reminder, which includes additional copy of the questionnaire, might be preferred to a pre-notification letter in terms of the effect on response rate.

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The Effects of Including Previous Survey Results in a Cover Letter. **Jeremy Morton, RTI International (jmorton@rti.org); Judith Lynch, RTI International (jtl@rti.org); Lorraine Babeu, U.S. Department of Defense (Lorraine.Babeu@tma.osd.mil); Pinliang Chen, RTI International (pchen@rti.org).**

Including a cover with a questionnaire is commonplace in mail surveys. Various research has been conducted to determine the most effective content of cover letters in order to encourage response to mail surveys. In a recent study, we explored the effects of including results from a previous implementation of the study in the mail survey cover letter to new survey participants. The TRICARE Inpatient Satisfaction Survey (TRISS) has been conducted each year since 2001. RTI International conducted the 2006 TRISS for the Health Program Analysis & Evaluation (HPA&E) Division of the Department of Defense (DoD) TRICARE Management Activity (TMA). The primary purpose of TRISS is to collect and analyze data from a sample of TRICARE beneficiaries about their experience and satisfaction with recent inpatient hospital care provided by the TRICARE direct care system and purchased care network, using an instrument modeled after the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAPS) questionnaire. DoD-TMA decided that survey results from previous survey implementations were to be included in current implementations of each survey that DoD-TMA sponsors. For the 2006 TRISS, RTI and DoD-TMA conducted a split sample experiment where half of the sample members received the questionnaire with a cover letter that provided survey results (i.e., basic frequencies from a few key items) from the 2005 TRISS while the other half received a questionnaire with a cover letter without the past results. Our research focused on two questions: 1) Was there a difference in response rates between the two sample groups?, and 2) Were there any differences in how respondents from the two sample groups answered the survey questions that might be attributable to providing the past survey results in the cover letter?

The Junk Mail Effect: Using Endorsement Letters and Brochures in Sample Member Correspondence. **Shana M. Brown, NORC (brown-shana@norc.org); Claire Jennings, NORC (jennings-claire@norc.org).**

In the 2006 Survey of Doctorate Recipients (SDR), a controlled experiment was conducted with new cohort sample members to evaluate the response to brochures and flyers. Using these tools as a gaining cooperation strategy, we hoped to provide new sample members with additional information about the study. However, we found that with the domestic sample less materials included in the mailing led to higher questionnaire returns. In addition, the SDR utilized endorsement letters from science and engineering professional organizations, targeting sample members by matching PhD fields of study to appropriate professional organizations. We believed that the inclusion of endorsement letters in second contacts with sample members would boost rates of response. They instead seemed to hinder questionnaire returns, compared to the 2003 data collection returns. In both instances, additional materials included in mailing packages produced a 'junk mail effect,' causing sample members not to respond. This paper will present the outcome of a controlled experiment for brochures and flyers included in first contact with new cohort sample members. The paper will also evaluate the use of endorsement letters by comparing expected questionnaire returns based a previous data collection round to the actual returns within a specified time period.

PUBLIC OPINION AND CURRENT AFFAIRS

Does the War on Terror Close the Gender Gap? **Barbara Bardes, University of Cincinnati (Barbara.Bardes@uc.edu).**

The gender gap in attitudes has been the subject of research and speculation since the 1970s. In particular, the gender gap is obvious on questions regarding the use of force. The goal of this research is to test the hypothesis that the gender gap on the use of force will be narrowed when the focus of that force is terrorism or threats to the U.S. homeland. In addition the research will seek to identify the demographic characteristics of the women most likely to move from an opposition of force to support of the use of force against terrorism. Finally, the research proposes that the gender gap on the use of force will remain stable in attitudes toward the use of the American military in the Iraqi war.

Political and Social Attitudes of American Muslims. **Gregory A. Smith, Pew Research Center (gsmith@pewforum.org); John C. Green, Pew Research Center (jgreen@pewforum.org); Amaney Jamal, Princeton University (ajamal@princeton.edu); Daniel A. Cox, Pew Research Center.**

In early 2007, the Pew Research Center will conduct a first-of-its-kind survey of American Muslims. The survey will examine the social and political attitudes, religious beliefs and behavior, and life experiences of this community. This paper will analyze the political and social attitudes of American Muslims, and compare Muslims with non-Muslims on a variety of attitudinal measures. It will focus especially on Muslims' political principles on questions such as the appropriate roles and responsibilities of government, social issues such as abortion and marriage, attitudes regarding foreign affairs, issues surrounding civil rights and civil liberties, and evaluations of the political parties and their standard-bearers. The paper will focus especially on one primary point of analysis; drawing on a Pew Research Center survey of the general population of the U.S. to be conducted simultaneously with the survey of American Muslims, the political attitudes of American Muslims will be compared to those of other religious groups in the U.S., including evangelical Protestants, mainline Protestants, and Roman Catholics. This comparison will shed light on the nature and extent of political differences (and similarities) between Muslims and other politically important faith communities in the U.S. Additionally, by combining the results of the survey of American Muslims with results from Pew's general public survey as well as other surveys, this paper will report the results of multivariate models designed to investigate the relative importance of religious variables in shaping the political and social values of Muslims in the U.S.

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Interest in Politics and “Opinion Over-Reporting”: Evidence from a Recent Survey Experiment. Nick Allum, University of Surrey (n.allum@surrey.ac.uk); Patrick Sturgis, University of Surrey (p.sturgis@surrey.ac.uk); Patten Smith, Ipsos-MORI (patten.smith@ipsos-mori.com).

The problem of respondents expressing non-attitudes or pseudo-opinions is one familiar to survey researchers. One of the most vivid ways in which this has been demonstrated is by asking people for their opinions on what is in fact an entirely fictitious issue such as the ‘Public Affairs Act’ (Bishop et al 1980; 1986). Our previous work has examined the effect of political knowledge and personality traits such as confidence on the propensity to offer pseudo-opinions (Allum et al 2006). In this paper, we present a new study that examines the role of political interest in the offering of pseudo or weakly held opinions. A split ballot experiment embedded within the Ipsos-MORI Face to Face British Omnibus Survey allows us to investigate the effect of respondents being asked to state their interest in a range of political issues before and after being asked for their position on fictitious and real issues. Results indicate that there are differences between more or less knowledgeable citizens in their propensity to express a pseudo-opinion. There are also effects arising from the location in the questionnaire of the political interest items. We conclude that asking interest questions in the customary position near the front of a survey interview may lead to ‘opinion over-reporting’.

Is Anyone Listening? Academic Freedom, “Intellectual Diversity,” and Conservative Critiques of the American Professoriate. Solon J. Simmons, George Mason University (ssimmons@ssc.wisc.edu); Neil Gross, Harvard University (neilgross@mac.com).

Conservative critics of American higher education charge that leftists have taken over many academic fields and illegitimately use their academic positions to pursue partisan political goals. This paper seeks to determine the extent to which conservative critiques of the academy resonate with the American public. Analyzing data from a nationally-representative survey of U.S. adults (n=1000), we find that a sizable minority are upset over the perceived liberal tilt of academe, and that while there is support for the principle of academic freedom, most Americans do not believe it entitles professors to espouse what are seen as extreme political views. We speculate about the social and historical factors that brought this situation about, and call for more research on political conflict over the university.

MEDIA EFFECTS ON ATTITUDES AND BEHAVIORS

Negative Media and Unit-Level Response. Nancy Bates, U.S. Census Bureau (nancy.a.bates@census.gov).

Most U.S. Census Bureau surveys are voluntary and thus depend upon the public’s good will to cooperate with requests for information. Studies suggest that government sponsored surveys attain better response rates than non-government surveys and further, that the Census Bureau enjoys a fairly high level of public trust (Ponemon, 2006). However, negative media reports involving the Census Bureau may erode this trust and some scholars hypothesize that recent stories have worked to undermine public confidence in the Census Bureau’s ability to maintain data confidentiality. If true, this could lead to a diminished cooperation with surveys and ultimately lower response rates. In this paper, we document several recent news stories with negative connotations for the Census Bureau. We then use a recent story about missing laptops as a case study to assess whether a negative media event has a noticeable impact on survey cooperation. We examine three continuing demographic surveys including the National Health Interview Survey, the Consumer Expenditure Survey and the Consumer Expenditure Diary. We use paradata in the form of automated contact history records to measure the rate of interim or “soft” refusals occurring at the doorstep before, during, and after the event. These same data also yield qualitative information regarding the reasons why households were reluctant to participate. We also compare the unit-level response rates during the field period of the event compared to rates from field periods immediately before and since the event.

Channeling Home: Transnational Media Use and Expectations. Andrea E. Hickerson, University of Washington (andrea3@u.washington.edu).

Public opinion theory acknowledges that individuals are members of multiple publics (Herbst, 1992). Few groups are more aware of these multiple affiliations than transnational groups, who maintain ties with their country of origin while still engaging in the civic and political life of their host nation (Basch, L., Glick Schiller, N., & Szanton Blanc, 1994; Itzigsohn, 2000). While traditional assimilation theory suggested that the longer individuals lived in their new nation, the less they would engage in their home country, recent research suggests assimilation is not a continuum, and people with longer lengths of residence are more likely to be engaged in the homeland (Guarnizo, Portes & Haller, 2003). Scholars of transnationalism credit continued engagement in the homeland to new media technologies (Appadurai, 1996; Foner, 1997), yet the exact nature of the relationship between media use and transnational involvement is not well detailed. Using data from the Hispanic Media Survey conducted by the Pew Center for Hispanic Engagement (Feb/Mar 2004, N=1,136), I address three related research questions. Since little is known about the general attitudes and characteristics of transnationals, RQ1 asks, ‘Who pays attention to news in the homeland?’ Second, since length of residence has been shown to be correlated to engagement, and engagement has been linked to media use, RQ2 asks, ‘How does length of residence relate to media preferences?’ with media preferences defined as favorite media and preferred media language. Finally, RQ3 asks, ‘How does attention to news in the homeland relate to attitudes about the role of the news media?’ Assimilation theory suggests that immigrants adopt more American attitudes the longer they live in the U.S., however, it remains unclear whether individuals’ normative understanding of the media’s role also evolves over time, even if they still prefer news from explicitly partisan sources in the homeland.

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Media Coverage of West Nile Virus and Avian Flu: An Analysis of the Agenda-Building Process Related to Epidemic Hazards. Tsung-Jen Shih, University of Wisconsin-Madison (tshih@wisc.edu); Rosalynna Wijaya, University of Wisconsin-Madison (rosalynna@cae.wisc.edu); Dominique Brossard, University of Wisconsin-Madison.

In light of increasing public concerns over epidemic hazards, it is important to investigate not only how these issues are covered in the media, but also, at a higher level, why these issues are covered the way they are. Media agenda-building is the process by which different social actors, including the government, the journalists, and different interest groups, strive to influence media content (McCombs & Gilbert, 1986). Using the theory of agenda-building as a theoretical framework, this study analyzes media coverage of West Nile Virus (N=266) and avian flu (N=250) from the first mention of these diseases in the New York Times to November 2006. These diseases are particularly good contexts in which to examine agenda building, since the diseases are similar in their ability to solicit public and media attention due to their epidemic nature, but different with respect to their scope of influence. These similarities and differences allow for the involvement of various interest groups or social actors, who possess different agendas of interest and may, as news sources, attempt to provide the media with different content or angles for these issues. Operationally, this study analyzes the relationship between frames and sources; that is, whether certain news sources are more likely to be linked to certain media frames. Our analysis identified “action” and “consequence” frames as the dominant frames in the news stories. Our findings indicate that for the West Nile virus and avian flu stories presenting “consequence” and “action” frames in the lead, government entities are the most prevalent sources. An interesting contrast to this finding is that in West Nile virus’ stories, ‘uncertainty’ frames are linked mainly to social groups and citizens. Implications of the results, at the theoretical and policy-making levels, are discussed.

The Media Nexus: How Objective Conditions are Turned into Subjective Opinion. Steven T. Procopio, Louisiana State University (sproco1@lsu.edu); Robert K. Goidel, Louisiana State University (kgoidel@lsu.edu).

Research has increasingly recognized the importance of the economic news coverage in economic evaluations, as well as how such coverage affects political evaluations. Missing from the literature, however, is an understanding of how local news covers the economy and the implications such coverage has for economic evaluations. Drawing on a unique database of local economic indicators and local economic news coverage, we compare news coverage across different local media markets in Louisiana, differences in local and national economic news coverage, and the effects these differences have on economic evaluations.

Ethical/Strategic Frames and Opinions on Stem Cell Research: An Attitude Structure Approach. Nam-Jin Lee, University of Wisconsin-Madison (namjinlee@wisc.edu); Douglas M. McLeod, University of Wisconsin-Madison (dmmcleod@wisc.edu); Dhavan V. Shah, University of Wisconsin-Madison (dshah@wisc.edu).

Researchers have widely recognized that framing is an important mechanism through which variations in a message frame (i.e., a central organizing principle of a media message) influence people’s information processing and opinion formation. One important consensus that has emerged among framing researchers is that the most prominent locus of framing effects is the reasoning process in which members of the public derive their opinions from what they already know, what they believe, and what they value. Combining this insight with the notion that various considerations (relevant attitudes/beliefs and political orientations) that people rely on in the reasoning process tend to be highly interrelated and to be structured in a hierarchical fashion, this study puts forth an attitude-structure model of framing effects to examine the way frames prioritize certain modes of reasoning. This model attempts to mimic the actual process that individuals undergo when they try to form their opinions on a specific issue and operates under the assumption that individuals’ primary mode of reasoning follows, to a large extent, a deductive path from the abstract to the concrete, from the general to the particular. On the basis of this approach, we conducted an experimental study, in which we presented study participants with a media message about the controversy over federal funding for stem cell research that were framed in either ethical terms or strategic terms. Preliminary results suggest that the message frames failed to change the individual considerations directly but that the frames not only altered the importance weights that individuals placed on such considerations but also created different structures of issue-relevant considerations. The paper’s conclusion discusses the theoretical utility of the attitude structure model and seeks to extend understanding of framing effects by clarifying the ways in which ethical and strategic frames shape one’s reasoning process and attitude structure.

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ISSUES IN ELECTION POLLING

***Exit Polls and Ethnic Diversity: How to Improve Estimates and Reduce Bias among Minority Voters.* Matt A. Barreto, University of Washington (mbarreto@washington.edu); Francisco Pedraza, University of Washington.**

As the American electorate has become increasingly diverse, exit pollsters have struggled to keep up and provide accurate data. While the primary duty of the exit poll is to predict the real election outcome, more and more, news agencies, political parties, and researchers want more in-depth analysis of the voters, including how did different racial and ethnic groups vote? However, the typical exit poll is not designed to include a fully representative sub-sample of White, Latino, Black, and Asian American voters. Instead, they usually just report results for whatever minority voters they interviewed, without regard to class, education, language, or immigrant status. The result? Confusing data. In 2004, the national exit polls said 45% of Latinos voted for Bush. A separate exit poll of Latino voters conducted by the Velasquez Institute said 32% of Latinos voted for Bush. To address the issue of exit poll accuracy and minority voters, researchers implemented four exit polls in diverse cities in 2006 to test new strategies at gaining more accurate data. Polls were implemented in Los Angeles, Santa Ana, CA, Seattle and Albuquerque with a specific eye towards oversamples in immigrant and minority neighborhoods. Each exit poll was translated into multiple languages and recruited a large number of minority students to implement the poll. The findings suggest that racial/ethnic voters living in heavily minority neighborhoods demonstrate different opinions and vote choice than racial/ethnic voters who are more assimilated into 'White' neighborhoods.

***Latino, Asian, and Black Voters in Los Angeles and Orange County: The Impact of Residential Segregation on Public Opinion and Voting.* Stephen Nuno, University of California-Irvine (snuno@uci.edu); Fernando Guerra, Loyola Marymount University (fguerra@lmu.edu).**

Metropolitan Los Angeles is one of the most diverse places in the country, however public opinion surveys – particularly exit polls – are often conducted only in English. This practice excludes many minority and immigrant citizens from participating in exit polls, potentially biasing the results. To address this deficiency, two exit polls were implemented in greater LA, one in the city of Los Angeles, the second in Santa Ana, specifically oversampling minority and immigrant communities where exit pollsters rarely setup shop. Our results indicate that by excluding these precincts from most analyses, exit polls are missing a big segment of the American vote.

***Voting in the State of Georgia: An Examination of Public Confidence in the System of Elections in a Time of Change.* Richard L. Clark, University of Georgia (clark@cviog.uga.edu).**

In our representative democracy, voting is as close to a sacred act as any in the secular world. The 2000 Presidential Election brought to the fore a multitude of problems with the way Americans cast and count their votes. Since that time, Congress has passed the Help America Vote Act (HAVA, 2002), and many counties and states have revamped their own procedures for casting and counting ballots. In Georgia, the Secretary of State's office took a bold stride prior to the passage of HAVA and made the determination that (1) Georgians would move to a system of electronic voting, abandoning all various forms of paper ballots, and (2) all counties throughout the state would use the same system, thereby eliminating the discrepancies in systems used by wealthier and poorer counties. This paper examines the impact of the Secretary of State's implementation of a new system and the public's confidence in its current system of elections. First, the paper will provide an overview of some of the problems with Georgia's system of voting prior to the implementation of the fully electronic system. Second, the paper examines the changes in undercounts from 2000 to 2004 in order to assess if there is any improvement in the system. Lastly, the paper explores public opinion related to the new system, using data from the Peach State Poll, a statewide public opinion poll focused on public policy issues. The author asserts that even if the newly implemented system accurately counted every vote with unparalleled precision, our system relies on public confidence, without which, accuracy and precision are meaningless. Therefore, the public's perception that the fully-electronic system is fair, accurate, and an improvement over the old system is vital to the success of the newly implemented system.

***Search for Alternative Modes of Questionnaire Administration: Recent Findings from Surveys by the Asahi Newspaper.* Nicolaos E. Synodinos, University of Hawaii (nick@hawaii.edu); Eiji Matsuda, The Asahi Shimbun (matsuda-e@asahi.com).**

The Japanese fieldwork environment for conducting surveys has been deteriorating as is evidenced by increases in refusals and noncontacts. In addition to conducting personal and telephone surveys, Asahi Newspaper started investigating alternative questionnaire administration approaches. This paper discusses mainly findings from four such surveys. The first was a nationwide mail survey conducted in 2004 for the Upper House election. The questionnaire was sent to approximately 12,000 registered voters and 7,521 usable questionnaires were returned. This survey's prediction accuracy will be discussed and its results will be compared to two RDD telephone surveys with some similar questions. The second was a nationwide mail survey on earthquake preparedness conducted in 2004. It consisted of mailing a pre-notification, the questionnaire, a reminder postcard, and a 2nd copy of the questionnaire. Subjects received an included incentive and promised a discount voucher upon returning the questionnaire. The high return rate (2,336 usable out of 3,000 mailed) can be attributed to the multiple contacts, the incentives, and the topic. The third was a nationwide mail survey conducted in late 2005 asking about personal finances. It was sent to 3,000 registered voters and used similar procedures as the second survey. 2,124 usable questionnaires were returned. The findings will be compared to similar questions in telephone and personal interviews. The fourth was a mail survey conducted for the 2006 Nagano Prefecture Governor election. At the same time, Asahi Newspaper commissioned two Internet panel surveys and conducted a telephone survey. Despite the closeness of the race, the mail and telephone surveys were very accurate in their predictions. However, the predictions of the Internet surveys were very close to each other but very different from the election result. Answers to various questions in the mail survey will be compared with those of the Internet surveys.

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Issues in Exit Polling Methodology in the 2006 Midterm Elections. **Joel D. Bloom, The University at Albany, State University of New York (joelbloom@gmail.com); Joe Lenski, Edison Media Research (jlenski@edisonresearch.com); Jennifer Agiesta, Belden Russinello & Stewart (jenniferagiesta@brspoll.com).**

In this paper we will discuss issues in conducting the 2006 U.S. exit polls including some set of the following: (1) conducting telephone surveys of early and absentee voters and merging them with exit poll respondents; (2) weighting of exit poll data throughout election day; (3) using exit poll data along with contextual data to inform vote predictions on Election Day; (4) final weighting of exit poll data to election results.

CELL PHONE SURVEYING: RESULTS OF PILOT STUDIES

Conducting Public Health Surveys over Cell Phones: The Behavioral Risk Factor Surveillance System Experience. **Michael W. Link, Centers for Disease Control and Prevention (MLink@cdc.gov); Michael P. Battaglia, Abt Associates (mike_battaglia@abtassoc.com); Martin R. Frankel, Baruch College, City University of New York (martin_frankel@abtassoc.com); Larry Osborn, Abt Associates (Larry_Osborn@abtassoc.com); Ali H. Mokdad, Centers for Disease Control and Prevention (AMokdad@cdc.gov).**

Concern is increasing regarding under-coverage of cell phone only households (i.e., households with no landline accessible only by cell phone) and the associated potential for bias in survey estimates obtained from telephone surveys which do not sample from dedicated cellular telephone exchanges. A pilot study was conducted in three states (Georgia, Pennsylvania, and New Mexico) as part of the Behavioral Risk Factor Surveillance System (BRFSS), the world's largest on-going public health telephone survey, to evaluate the effectiveness of conducting the BRFSS interview with a sample drawn from dedicated cellular 1,000 banks. Just over 600 interviews were conducted in each of two groups: cell phone only adults and adults with both a landline and cell phone. We report on response rates, demographic characteristics of respondents, and completeness of the data collected. Additionally, using a new approach to weighting cell phone samples, we demonstrate how combining data from cell phone exchanges with those from landline samples in the ongoing BRFSS can help to reduce the potential for bias in key survey estimates of health conditions and risk behaviors. The methodology employed in this study has wide application for other telephone surveys.

Cell Phone Augmentation of a National RDD Survey. **John M. Boyle, Schulman, Ronca & Bucuvalas (j.boyle@srbi.com); Alan Block, National Highway Traffic Safety Administration (Alan.Block@dot.gov); Eunyoung Lim, National Highway Traffic Safety Administration.**

The Motor Vehicle Occupant Safety Survey (MVOSS) has been conducted as a national random digit dialing telephone survey of persons aged 16 and older since 1994. As a result of concerns about the effects of cell phones on population coverage of RDD samples of landline banks, the 2007 MVOSS survey introduced an experiment to test the bias introduced by cell phone only households in MVOSS survey estimates based on RDD landline samples, and to determine if cell phone banks could be used to augment the traditional sampling frame. A total of 500 short (10 minute) telephone interviews were completed with a sample of persons aged 16 and older drawn from a national sample of cell phone banks. The interview distinguished between cell phone only individuals and those with cell phones and landlines. Demographic and key motor vehicle safety measures were obtained from both cell phone segments for comparison with the RDD sample to estimate bias and determine whether demographic weighting corrected estimates of traffic safety concern. The cell phone only individuals were invited to participate in the full interview, either by telephone or Internet. The findings of both the cell phone interview and the telephone/Internet follow-up will be used in the design of the MVOSS data collection in future years.

Can Selected Respondents in Sampled Households Be Contacted Using Their Cell Phones? Courtney Mooney, Arbitron (courtney.mooney@arbitron.com); Marla D. Cralley, Arbitron (marla.cralley@arbitron.com).

In the Arbitron radio diary survey, all household members (age 12+) are asked to fill out a self-administered 7-day radio-listening diary. All diaries are mailed together in one package, addressed to the person who completed the initial phone survey on which we gained cooperation ('the consenter'). During the survey week, 'follow-up calls' are made to the household to check on diary arrival, answer any questions, and remind respondents to record their radio listening. We have found households with 18-34 year old men are particularly difficult to reach, and the young men appear to be less motivated to participate in our radio survey. In an effort to increase the participation of 18-34 year old men, Arbitron conducted a research test to determine whether we could place these follow-up calls directly to the young male diarykeepers via their cell phones. It has always been thought that reaching and speaking to the young men directly would improve their response. This fall 2006 test included over 20,000 consenting households, which were evenly divided into test and control. In the test group, we asked the consenter to provide the first name and cell phone number for any young men in the household. When we were able to collect this information from the consenter, three follow-up attempts were made to the young man's cell phone. Because cell phones are personal, we expected this would increase the likelihood of talking with the young man. Our objectives were to measure the frequency of obtaining the cell phone numbers from the consenter and to estimate the contact rate and diary return rate of the young men receiving the follow-up call on their cell phone. Results will address each of these objectives and answer questions concerning a methodology designed to reach selected respondents in sampled households on their cell phones.

Utilizing Cellular Technology in a Mixed-Mode Survey of Community College Students in Five Cities Across the U.S. **Karen L. Tucker, Battelle (tucker@battelle.org).**

Manpower Demonstration Research Corporation (MDRC) and its contractors, Battelle Centers for Public Health Research and Evaluation (CPHRE) and Decision Information Resources (DIR) are in the final stages of conducting a 12-month post random assignment survey to Assess Retention and Credential Achievement Impacts of Community College Students for the Opening Doors Demonstration Project. The Opening Doors Demonstration Project is a major initiative designed to address two troublesome problems of low income students:

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their high drop out rates and the length of time it often takes them to complete community college programs. A diverse set of innovative strategies designed to promote retention and decrease program completion time was implemented in seven community colleges in five cities nationwide. The study design involves a mixed-mode CATI/Cell-CATI data collection approach. Integral to our approach is the ability to accommodate subjects who do not have telephones by equipping our field staff with cellular telephones. This approach maximizes the number of interviews conducted via CATI, thus optimizing data quality while still attending to the in-person needs of subjects. During data collection, hurricanes Katrina and Rita hit the southern U.S. Damage resulting from these hurricanes caused our New Orleans cohort to be relocated across the country. Critical to our success in relocating and then maintaining contact with these subjects was cellular phone technology. It contributed to our ability to locate and interview a young population who rely heavily on cell phones, and was magnified during these natural disasters. A total of 4,341 Opening Door surveys have been completed to date for a current response rate of 75%. An additional 350 surveys has been completed with our displaced New Orleans cohort with a current response rate of 71%. Additional results by mode will be presented with a summary of the impact of the cellular technology.

QUESTION ORDER EFFECTS

Perpetration and Victimization: The Impact of Question Order on Reports of Intimate Partner Violence and Sexual Violence. Susan Elizabeth Twiddy, RTI International (twiddy@rti.org); Michele Lynberg, Centers for Disease Control and Prevention (mcl2@cdc.gov); Lisa Carley-Baxter, RTI International (lcbaxter@rti.org).

The context effect of question order on attitudes and opinions has long been studied in the survey research literature. Much of this research has demonstrated that different estimates can be produced depending on the order in which questions are asked, which can be problematic when question ordering leads to different estimates for key questions. However, this concern becomes even more critical in surveys on issues impacting health and public policy such as intimate partner violence (IPV) and sexual violence (SV). Prior research suggests that it is difficult to obtain accurate prevalence estimates of IPV and SV. Few previous studies on these topics have asked about both victimization and perpetration in the same questionnaire. The National Intimate Partner and Sexual Violence Pilot Study (NISVS) is a nationally representative random-digit-dial survey of adults 18 years of age and older focusing on IPV and SV perpetration and victimization. Prior to fielding the survey, participants will be randomly assigned to receive either the set of victimization questions or the set of perpetration questions first. In the analysis, we will compare response and refusal rates, as well as prevalence estimates for five topic areas (physical violence, sexual violence, attempted sexual violence, stalking, and emotional abuse) for both orders of question sets (victimization questions first or perpetration questions first). These results will be used to determine the most effective question order to use for future studies of IPV and SV that include both victimization and perpetration questions.

Now You Tell Me: The Cognitive and Affective Underpinnings of Question Order Effects. Timothy Vercellotti, Rutgers University (tim.vercellotti@rutgers.edu).

Question order effects are well documented in the survey research literature. Questions remain, however, about who is most prone to these effects. This paper develops and tests a theoretical framework for predicting which survey respondents will be most heavily influenced by the order of related questions about a specific topic. Drawing from previous research in the psychology of public opinion, I develop and test a model that takes into account both cognition and affect. I predict that the effects of question order are strongest for respondents who have knowledge of, or firsthand experience with, the topic under study, and members of groups that have emotional ties to the subject. I test these hypotheses using national and state-level survey data concerning attitudes regarding marriage and civil unions for same-sex couples. This research, while attempting to expand the context in which to view the effects of question order, also addresses a specific puzzle that has emerged from the study of public attitudes about gay marriage and civil unions: Support for civil unions is higher after respondents answer a question regarding same-sex marriage compared to views elicited when the civil union question precedes a question about gay marriage. Results of this research show the order effect is not uniform across respondents, and that the largest differences emerge along the lines of religiosity, political involvement, and the presence of gays and lesbians in one's social network.

Impact of Question Order of Respondent Cell Phone and E-mail Address on Questionnaire Completion. Rashna Ghadially, NORC (ghadially-rashna@norc.org).

In designing questionnaires, methodologists are mindful of context and order effects of questions which may be viewed as intrusive and infringe on the privacy of the respondent. Prior question items sometimes influence later responses in the direction of consistency but sometimes have the opposite effect, producing apparent inconsistencies (Tourangeau, Rips, and Rasinski, 2000). The effect of some questions may result in the respondent not answering the question or even terminating the survey altogether. Given the wide use of cell phones and email in our society, especially among the under age 30 population, it has become essential to gather this contact information from respondents for future contact purposes. In the Second Follow-up of the Cohorts 1 and 2 Gates Millennium Scholars (GMS) Longitudinal and Tracking Program of minority college scholarship recipients and non-recipients, respondents were asked for the contact information. In the web questionnaire, respondents were asked for the first time their cell phone number and email address in the very beginning of the web survey. Contrary to our expectations, only 15 percent of the respondents either did not enter a cell phone or entered one which was obviously invalid; and less than one percent did not provide an email address. However when respondents were asked for their phone number in the last section, just over 8 percent of the respondents either did not enter a phone number or gave an obviously invalid telephone number. This paper will examine the effect of asking for the respondent cell phones and email address early in the web questionnaire on completion and suspension rates, and on item nonresponse for respondent related contact information questions. The results will be compared to those of previous rounds of the same two cohorts, and of different cohorts in the GMS Program.

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The Effect of Question Order on Two Telephone Survey Questions Regarding Early Childhood Education Policy. James M. Ellis, Virginia Commonwealth University (jmellis@vcu.edu).

This paper describes a split-half question order experiment in a random digit dial telephone survey about early childhood education conducted in the Richmond, Virginia metropolitan area in fall 2004. Early childhood education is receiving more attention as a way to achieve better outcomes for children about to enter school. Education is a complex, multidimensional topic for surveys to address. The vocabulary for discussing the issue of early childhood education still seems to be under development. These factors may affect results from surveys about early childhood education policies. In this survey experiment, about half of the respondents were asked question A, 'Which do you believe is more important to the development of a child, learning that occurs before the age of five or learning that occurs in grade school?' and then question B, 'If we want to improve the quality of learning for children in the Richmond Metropolitan Region, in which age group should we invest our public dollars?' followed by several age groups read out loud to the respondents. For the other half of the respondents, the order of the questions was reversed. It was hypothesized that, because the language in question A would lead respondents to think about child development and the language in question B would lead respondents to think about public education, support for education funding in question B would be more focused on the younger age ranges when question B came second. Chi squared and ANCOVA analyses were statistically significant and consistent with the hypothesis. A regression analysis that stretched key methodological assumptions nevertheless provided tentative evidence that demographic variables were not useful in identifying respondents who were easily swayed by question order. Instead, question order and underlying belief systems about early childhood education appeared to be more useful predictors.

ISSUES IN HEALTH-RELATED SURVEYS

Degree of Concordance in Health Care Preferences over Time and Alignment with Persistence in Coverage and Medical Expenditure Behavior. Steven Cohen, Agency for Healthcare Research and Quality (scohen@ahrq.gov).

With health care expenditures accounting for ~16% of the nation's GDP, estimates of the population's health care expenses are critical to policymakers and others concerned with access to medical care and the cost and sources of payment for that care. Medical care expenses, however, are highly concentrated among a relatively small proportion of the population. Studies that examine the persistence of high levels of expenditures over time are essential to help discern the factors most likely to drive health care spending and the characteristics of the individuals who incur them. In this context, individual attitudes and opinions may visibly impact upon an individual's decision on how and when to use health care services. These health care preference measures often serve as important inputs in helping predict health behaviors that include health care coverage, utilization and medical expenditure decisions. This study is based on nationally representative longitudinal data from the Medical Expenditure Panel Survey that measure the population's health insurance coverage and medical expenditure experience. The presentation includes a summary of the attributes of those individuals characterized by persistently high, moderate and low levels of medical expenditures over time. The study provides a detailed analysis of the level of concordance over time in health care opinions which assess the value of health insurance coverage, risk taking behavior and ability to overcome illness without assistance from medical providers, based on self-reported data on these dimensions of individual health care preferences. Attention is also given to the alignment and associations revealed between the degree of concordance in health care preferences and the persistence in individual coverage and expenditure patterns over time. The utility of these preference measures as significant predictors that serve to identify individuals with persistently high levels of medical expenditures over time is also assessed.

The Effect of Reporting Aid Use on the Accuracy of Medical Expenditure Panel Survey Responses. David Kashihara, Agency for Healthcare Research and Quality (david.kashihara@ahrq.hhs.gov); Diana Wobus, Westat (dianawobus@westat.com).

Increasing medical expenses are currently at the forefront of American consciousness. To track these expenses, the Medical Expenditure Panel Survey (MEPS) annually produces estimates of expenditures for the U.S. civilian non-institutionalized population. In 2003, 85.6 percent of that population incurred a medical expense. When collecting data on medical events, MEPS encourages the use of reporting aids to help respondents provide complete and accurate reports. For example, participants in the survey are given a monthly planning calendar to record doctor appointments, names of prescribed medicines, and the cost of each medical event. Other aids used include explanation of benefits documents from insurance carriers, medical bills, checkbooks, and medicine bottles. In this study, the expenditures reported by respondents to the Household Component (HC) of MEPS will be compared to the records obtained from their healthcare providers in the Medical Provider Component (MPC) of MEPS. The 2003 HC included 32,681 persons and 120,113 qualified office-based physician visits. This paper discusses the effects of using reporting aids on the accuracy of the expense reports provided by the respondents for several types of medical events. Reporting accuracy is measured by analyzing the differences between medical expense figures obtained from respondents and figures obtained from their healthcare providers.

Effect of Translation on General Health Status across Five Interview Languages. Sunghee Lee, UCLA Center for Health Policy Research (slee9@ucla.edu); David Grant, UCLA Center for Health Policy Research (dgrant@ucla.edu).

When questionnaires are translated into other languages, researchers are often faced with the challenge of implementing the most culturally equivalent concept while maintaining comparability to the original instrument. A practical issue arising from translation is the selection of terminology among many potential wording options. The dramatic increase in linguistic diversity has increased the need for translated instruments and increased the potential for problematic translations. This issue has taken on increased importance in the survey world as linguistic diversity. With an increase in the linguistic minority population, the practice of multilingual surveys has increased. This study will examine differences in health outcomes based on different translations in multiple survey languages using data from the California Health

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Interview Survey (CHIS), a large-scale RDD telephone survey. In order to represent California's diverse population, CHIS is administered in five languages including English, Spanish, Chinese (Mandarin and Cantonese dialects), Korean and Vietnamese. Non-English questionnaires are developed through cultural adaptation and multiple forward translation methods with a referee to judge the quality of the translation. Between 2001 and 2003, the translation of general health status ("In general, would you say your health is excellent, very good, good, fair or poor?") was altered for all languages other than English. For each non-English interview language, there are two different versions of translations for general health. This natural experiment provides an opportunity to examine how changes in translation may influence survey outcomes. This study will specifically examine the following questions: 1) Do these translational changes alter the distribution of general health across non-English interviews?; 2) Does altered general health status result from true changes in health status or translational differences?; 3) Which translation across the two survey years reflects true health status?, and 4) Which translation provides data similar to that from the original English question?

The Effects of Substituting Generic for Customized Questionnaires in a Health Plan Satisfaction Survey. Sherman Edwards, Westat (ShermEdwards@westat.com); John Rauch, Westat (JohnRauch@westat.com).

The Medicare Advantage (MA) CAHPS® survey has been conducted annually since 1997, asking Medicare beneficiaries enrolled in managed care (MA) health plans about their experiences with their plans, providers, and health care. It is a mail survey with telephone follow-up, with sample sizes running about 180,000 per year, comprising simple random samples of about 600 enrollees in each of about 300 plan reporting units. The questionnaire is based on the core adult CAHPS health plan survey, with additional Medicare-specific items. Survey results at the plan level are provided to beneficiaries to help them choose plans and to the plans themselves for quality improvement. A feature of the CAHPS instrument is that many questions include the name of the health plan, requiring customized printing. With 150-200 unique plan names, this feature adds considerably to printing costs. The 2005 MA-CAHPS included an experiment to test whether a "generic" questionnaire, with the words "your Medicare health plan" in place of the plan name, would perform comparably to the customized questionnaire. A small portion of each plan reporting unit's sample was assigned to the generic version of the questionnaire, for both mail and telephone modes. The paper will examine differences between the generic and customized questionnaires in response rate, item nonresponse, and frequency distributions for individual question items and composite scores provided to consumers and health plans. It will also assess the relationship between beneficiary characteristics and any unit and item nonresponse differences.

METHODOLOGICAL BRIEFS: NONRESPONSE ISSUES

Nonresponse Analysis of Relational Estimates Based on RDD Survey Data. Chung-tung Jordan Lin, U.S. Food and Drug Administration (chung-tung.lin@fda.hhs.gov).

This study explores the influences on relational estimates of a RDD survey by excluding respondents who required more call effort, particularly a larger number of call attempts. The study attempts to extend the existing literature by examining not only differences in prevalence or frequency estimates but also differences in estimated relationships between item responses and relevant covariates. This is an important addition to the literature as RDD survey data are often used to examine and estimate how various items are associated with each other and to understand psychological, behavioral, and socio-demographic differences in the target population. Yet, there is little information in the existing literature on how different levels of call effort may influence relational estimates.

A Systematic Investigation into the Hypothesis of Systematic Nonresponse. Larry A. Hembroff, Michigan State University (larry.hembroff@ssc.msu.edu); Nat Ehrlich, Michigan State University (ehrlichn@msu.edu).

One of the most frustrating elements of the discussion of the importance of response rates is the fact that there are few opportunities to determine whether the nonrespondents in a given survey are systematically different from respondents. The Michigan State University State of the State Survey (SOSS) offers just such an opportunity. The SOSS has been conducted quarterly since 1994, with some interruptions before 2001, but continuously since then. For the last 9 iterations, the respondent pool has been comprised of roughly 600 newly recruited RDD respondents and 400 previously surveyed individuals who agreed at the end of their initial interview to participate once more (roughly 85-90% agree). Since all respondents were asked if they would be willing to participate, we examine whether those who agreed differ from those who refused both on demographic characteristics and a core group of substantive questions that are given on each wave of the survey. Respondents who agreed to be re-contacted were put into a pool for later contact. When called again, some agreed to be re-interviewed, some refused, some turned into non-interviews for other reasons. We examine whether there are systematic differences between the successful re-interviews and the other respondents. The implications of the findings concerning non-response bias are discussed.

Patterns of Nonresponse for Key Questions in the NSDUH and Implications for Imputation. Elizabeth A.P. Copello, RTI International (copello@rti.org); Peter Frechtel, RTI International (frechtel@rti.org).

The idea of using 'soft nonrespondents' to represent 'hard nonrespondents' is not new to survey research. Callbacks are often used to adjust for item nonresponse in surveys. The goal is to control nonresponse bias by assuming that the hard nonrespondents are more similar to the callback respondents than they are to the original respondents. The National Survey on Drug Use and Health (NSDUH), an annual nationwide survey involving approximately 67,500 respondents per year, does not make use of callbacks. However, for several key questions in the NSDUH, follow-up questions, or "probes," are presented to subjects who entered a response of "don't know" or "refused" to the original questions. The probes are intended to increase item response rates by simulating an actual interviewer. The probe respondents can be considered soft nonrespondents, and those that answer neither the original question nor the probe can be viewed as hard nonrespondents. In NSDUH imputation procedures, subjects who responded to the original question are treated exactly the same as subjects who responded to the probes. This is an accepted (or valid) approach, but there may be better alternatives. An earlier study which used data from the 2000 NSDUH showed some evidence that "original respondents" differ from "probe respondents," especially those probe respondents who refused to answer the original question. The analysis from the earlier study will be expanded to include data pooled

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from the 2000-2005 surveys. The values of auxiliary variables will be compared between original respondents, probe respondents, and nonrespondents, to see whether the nonrespondents resemble the probe respondents more than the original respondents. This comparison will help estimate the potential bias caused by failing to distinguish between original respondents and probe respondents in imputation. Finally, ways to incorporate this information into the imputation procedure currently used in NSDUH, called Predictive Mean Neighborhoods, will be discussed.

The Impacts of Caller ID on Response and Refusal Rates for the BRFSS. Kristie Hannah, ORC Macro (kristie.m.hannah@burlington.orcmacro.com); Barbara M. Fernandez, ORC Macro (Barbara.M.Fernandez@burlington.orcmacro.com).

Objective: We conducted a case study to determine the impact of caller ID on the Georgia BRFSS. We hypothesize that by displaying an Atlanta telephone number on caller ID, fewer telephone attempts will be required to make an initial contact with the household (compared to the caller ID displaying that the telephone number is ‘unknown’). We also hypothesize that fewer telephone attempts will be required for an interview to be completed or a record to be dispositioned as a ‘refusal’. Method: Data from the fourth quarter of 2006 for the Georgia BRFSS was analyzed. Beginning in October, 2006, approximately 50 percent of the sample for the Georgia BRFSS was randomly assigned to receive a caller ID display. We looked for differences by caller ID use in the number of attempts needed to make first contact, and to resolve completed interviews and final refusals, using paired t-tests. The disposition of the first contact was analyzed by the use of caller ID with chi-square tests. Results: Preliminary results suggest that slightly fewer attempts are needed to make first contact when caller ID is used. Furthermore, the implementation of caller ID likely results in fewer attempts per completed interview. Results are inconclusive when examining the number of attempts needed to finalize refusals. Conclusion: More data is necessary for a final conclusion. However, it is likely that caller ID results in the need for fewer attempts in order to contact potential respondents and resolving records. Displaying a telephone number in caller ID could be a useful strategy to improve survey efficiency.

A Procedure for Establishing Baselines for Item Nonresponse. Michael Wood, Hunter College, City University of New York (mwood@hunter.cuny.edu).

All surveys confront the problem of item nonresponse and missing data. For attitudinal and opinion questions, theoretical perspectives are available, (non-attitudes and satisficing), but research in this area has not resulted in a consistent overall account of nonresponse predictors. Unraveling the interaction between type of respondent and type of question response option that produce nonresponse outcomes has proved difficult. For factual questions research has identified “sensitive” questions (e.g. sexual behavior, financial matters) that are associated with higher nonresponse. Yet, here too inconsistent findings point to interactions between type of respondent and item sensitivity that are not fully understood. A basic methodological problem with research on item nonresponse is that it is conducted on one question at a time, with the consequence that there is no consideration of item nonresponse over the entire survey. Item nonresponse analysis typically confronts a figure/ground problem where respondents who generally have higher item nonresponse over the survey are not distinguishable from respondents having higher nonresponse for a particular question only. This paper proposes a procedure to establish a baseline of respondents have higher nonresponse over the course of the survey. Missing items are cumulated across items, and then used as outcome measures in GLM modeling –ordinal logit for cumulations less than 7 items, and Poisson regression for cumulations of 10 and more items. In addition to providing a kind of “baseline” of respondents with high item nonresponse in a particular survey, the proposed technique (cumulative item nonresponse) provides a basis for comparing results of item nonresponse to the more general case of unit nonresponse. Despite the obvious linkage previous research has considered these two issues separately for the most part. The procedure is illustrated using survey data from two large national surveys, the BRFSS (objective), and the General Social Survey (opinion items).

The Contribution of Institutional and Individual Characteristics to Survey Nonresponse in College Student Populations. Aaron M. Pearson, Survey Sciences Group (apearson@surveysciences.com); Rui Wang, Survey Sciences Group (rwang@surveysciences.com); Tina Manieri, Survey Sciences Group (tmainieri@surveysciences.com); Brian Hempton, Survey Sciences Group (bhempston@surveysciences.com); Karen K. Inkelaas, University of Maryland (kinkelas@umd.edu); John P. Dugan, University of Maryland (dugan@mail.umd.edu); Susan R. Komives, University of Maryland (komives@umd.edu).

It has been well-established that survey response rates are an area of increasing concern with respect to survey data quality. In order to better understand how nonresponse affects data quality, it is helpful to understand the characteristics of nonrespondents in more detail. A great deal of past research has focused on individual-level non-respondent demographics. For example, it is known that students exhibiting certain demographics (gender, race, etc.) are either more or less likely to respond. Recent studies are just beginning to further explore institutional and environmental characteristics of college student populations (such as institution size, public vs. private, etc.) that may be correlated with nonresponse patterns. The present study seeks to expand upon these efforts with a more thorough analysis of institutional characteristics that may be of interest, examining how these might interact with respondent-level characteristics. We will make use of the latest IPEDS data set made available through the National Center for Education Statistics, as well as the 2007 U.S. News rankings data. With these, we seek to define a set of primary institutional factors that may be helpful in predicting non-response; such as the type (Carnegie classification), size, location, perceived quality, etc. of the institution. We will use these factors to evaluate non-response in two key national studies of college students; the 2004 National Study of Living Learning Programs, and the 2006 Multi-Institutional Leadership Survey. Our results will assist in providing an important benchmark with which to evaluate data quality in surveys of college students. Following this, the present study will also help inform a larger effort to establish a set of criteria for structuring non-response follow-up and response compensation efforts in surveys of college students.

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Which Young Adult Males are the Bane of Survey Response? Sue L. Mann, Fred Hutchinson Cancer Research Center (smann@fhcrc.org); Arthur V. Peterson, Fred Hutchinson Cancer Research Center (avpeters@fhcrc.org); Diana J. Lynn, Fred Hutchinson Cancer Research Center (dlynn@fhcrc.org).

Objectives: For two populations of young adult (YA) males, this investigation describes which baseline and survey process variables (e.g., first class stamps vs metered postage) predict earlier survey response among YA males, and, for survey responders, how earlier response depends on current demographic variables. Method: The study populations for this investigation are 980 younger (age ~19) and 152 older (age ~29) males eligible for a follow-up survey (FUS). The FUS was administered as a sequenced mailed survey (initial mailing, plus three non-responder mailings – at 16, 30, and 47 days post-initial mailing). Non-responder telephone calls began on Day 60. The initial mailing included a prepaid \$10 incentive. The 2nd non-responder mailing (on Day 30), and subsequent non-responder mailings and calls, promised \$20 upon receipt of a completed survey. To aid in locating the YAs for survey, parents were contacted in advance by a sequence of mailings/calls to request YA contact information. Results: YA male survey response on Day 30 (just before the 2nd non-responder mailing) and Day 60 (just before the non-responder calls) was similar for the two populations (42.9% and 48.0% at Day 30, and 66.7% and 63.2% at Day 60, respectively for younger and older YA males). Among the baseline variables predicting earlier YA male response were white race, having had good grades in high school, and having completed a previous FUS by mail. Use of first class postage stamps on the mailed survey packet also improved early YA male survey response. Current variables (for responders) associated with earlier response included current college attendance and currently residing with a parent. Conclusions: The investigation's survey process results provide evidence of specific methods for improving early response from YA males. The personal variable results provide insights that may lead to innovations in survey processes for future evaluation.

Take Me off Your List: Who are These Nonresponders? Cynthia Howes, NORC (howes-cynthia@norc.org); Patrick Cagney, NORC (cagney-pat@norc.org); Gary Euler, Centers for Disease Control and Prevention (gle0@cdc.gov).

The National Do Not Call Registry, signed into law on March 11, 2003 is by virtually every available measure an effective consumer tool to reduce unwanted telemarketing call. Within 4 days of the initial launch more than 10 million phone numbers were registered. After the first 40 days, more than 40 million numbers were registered. By the end of FY 2005, the registry contained more than 107 million numbers. Survey researchers, along with charities, and political solicitations are explicitly exempt from the National Do Not Call Registry. Best practices at some survey research organizations acknowledge the National Do Not Call Registry and upon direction from a respondent will suppress the phone line for a period of time. The NIS – a nationwide, list-assisted random digit dial survey conducted by NORC for the Centers for Disease Control and Prevention – monitors the vaccination rates of children between the ages of 19 and 35 months. In 2006, the NIS sampled 3.8 million lines, dialed 2.9 million numbers, and screened 1 million households. The NIS keeps an active database of phone lines where respondents have said "take me off your list." Upon making such a request, respondents are added to the database for one calendar year. At present there are in excess of 2,500 phone lines in this database. This paper will examine the NIS 'Take Me Off Your List' database and attempt to identify geographic or demographic patterns in the likelihood of such a request in the screening process. In addition, where this demand is made after the survey has begun, we will look for patterns in responses

ATTITUDES ABOUT POLITICAL AND PUBLIC AFFAIRS

The Political Economy of British Attitudes toward the Iraq War. Terri L. Towner, Purdue University (towner@Purdue.edu).

Previous studies analyzing attitudes toward war have emphasized situational, attitudinal, behavioral and contextual explanations. However, largely all of this literature focuses on the United States. As a result, there is little evidence on what factors shape British attitudes toward war. In this paper, I test the standard model of war attitudes, which links casualty rates and events to war beliefs, on public opinion toward the Iraq war while also examining an economic model of war beliefs. Using error-correction models to estimate a time-series of British aggregate beliefs about the Iraq war, I find that economic predictors help to explain attitudes toward war, oftentimes more than casualties and events. Conversely, the decline of popular attitudes toward war is largely attributed to cumulative casualties rather than economic indicators. Overall, these findings suggest that to develop models of war attitudes, one must begin to look beyond the standard model linking casualty rates and events to war beliefs.

South Koreans' Attitudes towards the United States, North Korea and Korean Unification. Jibum Kim, NORC (kim-jibum@norc.org); Carl Gershenson, University of Chicago (carlg@uchicago.edu); Jaeki Jeong, Soongsil University.

Since the Korean War (1950-1953), the U.S. has been the dominant force behind democratization, economic development, and cultural change in Korea. Recently, however, the United States' relationship with South Korea has been strained by the complexities of the situation in North Korea. This paper explores the correlates of South Koreans' feelings of closeness to the U.S., North Korea, China, Japan, and Russia, as well as attitudes regarding the necessity of Korean unification. We analyzed survey data from the 2003, 2004, and 2005 Korean General Social Survey using multinomial and binomial logistic regression. About 48% of South Koreans feel closest to the U.S., 30% to North Korea, 12% to China, 9% to Japan, and 1% to Russia. For those under age 45, the percentage selecting the U.S. and North Korea is similar (about 35%), while those aged 55 and older overwhelmingly select the U.S. (72%) over North Korea (15%). Also, only 70% of the youngest age group (18-24) sees Korean unification as necessary, as compared to 90% of those aged 65 and over. Net of gender, education, household income, and region, the older groups are more likely than the younger groups to select the U.S. over North Korea, Japan, or China increase. Those who think Korean unification is necessary are more likely to feel closer to North Korea than the U.S. However, the proportion seeing Korean unification as necessary wanes as age decreases. Younger groups feel closest to North Korea, but are not necessarily more in favor of unification than older groups. Given the polarization of attitudes by age groups toward North Korea, neither the American nor the Korean government can adopt a lopsided policy, such as characterizing North Korea as a member of the axis of evil or the Sunshine policy, without upsetting either the young or old cohorts.

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An Investigation of Panel Conditioning with Attitudes toward U.S. Foreign Policy. Poom Nukulkij, Knowledge Networks (pnuukulkij@knowledgenetworks.com); Joseph Hadfield, Knowledge Networks (jhadfield@knowledgenetworks.com); Stefan Subias, Knowledge Networks (ssubias@knowledgenetworks.com); Evan Lewis, Program on International Policy Attitudes (elewis@pipa.org).

While the advantages of survey panels are well-known, one potential challenge in managing a survey panel is the possibility of panel conditioning. The concern is that the way participants respond to survey questions is influenced by prior survey taking. We investigate the matter using KnowledgePanel, the RDD-recruited Internet panel managed by Knowledge Networks. Members of the KnowledgePanel complete approximately one survey per week and continue participating as long as they choose. Our first question is whether panelist tenure is predictive of attitudes toward U.S. foreign policy. The survey data come from a September 2006 survey conducted for the Program on International Policy Attitudes at the University of Maryland. Our second question is whether prior participation on a survey topic relates to attitudes on the subject. The diverse mix of survey topics administered to members of the KnowledgePanel presents one major difference between longitudinal studies that are centered on a specific subject. In those circumstances, participants know what kinds of questions to expect or what kinds of behaviors they will be asked about. With KnowledgePanel, foreign policy is a regular survey topic presented to panelists. In the past four years, Knowledge Networks conducted 50 separate surveys about foreign policy. This volume allows an examination of whether prior participation on the same subject relates to attitude measures. Our initial analyses do not find evidence of panel conditioning. In our regression models, neither panel tenure nor participation in prior foreign policy surveys significantly predicted Presidential job approval ratings, isolationism versus global view, satisfaction with position of the United States in the world, diplomacy versus military use, and preferences for amount of defense spending.

Dimensions and Predictors of American Language Policy Attitudes. William P. Rivers, University of Maryland (wrvivers@casl.UMD.EDU); John P. Robinson, University of Maryland.

Despite the policy controversies about the English-only movement, bilingual education, the growing numbers of Americans who speak minimal English, and language and national security, there have been only sporadic studies of the state of representative public opinion on these issues. The year 2000 General Social Survey (GSS) asked seven new questions on language policy of their national probability sample of 1397 respondents aged 18 and older. A factor analysis suggested that public responses to their seven questions clustered around two distinct dimensions, one on "English-only" issues and the other on support for second language acquisition in high school. The five questions that tapped the dimension of "restrictive" FL topics varied markedly in support – from the 78% who favored making English the "official" American language and the 76% agreeing that speaking English unites Americans, down to the 33% fearing that English is threatened by immigrants who use other languages, the 34% opposing use of election ballots printed in foreign languages and the 22% who favored elimination of bilingual education. The other two GSS questions tapped a dimension of basic support for learning a second language in high school (with 64% and 75% support). In other words, support for the two types of issues was essentially independent of each other, a result that was replicated in 2005-06 Internet surveys conducted by Knowledge Networks.

The Climate for Reforming California's Health Care System: What Voters are Saying. Mark DiCamillo, Field Research Corporation (markd@field.com).

This paper reports on the results of a major new statewide survey of California voters conducted by The Field Poll measuring voter reactions to proposals aimed at reforming California's health care system. Prospects for serious health reform are now being considered by Governor Arnold Schwarzenegger and the leaders in the California state legislature. The survey measured voters' overall satisfaction with the state's health care system and their top concerns about it, the factors voters see as driving up health care costs, voter preferences for reforming the system, and reactions to specific proposals aimed at expanding health coverage to more residents.

WHAT IS THE ROLE OF "COMMUNITY" IN SURVEY RESEARCH?

Community Participation and Community Benefit in Large Health Surveys: Enhancing Quality, Relevance, and Use of the California Health Interview Survey. E. Richard Brown, UCLA Center for Health Policy Research (erbrown@ucla.edu).

Community-based participatory research is widely accepted as a vehicle to engage and involve lay community members in research studies, both improving the relevance and quality of health services research and enhancing the capacity of the community. The California Health Interview Survey (CHIS) has applied CBPR principles to develop each two-year cycle of the nation's largest state health survey. This use of formal participatory methods is in contrast to other large-scale health surveys, which rarely include participatory research approaches. CHIS biennially generates statewide and local-level data on health insurance coverage, access to health care, chronic disease prevalence and management, health behaviors and disease prevention, and other health issues. Statewide and local-level constituencies participate in a formal CHIS planning structures and processes. The structure involves more than 145 persons from state and local policy making bodies, public health agencies, advocacy groups, research organizations, and health care organizations. They participate in an Advisory Board, Technical Advisory Committees, and Work Groups that interact with CHIS research staff in an accountable advisory process that shapes survey topics, measures, sample design, and languages selected for translation. Survey results and data are disseminated back to the constituencies, facilitated by a major investment of CHIS resources in dissemination and communication. CHIS is extensively used for policy and program development, advocacy, and research. CHIS data have been widely used by local, state and national public health leaders, policymakers, advocates, and researchers to improve access to health insurance and health care services and to develop and target prevention programs for obesity and chronic illnesses. The CHIS participatory research model has been an effective approach to planning and implementing the survey and should be considered by other large health surveys.

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Working with Community-Based Organizations (CBOs): Capacity-Building for Survey Research. Dianne Rucinski, University of Illinois-Chicago (drucin@uic.edu).

This paper will illustrate issues and opportunities emerging from the use of survey research in community-based participatory research projects with two community-based organizations (CBOs) that serve economically and politically vulnerable populations. Both community-based organizations were working to reduce health disparities (i.e., obesity and asthma) within their communities and determined that they wanted to use survey research to gather baseline and outcome data. To build capacity within their communities, each CBO decided that community members should be trained and engaged in the entire survey process from questionnaire content and design to sampling and data collection. The paper will describe these capacity building efforts, how the presence of the CBOs and close collaboration influenced usual survey processes, and how the CBOs came to modify their roles and levels of involvement in the survey process based on their experiences. The typical yet under-investigated rationale for community involvement in survey processes stresses enhanced data quality due to improved questionnaire design and special knowledge/awareness of the community that is expected to increase cooperation rates. Even less examined and the focus of this presentation is the role of survey research in supporting engagement in future CBO activities and how that emphasis in turn influences survey processes and outcomes.

Partnering with Communities in Survey Design, Implementation and Dissemination. Kathleen Thiede Call, University of Minnesota (callx001@umn.edu).

Understanding and eliminating disparities in health care access within and across communities is a national priority. Survey research is one method used to further our knowledge of the nature and causes of these disparities. Oftentimes, the communities most affected by health disparities are suspicious of research, including survey research. Participatory research is one model for addressing issues of community trust and relevancy of research. This presentation describes a model of participatory research used the creation and implementation of a survey of Minnesota health care program (MHCP) enrollees (e.g., Medicaid, MinnesotaCare) to understand barriers to health care that was stratified by race/ethnicity. The benefits and difficulties of partnering with community in survey research are described in the context of this particular project and for the field more generally. Specifically, the presentation will touch on the challenges and rewards of participatory research in the following areas: budgeting, project management, obtaining IRB approval, ethical conduct within community, sample and survey design, quality of translations, response rates, interpretation of results, formulation of recommendation and dissemination. In this project, the benefits of the participatory research outweighed the costs, drawing on the expertise of its members, conducting research in a manner that addressed the needs and perspectives of community members and met scientific standards of validity and reliability. Although full partnership in all aspects of the research process was not always achieved, the project was generally successful, which bodes well for communities as well as the field of survey research. Early identification and active involvement of key community partners is critical to project planning, implementation and the development of trust. Attention should be given to the additional time and resources that participatory research requires.

Community Participation in Surveys: The American Community Survey Process. Cheryl V. Chambers, U.S. Census Bureau (cheryl.v.chambers@census.gov).

The American Community Survey, the U.S. Census Bureau's replacement for the decennial census long-form beginning in 2010, while producing and providing continuous demographic and economic profiles of communities, also relies on community engagement and consultation to enhance the survey's effectiveness and utility. The Census Bureau has long partnered with a wide range of community organizations and groups for both decennial and American Community Survey-related data gathering activities. These partnerships include grassroots organizations, State Data Centers (SDCs) and Census Information Centers (CICs) that represent community and special interests at the national, regional, state and local levels. This presentation will focus on a range of advantages and disadvantages to community involvement, the necessity for active community engagement and partnership at all stages of the survey's development and specific examples of how the Census Bureau has engaged community organizations and groups in advisory and consultation processes as well as in developing specific applications for (current and potential) for community problem-solving, program planning, development and execution. Highlights will include documentation of some of the American Community Survey work with large and small communities that used (or anticipated using) American Community Survey estimates in applications and the results published in, "The American Community Survey: Updated Information for Communities."

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POSTER SESSION II

Using Statistical Process Control as a Data Monitoring and Analysis Tool for the Drug Abuse Warning Network. Katie Gasque, Westat (KatieGasque@westat.com).

Few government data systems collect data on an ongoing basis, therefore, the opportunities to apply statistical approaches to data monitoring over time are rare. The Drug Abuse Warning Network (DAWN) is one of those systems. DAWN, sponsored by the Substance Abuse and Mental Health Services Administration, abstracts data year round on emergency department visits involving drug use, abuse, or misuse from a sample of approximately 300 hospitals. In this paper, we present the application of Statistical Process Control (SPC) to monitor monthly DAWN data. SPC was developed and has been primarily applied in the manufacturing sector to monitor product quality. Using concepts from classical statistical decision theory, ie. Type I, "false alarms," and Type II, "missed opportunities," errors, SPC easily flags and graphically depicts unusual events. We have taken advantage of the monthly data available in DAWN and applied SPC as a quality control and analysis tool. Using five key measures – monthly emergency department (ED) visits, ratio of DAWN cases to ED charts reviewed, ratio of adverse reaction cases to total cases, ratio of drug abuse cases to total cases, and ratio of admitted patients to total cases – we uncover monthly data points that fall outside the expected range of variability. By reviewing the SPC results for each emergency department, the DAWN team can investigate whether unusual events may be due to seasonal variability, abstractor performance, or true changes.

Pathways and Barriers to Participation in a Survey-Based Biomarker Study. Kristofer Hansen, University of Wisconsin-Madison (krhansen@ssc.wisc.edu); Nancy Davenport, University of Wisconsin-Madison (njdavenp@wisc.edu); Gayle D. Love, University of Wisconsin-Madison (glove@wisc.edu).

Recruitment strategies for cross-sectional or point in time studies are typically shaped by the desire to generate a sample that reflects national demographic characteristics. Longitudinal studies following a panel of participants however are influenced by a different set of recruitment issues. We hypothesize that identifying key aspects of the biopsychosocial profiles of a longitudinal sample can facilitate fine tuning of recruitment strategies to minimize selective attrition across multiple waves of a longitudinal study. This paper describes and compares differences in the biopsychosocial profiles of participants ($N=634$) and non-participants ($N=501$) in an ongoing general population, multi-site, biomarker study. A sub-sample ($n=1756$) of participants in a longitudinal study of midlife (MIDUS 2 – Midlife in the United States) were invited to travel to a Hospital Research Unit, at one of 3 data collection sites (East Coast, West Coast, Midwest) for biological data collection. Existing data on demographic characteristics, psychological, social, and physical well-being will be used to describe, and examine differences in, biopsychosocial profiles for participants and non-participants. The hypothesis is tested by investigating the effects of implementing new recruitment strategies at discrete time points, as well as site specific differences in local recruitment culture (e.g. advanced survey research, biomedical). In addition, new biomarker and motivation data will be used to further examine the influence of changes in recruitment strategy and recruitment culture on participation.

Do Relationships between Uninsurance and Its Important Covariates Vary as Much as Point Estimates Do among the National Surveys Measuring Uninsurance? Michael Davern, University of Minnesota (daver004@umn.edu); Jeanette Ziegenfuss, University of Minnesota (zieg0100@umn.edu); Stephanie Jarosek, University of Minnesota (herb0079@umn.edu); Amanda Tzy-Chyi Yu, University of Minnesota (yuxx0147@umn.edu); Kathleen Thiede Call, University of Minnesota (callx001@umn.edu); Timothy Beebe, Mayo Clinic (Beebe.Timothy@mayo.edu); Pamela Johnson, University of Minnesota (johns245@umn.edu).

Policy makers and researchers alike have pointed out that uninsurance estimates from national and state surveys often vary a great deal, leading to confusion and potential mistrust in the quality of the information generated. For example, the Survey of Income and Program Participation (SIPP) estimates 22 million people lacked coverage in 2002 while the Current Population Survey's Annual Social and Economic Supplement CPS-ASEC estimated that 44 million lacked coverage. Researchers have developed many explanations for why the national and state health insurance estimates from the CPS-ASEC differ from the other main sources of health insurance data, including the National Health Interview Survey (NHIS), the Medical Expenditure Panel Survey-Household Component (MEPS-HC) and the SIPP. In this paper we move beyond simple survey estimate comparisons and create an integrated database combining variables from all four surveys for the calendar year 2002 and use the database to model the probability of coverage as predicted by demographic characteristics (sex, age, race, employment, education, employer size, state of residence, etc.) and which survey the data came from. We do this to answer the question of whether the relationship among the predictors of health insurance coverage and coverage varies by survey as do the estimates. We compare coefficients from a multivariate logistic regression model predicting coverage to determine the degree to which the relationships among the key covariates of coverage are dependent on the survey from which the data are collected. Our results show significant differences between the CPS-ASEC and the other three surveys with respect to key predictors. So not only are there differences in the overall estimates of uninsurance from the surveys but there are significant differences with respect to the magnitude of the relationship between health insurance coverage and predictors dependent on the survey from which the data were derived.

Calling All Populations: A Comparison of Cell Phone Response between Generation Y and the General Population. Andrew Zukerberg, U.S. Census Bureau (andrew.l.zukerberg@census.gov); Megan Henly, U.S. Census Bureau (megan.m.henly@census.gov); Timothy Gilbert, U.S. Census Bureau (Timothy.R.Gilbert@census.gov).

The 2006 National Survey of College Graduates (NSCG) and 2006 National Survey of Recent College Graduates (NSRCG) are mail surveys that rely heavily on telephone interviewing for non-response follow-up. The target population of the NSRCG is young, educated, and extremely mobile. Past research on cell phone use has shown these characteristics to be highly associated with cell phone-only households. By comparison, the NSCG population is older and less mobile. Given the characteristics of the NSRCG population, there was concern that cell phones would hamper our ability to reach this population. This concern was two-fold: first, given the lack of a cell phone

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directory, would we be able to identify good telephone numbers for this population? Second, would cell phone users be willing to complete the survey by cell phone? Prior studies have indicated reluctance among sample persons to respond by cell phone. In this paper, we will look at differences in acquiring accurate phone numbers as well as cell phone usage and willingness to respond by cell phone across mail non-responders in the two populations.

Developing a Multivariate Coding Scheme for Evaluation of Event History Calendar and Standardized Interviews.
Yfke P. Ongena, University of Nebraska-Lincoln (yongena2@unl.edu); Yelena Kruse, University of Nebraska-Lincoln (ykruse@bigred.unl.edu); Rene Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu); Javier Perez Berestycki, University of Nebraska-Lincoln (javier@bigred.unl.edu); Jake Vitense, University of Nebraska-Lincoln (vitense40@hotmail.com).

As compared to conventional standardized interviewing, under event history calendar (EHC) interviewing, interviewers have more opportunities to probe flexibly, such as adding cues to their probes. A particular framing may be used that guides the type of response required (e.g., instead of "when did you move", the interviewer might ask "in what year did you move?"). Additionally, the interviewer can utilize memory cues in questions. In doing so the probe can be neutral (i.e., balanced: "did you move before or after you got married") or suggestive ("did you move after you got married"). As a consequence, respondents can answer using specific timelines (I moved in 1987) or with less precise terms (I moved in the eighties), or spontaneously add cues (I moved in 1987, when I got married). Since the range of possible combinations of cues and question wording is enormous, using a single variable coding system would require a large number of different codes in order to cover all possibilities. The coding task is much easier with a multivariate coding scheme, in which utterances are coded using multiple variables. Each coding variable describes a particular aspect of the utterance. The combination of values yields a code string that constitutes a meaningful description of the utterance. To our knowledge, our scheme is the first multivariate coding scheme that can assess behaviors relevant in Event History Calendar interviews such as cueing. The scheme is particularly useful for performing sequential analysis, which can be used to assess the influence of inadequate behaviors on subsequent behaviors. Preliminary results show that coding can be done reliably; kappa values based on double coding vary from .52 to .63. The paper discusses problems regarding coding definitions of particular categories as well as possible research questions that can be addressed using this multivariate coding scheme.

Investigating Predatory Lending through RDD and Victim Surveys. Danna L. Moore, Washington State University (moored@wsu.edu); David Whidbee, Washington State University (whidbee@wsu.edu).

Surveys are key investigative tools for detecting pervasiveness of harmful phenomena that can only be remedied through government policy changes. An example of this is the occurrence of one of the largest predatory lending class action settlements in the nation and a survey in Washington State that assessed financial harm. In the last two decades, the increase in the availability of subprime mortgage credit has allowed many individuals that have less than prime-quality credit to borrow money. Many of these borrowers have fallen prey predatory lenders. Recent attempts to limit victimization have focused on restricting the behavior of lenders or the terms of loan agreements. Little is known about the victims of predatory lenders. Previous research has concentrated on analyses of subprime borrowers and suggests that African Americans are more likely to be victims of predatory lending. Our analysis takes advantage of a unique survey of mortgage borrowers involved in a large predatory lending settlement in Washington State and makes comparisons with the general population. The purpose of this study was to examine how race and other factors affect the likelihood that a borrower will fall victim to predatory lending. Unique indices were used to assess financial literacy, financial behaviors, and financial damage. Initial profiles revealed that the entire gamut of age, income, education and ethnicity were represented and harm is not determined by race but is most associated with financial behaviors. Findings concurred that a comprehensive depiction of financial literacy, must include a complex aggregate analysis of factors such as knowledge, experience, and behaviors. Logit analyses provide the predicted odds of explanatory factors characterizing financial harm. As a response to this study Washington State compensated victims based on level of harm, implemented public service campaigns, and required development of financial education programs for K-12 and the public.

Planning for Our Future: The Role of Survey Research in Addressing How We Teach Our Children. T. David Jones, Wright State University (david.jones@wright.edu); Katie C. Dempsey, Wright State University (dempsey.8@wright.edu); Celeste M. Trejo, Wright State University (trejo.2@wright.edu); Jaime S. Schiferl, Wright State University (schiferl.2@wright.edu).

In 2006, Wright State University's Center for Urban and Public Affairs (CUPA) partnered with 33 high schools in southwest Ohio to explore college and career aspirations of high school juniors through a student survey. The primary objective of the study was to examine factors which contribute to student preparation, including intellectual capital available to students at public schools in the form of teachers, counselors, principals, etc., as well as economic resources available to school districts and the influence that these attributes have on preparation. The secondary objective was to explore three different survey methodologies to identify which yielded the most consistent results when surveying high school students. This preliminary study found glaring weaknesses with some school districts in the areas of guidance services, teacher interaction with students, and college preparation – weaknesses that led to decreased student performance and motivation. After reviewing survey data and identifying weaknesses within each district, CUPA partnered with several participating school districts to explore how policy changes could be implemented to address areas of concern for students. These partnerships, as well as input from Wright State University's College of Education, led to the design of a follow-up survey instrument to measure how well districts address weaknesses that were identified by last year's instrument. This paper will address specific results from 2006 and will explore how school districts have made policy changes to address deficiencies identified by the survey of high school juniors. Furthermore, the paper will explore the three methodologies used in 2006 and the strengths and weaknesses of each methodology. Finally, the paper will explore the development of the 2007 survey instrument and methodology in addition to reviewing preliminary results from the latest round of data collection. Ideally, these results would show positive change in collaborating districts when comparing 2007 results to those from 2006.

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Community Characteristics of Postsecondary Institutions: Two Approaches to Using Demographic Data. **Kirsten A. Barrett, Mathematica Policy Research (kbarrett@mathematica-mpr.com); Amang Sukasih, Mathematica Policy Research (asukasih@mathematica-mpr.com); David Malarek, Marketing Systems Group (dmalarek@m-s-g.com); Wendy Mansfield, Mathematica Policy Research (wmansfield@mathematica-mpr.com).**

In survey research, demographic data from secondary sources are often used during sampling procedures to characterize the units within the sample frame and, subsequently, the sample. This paper focuses on a comparative survey of child care services provided by postsecondary institutions that received a child care grant and those that did not. Since random assignment to the grant condition was not possible, a quasi-experimental matched-pairs design was used. The result is the creation of pairs that share similar values on institutional and community-level variables that could, if left uncontrolled, differentially impact the outcomes being examined. Given the design, it's critical that the demographic data appended to the institution, the sample unit, adequately reflects the institution and its surrounding area where students may seek child care services. The size of the relevant surrounding area will likely be impacted by the institution's degree of urbanicity. For example, at institutions in rural areas, students are likely to consider a broader surrounding area when seeking child care than will students at institutions in urban settings. Therefore, differences in institutions' urbanicity should be taken into account if an efficient, unbiased matched sample is to be drawn. This paper compares two approaches to using demographic data that accurately describes the institutions and their surrounding areas. The first approach relies on telephone exchange level data. The second approach uses geographic information software to generate demographic data for sample units based on the units' degree of urbanicity. In this paper, we 1) describe the two approaches and their benefits and limitations; 2) compare the demographic data derived using the two approaches; 3) describe differences in the quality of the matched-pairs sample using the two approaches; and 4) discuss the implications of the findings for survey researchers evaluating services provided within communities being served by postsecondary institutions.

Monitoring on the Cheap without Losing Sleep. **Frank J. Mierzwa, RTI International (fjm@rti.org); Ellen L. Marks, RTI International (emarks@rti.org).**

The collection of accurate and complete data is vital to the integrity of survey research and critical for analyses that help shape public policy. With advances in computer technology and the development of easy-to-use assessment tools and biomarker collection methods, surveys in the 21st century have become vastly more complex as areas of inquiry are added to field-based data collection. Simultaneously, federal budget cuts and increased competition for research dollars mean that research organizations must conduct increasingly more complex data collection while ensuring high quality, but at lower cost. This paper describes challenges faced and solutions developed to effectively monitor data quality in a large study that entails in-person CAPI interviews with adults and children, collection of biomarkers, and collection of specimens – all of which are subject to very tight resource constraints. To ensure high-quality, valid data collection in this complex study, CAI technology, extensive training, and proficiency testing were used. To monitor performance and validity with limited resources, we developed several approaches that will be discussed in the paper. They include:- In-person monitoring of interviewers as they visit homes to screen for eligibility and conduct interviews;- Telephone verification with the first two respondents for each field staff and a random sample thereafter;- Case folder inventory review to ensure completeness and accuracy of paperwork;- Computerized reports on interview completion and their duration, with outliers specially noted;- An assessment of item missingness;- Range checks and computerized reports for interviewer-collected health measures (height, weight, waist and hip circumference, blood pressure);- Range checks and computerized reports for laboratory results;- Computerized and expert review of spirometry curves (measuring lung function);- Assessment of respondent compliance with specimen collection and shipment to a lab; and- Letters with health measures results sent to study participants.

Cross-National Harmonization of Socio-Demographic Variables in the International Social Survey Programme (ISSP). **Ipek Bilgen, University of Nebraska-Lincoln (bilgenipek@yahoo.com); Evi Scholz, ZUMA (scholz@zumamannheim.de).**

The comparability of information collected in cross-cultural surveys is a crucial point. To reach comparable information, two main harmonisation strategies can be followed (Scholz, 2005; Günther, 2004; Ehling, 2003; Grais, 1999): the first one, ex-ante or input harmonisation starts with the discussion of questions, question wording, and coding in advance. A source questionnaire is constructed with common questions which are then translated into national language questions. The other major harmonisation approach, ex-post or output harmonisation is based on theoretical considerations as well; but variables are measured by different indicators and are asked country specifically. Harmonisation is done by regrouping, recoding or reconstructing the collected data. Thus, harmonization often means simplification of more detailed information to reach indicators comparable across different nations. This paper discusses harmonisation of background variables in the International Social Survey Programme (ISSP). The ISSP applies a special concept of output harmonisation. A set of currently 34 background variables with pre-defined categories is fixed and general specifications on the construction of these background variables are given to ISSP members (Scholz, 2005). The International Social Survey Programme (ISSP) is a collaborative programme of cross-national social science survey research with an annual module on a topic which is important for social science research. In order to understand the special ISSP harmonisation problems, this paper focuses on the harmonization of one major socio-demographic variable, the education (highest education level) variable, for Germany, Ireland, New Zealand, and USA. Data, question texts and further context information are examined from the '2003 National Identity II' and the '2004 Citizenship' modules which were conducted by the ISSP. Findings on the corresponding challenges to comparability will be presented and discussed in detail.

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The Use of Progressive Involvement Principles in a Telephone Survey Introduction. **Anh Thu Burks, Nielsen Media Research (anh.thu.burks@nielsenmedia.com); Erik Camayd-Freixas, Florida International University (camayde@fiu.edu); Paul J. Lavrakas, Nielsen Media Research (paullavrakas@nielsenmedia.com); Millie A. Bennett, Nielsen Media Research (mildredbennett@nielsenmedia.com).**

The linguistic principle of Progressive Involvement is based on engaging the person who answers the telephone in a contacted household in a conversation from the very start when contacting them for a telephone survey, rather than having the interviewer speak for several seconds before inviting a reply from the respondent. The technique is hypothesized to work by having the interviewer use linguistic approaches that strive to create a series of positive exchanges with the respondent. This paper will present results from two experiments in which the principles of progressive involvement were tested in the introduction of an RDD telephone survey. These experiments were conducted in December 2005 and in November 2006. One important aspect of a more conversational script is to build and establish a rapport with the respondent prior to continuing into the main part of the phone survey introduction when the survey task is explained and cooperation is sought. Once a rapport is established, the principles of progressive involvement suggest that it will be more difficult for a respondent to terminate the call. The results from these studies will be discussed as they pertain to the effectiveness of this script compared to a non-progressive involvement script in gaining cooperation from sampled households.

Asking Questions in Multimode Surveys: An Overview of 30 Guidelines. **Jennifer Hunter Childs, U.S. Census Bureau (jennifer.hunter.childs@census.gov); Theresa DeMaio, U.S. Census Bureau (theresa.j.demaio@census.gov); Eleanor Gerber, U.S. Census Bureau (eleanor.gerber@census.gov); Joan Marie Hill, U.S. Census Bureau (joan.marie.hill@census.gov); Elizabeth Ann Martin, U.S. Census Bureau (elizabeth.ann.martin@census.gov).**

Through an interdisciplinary effort of survey methodologists, subject matter experts, Field staff, project managers, and outside experts, the U.S. Census Bureau developed guidelines for survey questionnaire development that aim at maintaining consistent data quality across multimode surveys. The impetus for this effort was the multiple modes of data collection that will be used for the 2010 Census and the American Community Survey (ACS), including self-administered questionnaires and telephone and personal visit interviews conducted using both paper and electronic instruments. This effort resulted in the creation of 30 guidelines that, while created with the decennial demographic questions in mind, can be used across organizations as a model for developing multimode surveys. The guidelines introduce the principle of Universal Presentation and apply it to eight major aspects of instrument design: question wording and instructions, examples, response categories, formatting of answer spaces, visual design elements, question order and grouping, flashcards, and prompts and help. Additional Guidelines spell out apparent exceptions to the principle of Universal Presentation. These are situations in which a change in the question wording, order, instructions, or other features is essential for operational reasons, or better preserves the question than would asking exactly the same question in an identical way in different modes.

Flexible Online Mixed Methods Design (FOMM) as an Iterative Data Collection Tool. **Bojana Lobe, University of Ljubljana (bojana.lobe@fdv.uni-lj.si); Vasja Vehovar, University of Ljubljana.**

In recent years, research designs promoting the combined use of qualitative and quantitative methods are gaining a considerable attention. Although they represent an important step forward in social science research, there is at least one limitation on them. The process of combining is a complex process as all research resources are practically doubled. One needs at least double the time and financial resources, skills in applying both types of methods etc. The actual data collection process is therefore usually restricted in a fixed way (e.g. qualitative interviews followed by a survey or vice-versa). The potential power for more flexible combination was recognised in iterations of sequential phases of qualitative and quantitative data collection. But such designs were rarely applied in practice. There is evidence that application of more than two sequential phases has solely been practiced in larger projects which usually had sufficient time and financial research resources. Although the iterative design holds a potential to bring more flexibility into a research process, researchers are forced to avoid it. There are some practical constraints with regard to the increased time and financial costs for more dynamic and advanced combination. Researchers are on one hand aware of the benefits of iterations whilst, on the other hand, they search for practical and workable solutions to realise it. In this paper, we aim to demonstrate how mixed methods research can be empowered by the use of new information communication technologies (ICTs). We will learn how ICTs can remove time and financial obstacles to more flexible mixing. A new mixed methods design that enables a combination of several phases in a flexible order is presented.

Mixed-Mode Effects: A Multilevel Approach. **Emilio Serrano, University of Nebraska-Lincoln (emilio-bernardo@excite.com); Olena Kaminska, University of Nebraska-Lincoln (kaminol@gmail.com); Allan L. McCutcheon, University of Nebraska-Lincoln (amccutch@unlserve.unl.edu); Robert Manchin, Gallup Europe (Robert_Manchin@Gallup-Europe.be).**

Mixed-mode surveys are increasing in popularity in a climate of an expanding choice of survey modes. Researchers are attracted to a mixed-mode strategy because it produces a viable solution to reduce both cost and non-response bias. However, in such an environment, problems with mode equivalence may also appear. Prior research has mainly focused on explaining mode equivalence by looking at responses across modes and across respondents. Alternatively, this research examines responses across modes given by the same respondents. The data, collected in Hungary during 2003, is the result of a collaborative effort of Gallup-Europe and the European Social Survey (ESS). For the experiment, a questionnaire was compiled by drawing questions from the ESS and the Eurobarometer to create an adequate frame to study mode equivalence within the same respondents. Three modes of data collection were utilized: face-to-face, telephone and mail. Respondent were randomly assigned to two of the modes with at least a 15 minute lag between administrations. In order to select questions which are more susceptible to mode effects a cluster analysis is run. It shows the existence of a cluster with 12 questions possessing greater levels of response change across modes than the remaining questions. These 12 questions are analyzed in a multilevel model for cross random effects, in which questions are grouped within respondents. Preliminary analysis indicates the existence of the multilevel structure, allowing the examination of the variability caused by questions and respondents separately, as well as the effects of demographic variables on mode effects.

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Cell Phones and Public-Sector Survey Research: Comparison of Land and Mobile Line Response Rates and Cost Impacts of Conducting Survey Research by Cell Phone. Daniel Gundersen, University of Medicine and Dentistry of New Jersey (gunderda@umdnj.edu); James J. Dayton, ORC Macro (james.j.dayton@orcmacro.com).

Background: Nearly 10% of U.S. households are now cell-phone-only¹, and this number continues to grow. The demographics of households with one or more cell phones and no landline differ significantly from landline households; these households are more likely to be younger, rent their home, and live alone or with unrelated roommates. There is growing concern that this undercoverage by landline-based random digit dial (RDD) survey research like the Behavioral Risk Factor Surveillance System (BRFSS) is threatening the generalizability, and therefore the utility, of these studies. One solution that may address this household undercoverage is to add cell phone frames to the RDD survey frame. **Objective:** To determine the feasibility and cost of conducting the BRFSS survey with cell-phone respondents. **Methods:** Beginning in October 2006, ORC Macro began calling cell phone exchanges at random within six states—MA, NJ, CT, MT, FL, and TX—and administered a shortened BRFSS or ATS (Adult Tobacco Survey) survey instrument with reduced calling attempts, and more liberal refusal protocols. **Results:** All relevant survey administration costs will be tracked across all six states participating in the pilot and compared with landline administration costs for similar work. Response rates and other relevant dispositions will be tracked and compared with state-level BRFSS and/or ATS response rates over the same period. **Conclusions:** We anticipate these data will demonstrate the feasibility of conducting the BRFSS via cell-phone, as evidenced by improved response and cooperation rates, and increased costs balanced by a shorter survey with a reduced number of call attempts.

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QUESTIONNAIRE DESIGN

After a Decade of Development: A Visual Design Framework for How Respondents Process Survey Information.
Leah Melani Christian, University of Georgia (leahmc@uga.edu); Don A. Dillman, Washington State University (dillman@wsu.edu); Jolene D. Smyth, Washington State University (jsmyth@wsu.edu).

During the last decade, two developments have advanced our understanding of how respondents answer self-administered surveys. First, surveyors began to systematically apply concepts from the vision sciences to understand how respondents visually perceive survey information. Second, surveyors have also been conducting experiments that test whether and how various visual elements influence respondents. This paper synthesizes these developments into a conceptual visual design framework that explains how survey respondents perceive and process visual information. We contend that how respondents perceive, attend to, and process survey information influences the other steps in the response process. Survey information can be transmitted aurally and/or visually, but since aural and visual information are processed by different sensory systems and processing centers in the brain, the type of information transmission can contribute to differences between survey modes. In this paper, we adapt a three-stage model of visual information processing (Colin Ware, 2004) to the survey context in developing our visual design framework. Respondents first process basic visual features in the questionnaire, such as the colors or shades of gray on the page. They then perceive relationships or patterns among visual features and distinguish objects from the background, such as the text and answer spaces from the underlying page. Finally, respondents attend to one or two visual elements, such as an individual question and its response options. At this point they begin the remaining steps in the survey response process. Throughout these three stages, visual elements or graphics convey meaning independently or in combination with other visual features and they act like a visual paralanguage by influencing how words or images are interpreted. Overall, our goal is to present a visual design framework that practitioners of public opinion research can readily apply to making good visual layout and design decisions in web and paper surveys.

Optimal Design of Branching Questions to Measure Bipolar Constructs. Jon Krosnick, Stanford University (krosnick@stanford.edu); Neil Malhotra, Stanford University (neilm@stanford.edu).

Scholars routinely employ rating scales to measure attitudes and other bipolar constructs via questionnaires, and prior research indicates that this is best done using sequences of branching questions in order to maximize measurement reliability and validity. To identify the optimal design of branching questions, this study used data from a national survey and compared two techniques and different ways of using responses to build rating scales. Specifically, we first assessed whether branching the endpoints of the scale increased validity and then assessed whether branching the midpoint further enhanced validity. We also reversed the analytic sequence by first determining whether branching the midpoint improved validity and then gauging whether branching the endpoints added any further improvement. Finally, we assessed whether validity was improved by pooling together two groups of respondents: (1) ones who initially selected endpoints and then selected the least extreme response to the extremity follow-up, and (2) respondents who initially selected the scale midpoint and then indicated leaning one way or the other in response to the follow-up. Three general conclusions received empirical support: (1) after an initial three-option question assessing direction (e.g., like, dislike, neither), respondents who select one of the end points should be asked to choose among three levels of extremity, (2) respondents who initially select the midpoint should not be asked whether they lean one way or the other (when the midpoint is not accompanied by a fuzzy verbal label), and (3) bipolar rating scales with 7 points yield measurement accuracy superior to that of 3-, 5-, and 9-point scales.

Definitions, Clarifications and Other Question Complexities: New Experiments on Questionnaire Design Decisions.
Paul C. Beatty, National Center for Health Statistics (ppb5@cdc.gov); Carol Cosenza, University of Massachusetts-Boston (carol.cosenza@umb.edu); Floyd J. Fowler, University of Massachusetts-Boston (fjfowler@fimdm.org).

Questionnaire designers often must make decisions about how to present complex explanatory material to respondents—for example, whether to present examples or definitions of complex concepts, or how to present clarifications regarding what situations to include or exclude while answering. Questionnaire designers must also decide whether it is necessary to include certain details in questions, or whether general statements will be sufficient to explain the topic of interest and to adequately stimulate recall. Often, minimal guidance is available regarding these decisions. Split ballot experiments were conducted to provide more systematic guidance on these issues. Several of these experiments were designed to expand upon previous findings from studies by the same authors, exploring similar hypotheses with different question topics. For example, a previous experiment explored whether there appear to be any advantages to presenting full definitions prior to questions, rather than the common practice of having definitions trailing immediately after the question mark. These experiments have been repeated in several different contexts in an effort to generate more systematic evidence supporting design recommendations. Other experiments explore differences between questions that rely upon “read if necessary” instructions, as opposed to definitions incorporated into questions; differences between questions that provide detailed vs. general definitions; and differences between questions that are structured differently but use very similar language. Alternative question versions were fielded via split ballot in an RDD telephone survey (n=425). Most interviews were also tape recorded and behavior coded, allowing us to quantify respondent requests for clarification, interruptions, inadequate initial answers, and related behaviors. Our objective was to determine whether any of these design decisions made a difference, both in terms of response distributions and respondent difficulties as determined by the behavior coding. In consolidating these findings with results of previous experiments, we will sketch out some emerging implications for general questionnaire design.

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SELF-REPORTS IN THE SURVEY CONTEXT

Difficult-to-Reach Respondents and Validation of Self-Reports. **Young Ik Cho, University of Illinois-Chicago (youngcho@uic.edu); Allyson L. Holbrook, University of Illinois-Chicago (allyson@uic.edu); Timothy P. Johnson, University of Illinois-Chicago (timj@uic.edu).**

A number of studies have examined difficult-to-reach respondents (either using those interviewed as a result of refusal conversions or those requiring a high number of contact attempts) and compared them to those who are easier to reach. Most of this research has focused on comparing the demographic characteristics of difficult-to-reach respondents and easy-to-reach respondents as one method for assessing nonresponse bias in sample surveys (1). A few studies have also begun to examine the quality of data obtained from these two groups of respondents, for example, by comparing item-nonresponse (2) or the strength of associations between variables (3). This preliminary work suggests that the data from hard-to-reach respondents may be of lesser quality than that obtained from easy to reach respondents, raising questions about the unintended effects of using repeated contact attempts and refusal conversions to increase response rates. Our research examines data quality by focusing on studies involving the validation of self-reported responses from difficult-to-reach and easy-to-reach respondents (e.g., against records or another objective measure). We focus on the extent to which validating can be carried out among easy- and difficult-to-reach respondents (e.g., the success of getting permission to access medical records if these are to be used for validation) and the degree of concordance between self-reports and validated measures of those reports (e.g., by accessing respondents medical records to validate self-reports of cancer screening tests). These data will provide one of the strongest tests to date of the hypothesis that hard-to-reach respondents provide lower quality data to survey researchers.1. O’Neil. 1979. Estimating the Nonresponse Error Due to Refusals in Telephone Surveys. POQ, 43, 218232.2. Retzer, Schipani, & Cho. 2004. Refusal Conversion: Monitoring the Trends. Proceedings of the SRM Section, ASA.3. Miller & Wedeking. 2003. “The Impact of Refusal Conversions and Callbacks on Data Quality.” Presented at AAPOR.

“Your Old Man’s a Dustman?” The Accuracy of Young People’s Reports of Parental Occupations and the Implications for Analysis of Educational Attainment Data Using Such Reports. **Iain Noble, Department for Education and Skills (iain.noble@dfes.gsi.gov.uk); Nick Moon, GfK NOP (nick.moon@gfk.com).**

Many studies of young people collect data about parental working status and occupation through proxy reports from the young people themselves. These data are used to derive socio-economic statuses (SES) for the young person’s household which, in turn, is a key variable for the analysis of factors affecting educational attainment. The quality of such data (measured by accuracy and completeness) can often be low with a much higher incidence of incomplete or unusable data for key groups of policy interest such as low attainers or those from families with higher levels of material deprivation. A paper by Kreuter et al (AAPOR, 2004) showed that systematic errors in proxy-reports that are correlated with attainment can lead to underestimating SES-effects. Opportunities to test such hypotheses are rare. This paper uses data from a large scale longitudinal study in the UK which combines data from both young person and parental interviews and administrative records of educational attainment. In 2006, in a randomised experiment, we collected current parental economic activity and occupation details from both sample members and their parents. The young people were randomised into several different question formats, two self-completion and one interviewer mediated, replicating questions used on key studies of young people’s attainment. This paper presents results from that experiment. We look first at the relative accuracy (or at least agreement with parental account) of data from the different formats. We then look at the possible analytical consequences of any inaccuracies in looking at educational attainment at ages 11, 14 and 16. We conclude with recommendations for preferred formats for collecting such proxy data but caution against relying on any such method if it is at all avoidable.

Medicaid Underreporting: The Role of Household Composition. **Joanne Pascale, U.S. Census Bureau (joanne.pascale@census.gov); Marc I. Roemer, U.S. Census Bureau (marc.i.roemer@census.gov); Dean Michael Resnick, U.S. Census Bureau (dean.michael.resnick@census.gov).**

The Medicaid program covers roughly 38 million people in the U.S., and the research community regularly studies the effectiveness of the program. Though administrative records provide information on enrollment status and history, the data are 3 years old before they can be used for analysis, and they do not offer information on Medicaid enrollees’ characteristics, such as their employment status, health status and use of health services. Researchers generally turn to surveys for this type of rich data, and the Current Population Survey (CPS) is one of the most common sources used for analysis. However, there is a fairly substantial literature that indicates Medicaid is underreported in surveys when compared to counts from records. Recently an inter-agency team of researchers was assembled to address the Medicaid undercount issue in the CPS. Records on enrollment in 2000-2001 were compiled from the Medicaid Statistical Information System (MSIS) and matched to the CPS survey data covering the same years. This matched dataset allows researchers to compare data on known Medicaid enrollees to survey data in which those same enrollees were (or were not) reported to have been covered by Medicaid. This kind of “truth source” enables a rich analysis of the respondent and household member characteristics associated with Medicaid misreporting. One possible source of misreporting is the relationship between the household respondent and the other household members for whom he or she is reporting, since in the CPS a single household respondent is asked questions about coverage status for all other household members. Recent research from cognitive testing of the CPS suggests that the household respondent may be more likely to report accurately about another household member if they both share the same coverage. This paper explores whether the hypothesis suggested by cognitive testing is evident in the records data.

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UNDERSTANDING RESPONSE RATES

National Response Rates for Surveys of College Students: Institutional and Regional Factors. Matt Jans, University of Michigan (mattjans@isr.umich.edu); Anthony Roman, University of Massachusetts-Boston (anthony.roman@umb.edu).

College students are a unique population presenting special challenges to obtaining high response rates, and institutional characteristics are one important consideration (Porter & Umbach, 2006; Carini, Hayek, Kuh, Kennedy, & Ouimet, 2003). The College Alcohol Survey (CAS, lead by Harvard School of Public Health) includes a nationally representative, random sample of US colleges and students. The CAS provides a particularly unique opportunity to study response rates in a probability sample of colleges and students. There have been 5 waves of data collection (4 by mail and 1 by web) all conducted by the Center for Survey Research at UMass Boston. In 2001, the college sample consisted of 120 colleges across the country with a total student sample of 30,100 (110 schools with 245, and 10 schools with 675t). Initial analyses show that region of the country, school size, both affect response rates to different degrees. Only bivariate relationships in the 2001 data have been examined, but the results are promising. We will expand the initial research by including more institutional characteristics (such as urbanicity of the campus, demographic make-up of the school, student-to-faculty ratios, research intensity, etc.). Theory and research on college student nonresponse (Porter & Umbach, 2006; Carini, et al, 2003) and general nonresponse theory (Groves & Couper, 1998) suggest some of these response rate predictors. These data will be obtained from published school data sources (Peterson's, Newsweek, etc) and college websites as needed. Second, using these additional covariates, we will build predictive statistical models to explain response rate differences in the sampled schools. Models will be developed for the 2001 data collection year. In addition, response rate data for all 5 years of the CAS will be presented to provide a historical trend and broader context for our statistical models.

A Multi-Level Modeling Approach to Explaining State-Level Variation in Response Rates. Adam Safir, RTI International (asafir@rti.org); Joe Murphy, RTI International (jmurphy@rti.org); Hyunjoo Park, RTI International (mpark@rti.org); Kevin Wang, RTI International (kwang@rti.org); Dicy Painter, Substance Abuse and Mental Health Services Administration (Dicy.Painter@samhsa.hhs.gov).

This paper explores the effects of area, household, interviewer, and respondent level factors on survey contact and cooperation in the National Survey on Drug Use and Health (NSDUH). The NSDUH is Federal Government's primary source of data on the use of alcohol, tobacco, and illicit substances in the civilian, non-institutionalized population of the United States aged 12 or older. This annual cross-sectional survey collects data by screening up to 160,000 households and administering a questionnaire to a representative sample of approximately 67,000 persons at their place of residence. In the analysis, we fit multi-level models to measure the correlation between screener contact, screener cooperation, and interview cooperation, and factors such as county, segment, household, respondent, and field interviewer characteristics. The primary purpose was to determine which correlates of nonresponse can most effectively be used to explain variation in response rates within a state over time and across states at a single point in time, taking into account the interaction between the various covariates. A secondary purpose was to develop methods, within a framework of responsive design, to facilitate strategic resource decisions for minimizing response rate declines due to suboptimal calling patterns, variation in selected segments, or interviewing staff turnover from one survey phase to the next. The findings reveal data patterns which may inform future operational efforts to target specific correlates of nonresponse. The results also demonstrate the potential utility of process data review for the explanation and prediction of state-level response rate changes.

Using a Multi-Mode Design to Maintain Response Rates. Duston Pope, Market Strategies (Duston_Pope@marketstrategies.com); Amy Vincus, Pacific Institute for Research and Evaluation (avincus@pire.org); Sean Hanley, Pacific Institute for Research and Evaluation (SHanley.Chaphill.NC@pire.org).

The School-based Substance Use Prevention Programs Survey (SSUPPS) is a survey of middle school teachers and their school district coordinators on the general topic of substance abuse prevention in schools. The survey is funded by the National Institute on Drug Abuse through grant R01 DA016669 and is conducted by the Pacific Institute for Research and Evaluation (PIRE). In 1999 SSUPPS was conducted as a self-administered mail survey and it achieved a response rate of 72.9% for teachers and 80.2% for district coordinators. In the course of planning the 2005 data collection there was concern that the same social forces affecting response rates generally would erode the high response rates of the 1999 survey. To meet this concern the 2005 Wave utilized both a mail and a Web survey. Nonresponders were followed up by telephone. The results exceeded expectations by attaining response rates of 78.2% for teachers and 83.9% for district coordinators. This paper documents the 2005 data collection, including the full details of its implementation. This case study will be valuable to any researcher considering the transition of a single-mode longitudinal data collection to a multi-mode design as a way of maintaining response rates.

What Can We Learn From an Analysis of the 1999-2006 Massachusetts BRFSS Response Rates? Zi Zhang, Massachusetts Department of Health (zi.zhang@state.ma.us); Randal S. ZuWallack, ORC Macro (randal.s.zuwallack@burlington.orcmacro.com).

Response rates in population-based telephone surveys have been declining over the past decade, due to a number of factors ranging from an increase in usage of telecommunication barriers such as caller ID, answering machines, and privacy managers to the erosion of the random-digit-dial sample frame. Massachusetts Behavioral Risk Factor Surveillance Survey (BRFSS) has seen monthly response rates decline from nearly 50 percent in February 1999 to 34 percent in December 2001; it has since remained in the range of 35 to 43 percent. To identify potential areas for improvement in the ongoing random-digit-dial telephone survey for the, we analyze monthly data files and CATI call outcome files from the 1999-2006 Massachusetts BRFSS. Looking at general indicators such as response rates and cooperation rates, as well as their underlying components, such as refusals and ring-no answers, we seek to improve our understanding of public participation in surveys. Since BRFSS has experienced several methodological and definitional changes in the past seven years, there are breaks in the data series, which are identified to improve trend analyses and interpretations. Series that display evidence of seasonality are adjusted using the Census Bureau's X11 decomposition algorithm. Seasonality exists in several of the time series analyzed, with peaks and

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valleys seemingly corresponding to increases and decreases in public availability. Although contemporary response rates (since 2002) seem to have flat-lined, the overall number of refusals and the overall number of attempts continue to increase, translating into lower productivity and high survey costs. Attention should be paid to the low periods of responses during periods of low public availability – summers and holidays – to tailor calling schedules to maximize success.

SHAPING POLITICAL THOUGHTS AND BEHAVIORS

Parenting and Politics: How Parenting Style Influences Political Thought. Ward Kay, George Mason University (wkay1@gmu.edu).

In his book 'Moral Politics', George Lakoff presents parenting models as an example of the disconnection between liberals and conservatives. Lakoff states that conservatives follow a 'strict father' style which emphasizes obedience to authority and developing self-reliance. On the other hand, Lakoff provides a 'nurturant parent model' as a liberal model. In the nurturant parent model, the goal is to raise happy children who interact with others and will become nurturing themselves. These two differing styles play out in the political arena in the areas such as welfare and social programs, criminal justice, environmental issues, military and international affairs. This paper tests these models using the General Social Survey which includes questions on both parenting and political issues. Bivariate correlations between the parenting style and political attitudes show a relationship. This paper presents a path analysis in which parenting attitudes and political attitudes are examined within the contexts of other explanatory and intermediate variables.

Exploring the Impact of Gender Role Attitudes on Political Efficacy: The Case of Japanese Women. Kana Fuse, The Ohio State University (fuse.2@osu.edu); Nanaho Hanada, The Ohio State University (nanaho@gmail.com).

Our proposed study clarifies determinants of political efficacy by examining the effect of one's gender role attitudes on external political efficacy among Japanese women. Past research on political efficacy has focused on the relationship between education and efficacy (i.e. Frinkel 1987). In the case of Japanese women, however, we consider it more relevant to explore how one's relative deprivation contributes to political efficacy. Specifically, women with liberal gender role attitudes may have lower political efficacy than their conservative counterparts even after controlling for education. This is likely because of the relative deprivation that liberal women face given the traditional nature of gender relations still present in Japan. This study has clear theoretical, empirical, and policy implications. By examining the added effect of gender role attitudes, we explore the possible relationship between relative deprivation and political efficacy. If we find the hypothesized relationship, it suggests that policies to improve gender relations are needed if Japan aspires to be a solid democracy where citizens are more politically efficacious and active. We test our hypothesis using the 2003 Japanese General Social Survey (JGSS). The JGSS consisted of a personal interview and a self-administered questionnaire and was based on a representative nationwide random sample of Japanese males and females 20-89 years of age. Because of our focus, we only analyze data of women in the sample. Our dependent variable is one's external political efficacy. We use standard political efficacy variables included in the survey. Our independent variable of interest is gender role attitudes. We use a series of questions about one's attitudes toward the division of household labor, women's role in the family, and women in work/career. We perform multivariate regression analyses regressing political efficacy on measures of gender role attitudes as well as appropriate background variables such as respondent's education and party identification.

The Gender Gap in Political Knowledge: Does the Gap Really Exist? Kate Kenski, University of Arizona (kkenski@email.arizona.edu).

Gender gaps in political knowledge and new comprehension have been found persistently in the social science literature (Chaffee, Zhao, & Leshner, 1994; Delli Carpini & Keeter, 1996, 2000; Frazer & Macdonald, 2003; Gruber, 1988; Kenski & Jamieson, 2000; Robinson & Levy, 1986). Men almost always outperform women on tests of political information. This gap is robust, having been recorded at approximately the same magnitude over the last 40 years (Delli Carpini & Keeter, 1996). Recently, however, some researchers have challenged the size and existence of the gap (McGlone, Aronson, and Kobrynowicz, 2006; Mondak and Anderson, 2004). One set of researchers argue that 'approximately 50% of the gender gap is illusory' because of response sets present in traditional coding of knowledge scales. Another group of researchers argue that the gender gap in political knowledge can be explained as a function of stereotype threat felt by female respondents when interviewed by male interviewers. In this study, both of these explanations are examined and challenged using data from the 2000 and 2004 National Annenberg Election Studies. Even when the approach recommended by Mondak and Anderson (2004) and Mondak (2001) is taken, the gender gap persists at a level much greater than the 50% illusion suggested. Moreover, the results indicate that there are some validity concerns with the Mondak approach to knowledge scale construction. When gender of interviewer is taken into consideration, the magnitude of the gap does not change. In short, results indicate the gender gap in political knowledge does exist and has significant consequences on vote choice.

Communication, Value, and Political Consumerism. Sun Young Lee, University of Wisconsin-Madison (sunyounglee@wisc.edu); Dhavan Shah, University of Wisconsin-Madison (dshah@wisc.edu).

Recent studies have argued that citizens find new venues to express their political and moral values through political consumption, yet such consumerism has received limited attention from social scientists. In this paper, we explore political consumerism by examining its relationships with communication variables, values, and personal orientations. Specifically, we distinguish communication variables into three forms (television news use, entertainment television use, and political discussion) to test whether different forms of media influence personal and social values, which lead to interpersonal trust, environmental concern, and subsequently political consumerism. A structural equation model is used to test hypotheses. The data used in this study were gathered in February 2002 and November 2004. The sample was drawn from the mail panel of DDB-Chicago, for which the marketing research company, Market Facts, conducts an annual mail survey — the Life Style Study. The results revealed that TV news use encourages altruistic values directly and indirectly through its influence on political discussion, while entertainment TV use has a negative relationship with altruism and a positive effect on egoism. The results also revealed that altruism is linked to greater trust in people while egoism is associated with lower levels of social trust. Social trust is

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positively related to environmental concern, which in turn leads to political consumerism. Social trust reflects a broader care-giving and socially supportive attitude, which is tied to concerns about the social environment and the dangers of pollution and ecological destruction on human health. The results showed that political discussion and altruism also have direct effects on political consumerism. Results demonstrate how communications, values, and personal orientations work together to influence political consumerism. Implications for research on the individual and social values, consumer behaviors, and new modes of political participation are discussed.

POLITICAL ATTITUDES AND BEHAVIORS OF SPECIAL POPULATIONS

The Partisan Hearts and Minds of U.S. Immigrants. **Casey A. Klofstad, University of Miami (klofstad@gmail.com); Benjamin Bishin, University of California-Riverside (bbishin@gmail.com); Daniel Stevens, Hartwick College (stevensd@hartwick.edu).**

There is a disconnection between our theory and measurement of partisan identification. Traditionally, partisanship is seen as an affective tie that a person has to a partisan group. However, the questions that are commonly used in surveys to measure partisan identification ask the individual to "think" about their partisanship; that is, to produce a cognitive response instead of an affective one. Burden and Klofstad (2005) show that this mismatch between theory and measurement affects our understanding of partisan identification. Using an experiment embedded in a 2001 survey of residents of the State of Ohio, they examine the effect of asking respondents to "feel" rather than "think" about their party identification. The results of this experiment show that respondents were more likely to identify with the Republican Party when they were asked to feel their partisan identity. We included a similar experiment in a 2004 exit poll conducted in Miami-Dade County (FL). Our results verify Burden and Klofstad; Miami-Dade voters were more likely to describe themselves as a Republican when they were asked to feel their partisan identity. However, our results also show that only certain types of people have separate "partisan hearts and minds" (Green et al. 2002). Specifically, we find that the think-feel Republican gap is larger for immigrants that came to the United States before 1980. The gap is also larger for first-generation immigrants whose parents immigrated before 1980.

Mobilizing the Early Voter. **J. Quin Monson, Brigham Young University (Quin.Monson@byu.edu); Lindsay Nielson, Brigham Young University (linds.nielson@gmail.com).**

Early voting has been steadily growing in popularity in the United States for the past 20 years as states have been relaxing their laws to allow for more no-excuse early voting. In 2004 more than one in five voters cast their ballots before election day. However, this alone may not account entirely for the increase in the proportion of the electorate who votes early; voters can also be mobilized to vote early by political groups and parties. We estimate a model for early voting that includes structural factors, such as state laws; campaign factors, such as the level of competitiveness in a voter's state; and individual factors, such as strength of partisanship and political attitudes. We use data from the 2004 Campaign Communications Study, a national survey of registered voters during the 2004 election that had respondents to track all of their actual campaign contacts including direct mail, telephone calls, and in-person contacts, during the last three weeks of the general election campaign. In addition to all of the variables listed above, this unique survey allows us to estimate the effect on early voting of receiving campaign contacts that specifically encourage early or absentee voting. This mobilization factor has been missing from the existing studies of early voting.

Why Military Families May No Longer Be Part of the Republican Base and the Implications for Future Elections. **Amy R. Gershkoff, MSHC Partners (amy.gershkoff@gmail.com).**

Military families traditionally have been Republican base voters. However, preliminary analysis indicates that in 2006, military families were swing voters. In the competitive Congressional districts, military families broke in approximately equal numbers for Republican and Democratic Congressional candidates. They cited "getting out of Iraq" as the single most important reason to support a Democratic Congressional candidate, and Iraq was the primary doubt these families had about Republican candidates for Congress. Moreover, these military families reported being just as likely as the average voter to favor a multilateralist foreign policy. Data from several other sources confirm this result. For instance, I examined a survey of Kansas's 2nd district, where two large military bases dominate a historically Republican district, and 81% of voters know someone who was currently serving or had recently served in Iraq or Afghanistan. This election the district switched to Democratic control, with military families breaking in equal numbers for the Republican and Democratic candidates, and giving Democratic Governor Sebelius a 20-point margin over her opponent. These families were twice as worried that Republicans would stay in Iraq too long than that Democrats would withdraw from Iraq too soon, and by a large margin, Iraq was the dominant issue in their vote. An analysis of surveys of military personnel reveal declining morale, a plurality would not re-enlist if they had the option to leave, and a rising number who are economically troubled or who do not have adequate health care. This may in part explain military families' declining levels of support for Republicans. Whether or not military families have become swing voters has far-reaching electoral implications. If Republicans' mismanagement of Iraq has given Democrats an opening with military families, and if Democrats seize the moment, it may be possible for Democrats to bring about a significant political realignment.

SURVEYING ACROSS THE LIFE SPAN

Minimizing Assessment Burden on Preschool Children: Balancing Burden and Reliability. **Susan Sprachman, Mathematica Policy Research (ssprachman@mathematica-mpr.com); Sally Atkins-Burnett, Mathematica Policy Research (satkins-burnett@mathematica-mpr.com); Steve Glazerman, Mathematica Policy Research (sglazerman@mathematica-mpr.com); Sarah Avellar, Mathematica Policy Research (savellar@mathematica-mpr.com); Miriam Loewenberg, Mathematica Policy Research (mloewenberg@mathematica-mpr.com).**

Many large studies of young children include a battery of assessments. Young children can tire when faced with the need to attend for long periods of time to the unfamiliar tasks in standardized assessments, and their attention to the task may be compromised if the procedures

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are too lengthy. Minimizing child burden while maintaining high reliability of estimates of achievement is an ongoing objective. As survey researchers, we have an ethical responsibility to use tools that do not compromise scientific integrity or erode our confidence in measures while addressing the needs of young children. And we also have an obligation to our clients who want us to collect the maximum amount of high quality data possible from those children at a reasonable cost. Adaptive testing helps to minimize measurement error by tailoring the difficulty of the assessment items to the ability of the child. This results in better estimates of ability with fewer items. Commercially available adaptive tests use basal and ceiling rules to assign items to children. Using data from a large federally funded project of preschoolers, we simulate the effects of further shortening assessments by adjusting the stopping rules on scales from the Woodcock-Johnson III Tests of Achievement. This measure was designed for situations where the reliability of the individual child's score is paramount and thus conservative stop rules were developed. In research projects, group scores rather than individual scores are usually analyzed. To determine whether one could reduce the burden on children without reducing reliability, we compare the standard scores using the publisher's stopping rules with those that would have resulted from administering fewer items, we examine the randomness of the measurement error, look at the stability of the relationship between these scores and other measures, and illustrate the effect of different stop rules in our analyses.

Does a Free Magazine Subscription Offer Entice Young Men to Participate in Survey Research? Anna Fleeman, Arbitron (anna.fleeman@arbitron.com); Christina Frederick, Consultant (christina.frederick@arbitron.com).

To improve the representation of young men in radio listening surveys, Arbitron has been targeting higher monetary incentives to young male households for over a decade. However, the number of young men (age 18-34) who participate in the diary-based 'Radio Ratings' has rapidly declined in the last few years. And, although survey literature has shown that cash incentives are a better way to improve response than non-cash incentives, the cost can be prohibitive. Therefore, Arbitron began investigating the use of non-cash incentives, which offer two potential benefits. They can be perceived by the respondent as having intrinsic value above the actual cash value, and they typically cost the company less than face value because of volume discounts. In Summer 2006, Arbitron offered nearly 2,000 young men a free one-year magazine subscription. The non-conditional offer was made on a colorful insert designed to appeal to young men and was sent in the same box as the radio listening diaries and standard up-front cash incentives. The insert thanked the young man and instructed him to fill out and return a business-reply postcard, on which he selected one of four youth- and male-oriented magazines – Esquire, Motor Trend, Complex, and Blender. Although overall young male response was not improved, the findings suggest that for certain demographic groups, the magazine offer significantly increased diary return and young male representation. Based on the low redemption rates, however, it is unclear whether it was the offer/insert itself and not the subscription fulfillment that was the true incentive. While results were mixed, they do indicate that offering a free magazine subscription to certain types of young men does improve their participation in survey research.

When Should We Call Older Respondents? Cognitive Aging, Circadian Rhythm, and Data Quality. Sonja Ziniel, University of Michigan (sziniel@isr.umich.edu).

Cognitive functions, such as speed of processing, working memory, and recall follow a circadian rhythm with peak and down times like other body functions. Yoon et al. (1999) showed that the time-of-day at which a cognitive test is administered influences the performance of older participants (65 years and older) but not of younger participants. The elderly perform more poorly when the test is administered in the evening or afternoon rather than in the morning. Cognitive aging psychologists have argued that age-related decline in cognitive functioning disables elderly to activate additional cognitive resources to compensate for the fact that they are tested at their non-peak time (May et al., 1993). Because a survey interview involves a number of demanding cognitive processes, survey researchers have to be concerned that interviewing older respondents in the evening compromises data quality over and above problems that may arise at other times of day. This paper uses data from the University of Michigan Health and Retirement Study to investigate if the time-of-day of interview has a differential influence on the quality of survey data depending on respondents' age. The indicators of data quality used include "don't know", item nonresponse, and comparisons of responses to external data sources among others. Insights into the impact of time-of-day on data quality, and the likely interaction of time-of-day with respondent age, will provide important information for the design of appropriately tailored interview strategies.

Survey Interviewing Among the Deceased: Pitfalls, Problems, and Possibilities. Jeffrey C. Moore, U.S. Census Bureau (jeffrey.c.moore@census.gov); Elizabeth A. Martin, U.S. Census Bureau (elizabeth.a.martin@census.gov).

Much research has documented recent declines in survey response rates that appear to be ubiquitous, afflicting all types of surveys regardless of sponsorship, topic, or mode. Little noted in commentaries on this phenomenon, however, is that most, if not all, of the research has focused on niche sub-groups consisting of various segments of the living (pre-deceased (PD)) population (Groves 2005 being perhaps the sole exception). The cause of this excessive focus on PDs at the expense of the deceased is a matter of some speculation, but two hypotheses predominate: (1) "Squeaky wheel" PD individuals are demonstrably more vocal than their more numerous but much more taciturn deceased counterparts. (2) Systemic bias: Although the gap may be narrowing, most positions of influence in government policy and academe are still held by PDs. We argue for more balance. Beyond basic issues of equity and fairness, there are eminently practical reasons for increased attention to survey research among the deceased. First, in marked contrast to PD trends, response trends among deceased groups show no evidence of decay. As deceased and PD response rates inexorably converge, valuable insights might be gained from careful study of deceased attitudes and behavior that may transfer to PD surveys, and assist in combating their response rate declines. Second, as various sectors of modern post-industrial economies continue to employ increasing proportions of the deceased (e.g., in customer service and technical support centers, motor vehicle departments, etc.), it becomes increasingly important that their voices be included in the nation's political, social, and economic discourse. We acknowledge, however, that deceased survey research is beset with daunting challenges, across the spectrum of survey activities. We note a few in this paper, including issues related to sampling, field administration, and nonresponse, but focus primarily on those having to do with questionnaire pretesting.

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MEETING THE CHALLENGE: THE INTERNATIONAL STANDARDS ORGANIZATION AND ITS STANDARDS FOR MARKET, OPINION, AND SURVEY RESEARCH

An Overview of the New ISO Standards. Tom W. Smith, NORC (smitht@norc.uchicago.edu).

The new ISO Standards for Market, Opinion, and Social Research were activated in the Spring of 2006 after a three-year period of development. Standards come in different types (ethical, technical, disclosure, and performance) and from different sources (common practice, professional and trade associations, standards bodies, laws and government regulations). The new ISO standards cover all phases of survey research, both qualitative and quantitative.

Potential Advantages and Disadvantages of ISO Certification. Reg Baker, Market Strategies (reg_baker@marketstrategies.com).

After ISO sets standards, the next step is to set up a certification procedure by which organizations are vetted and then certified as ISO compliant. (The ISO certifies organizations, not individuals.) Collective advantages include raising standards for the industry as a whole and improving data quality. Individual advantages include competitive benefits especially involving international work and the development of better internal system for management and quality assurance as a result of ISO compliance. Disadvantages center around the cost and time involved in seeking certification.

Quality Standards and Assessment Schemes: A UK Perspective. Peter Jackson, Market Research Quality Standards Association (pettrevjac@aol.com).

In mid 2006 an international quality standard for market and social research – ISO 20252 – was published. For many years, standards of this type and corresponding assessment and certification schemes have been in place in the UK. The presentation summarises and discusses this experience within the commercial UK market research industry (currently worth around \$3 billion). The first set of standards covered only interviewer management but later was extended to cover all the main research processes. This national standard (BS 7911) also took into account the general quality management standard ISO 9000. The UK was amongst the first national market research industries to develop this type of standard and other countries used it as a model in developing their own equivalents. With a number of countries producing such standards and with the increasing international scope of research projects, an International Standards Organisation (ISO) committee was formed to draft an international standard. The presentation stresses that the UK, other national and now the international standard, address only process aspects and do not define or prescribe design elements. In tandem with the development of standards, the UK market research industry has put in place schemes for the assessment and certification to allow research companies to demonstrate conformity to the standards. This scheme is controlled by a body set up to develop standards and certification: the Market Research Quality Standards Association (MRQSA). Details of the assessment and certification scheme are covered in the presentation. These include assessment by independent MRQSA approved bodies, working to a common specification and accredited by another independent organisation: the United Kingdom Accreditation Service. Some 100+ UK research companies (representing 85% of the industry by value) are certified to the standards. This has brought significant benefits to both users and providers of market research.

ISO Quality Standards for Research: Its Application to the North American Research Industry. Don Ambrose, Consumer Contact (dambrose@consumercontact.com).

As the main trade association for the survey research industry in the US, CASRO has played a central role in the development of ISO standards. Furthermore, CASRO anticipates continuing to be involved in creating a ISO certification procedure of the US. Active discussions with AAPOR and other organizations are already underway. Implications for Canada are discussed as well.

THE COGNITIVE FACTOR IN SURVEYS I

Using Behavior Coding to Validate Cognitive Interview Findings. Johnny Blair, Abt Associates (johnny.blair@abtassoc.com); Allison Castellano Ackermann, Abt Associates (allison_ackermann@abtassoc.com); Rachel M. Levenstein, University of Michigan (mlev@isr.umich.edu); Linda Piccinino, Abt Associates (linda.piccinino@abtassoc.com).

This paper reports a study about the extent to which question problems identified in cognitive laboratory testing occur in actual data collection. The underlying premise of pretesting is that if questions identified as flawed are not revised they will cause response problems during survey data collection. In conventional field pretests, where the planned survey is emulated for testing purposes, this contention is clearly warranted. For cognitive interview pretesting conducted in the laboratory, it is also assumed that identified problems left uncorrected will occur in actual data collection, but there is little empirical support for that assertion (see e.g. Willis and Schechter 1997). In the present research study, a questionnaire for a general population telephone survey about a health condition called chronic fatigue syndrome was tested in 18 cognitive interviews. Of the problem questions identified, many could not be revised because of the need to compare the results to other surveys that used the same items. Therefore, those unrevised items were used in the actual survey. In order to determine whether the question problems identified in the cognitive lab actually occurred in survey data collection, a random subsample of 205 survey interviews were recorded and behavior coded. The codes were used to determine whether or not a question flagged in the laboratory showed any evidence of a response problem in the field. In the analysis, we classified each question administration showing such evidence as: same problem as identified in the lab; different problem than identified in the lab; or could not determine if it was the lab-identified problem or not. We report the frequency of problem occurrence by problem type. We also consider what kinds of problems behavior coding is best suited to identify. Finally, we discuss the implications of the findings for pretesting practice and for further methodological research.

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Cognitive Interviewing with Asian Populations: Findings from Chinese and Korean Interviews. Hyunjoo Park, RTI International (hjoopark@gmail.com); Yuling Pan, U.S. Census Bureau (yuling.pan@census.gov).

According to the release of the American Community Survey statistics, the Asian and Hispanic populations in the U.S. have grown at much faster rates than the U.S. population as a whole. Their annual population growth rates between 2004 and 2005 were 3.3% and 3.0% respectively, which is three times that of the total population. To reach this rapidly growing population, many government surveys have come to conduct surveys in Spanish for the past decade and have accumulated experiences with techniques for this population group. However, there has been lack of research on the Asian population and little literature is available. We often encounter Asian respondents in surveys but we are unsure whether they give equally valid answers as we expect when dealing with the other population groups. This paper reports results from cognitive interviews undertaken at the U.S. Census Bureau with survey materials that were translated from English into Chinese and Korean. The cognitive interviews were conducted by language experts with native-speaker language competence, education and work experience in the target cultures. This paper first examines the difficulty encountered before and during the cognitive interviews and then investigates the issues in conveying meaning in translated messages. Although there are findings unique to each group, basic challenges pertained to both the Chinese and Korean group. It was difficult to recruit participants with lower levels of education; participants found it difficult to answer cognitive-interview questions; and participants reacted negatively to certain informed consent messages and missed important messages presented in these materials. These findings demonstrate the importance of taking cultural differences into account when dealing with different population groups and reaffirm the necessity of further research on the U.S. Asian population.

Cognitive Testing of Translated Materials: The Need for a Baseline. Patricia L. Goerman, U.S. Census Bureau (patricia.l.goerman@census.gov); Rachel A. Caspar, RTI International (caspar@rti.org).

It is common practice for many large survey organizations to pretest and finalize source language versions of survey questions and other materials and then have them translated after the fact. Pretesting of translations does not always take place and when it does, the source language documents are often "frozen" and the results of the pretesting of the translations do not have a large impact on further revisions to the original documents. There has been an increased interest in the pretesting of translated survey materials in recent years but very little methodological research has been conducted to determine best practices for this pretesting. Cognitive testing is a method that is particularly useful in pretesting translations in that large discrepancies in meaning and interpretation across source materials and translations can be spotted relatively easily, even with small numbers of respondents. This paper examines the issue of whether there are advantages to cognitively testing both source language materials and translations concurrently, even when source materials are "frozen" and finalized in advance. The U.S. Census Bureau has been in the process of developing its first bilingual, Spanish/English Decennial Census questionnaire for a number of years. The questionnaire contains side-by-side English and Spanish language columns. The questionnaire has been cognitively tested in two separate rounds, with the first round testing only the Spanish language questions with monolingual Spanish speakers and the second round testing both the English and Spanish questions with monolingual Spanish speakers, monolingual English speakers and bilingual respondents. This paper compares the types of findings made possible in the two rounds of testing and examines the pros and cons of testing the Spanish translation in isolation as compared with testing the source questions and translated questions concurrently. Both methodological and cost implications are discussed.

Relationship between Response Error Patterns and Respondent Characteristics: Results of a Structured Cognitive Interview Study. Aaron Maitland, University of Maryland (amaitland@survey.umd.edu); Kristen Miller, National Center for Health Statistics (KSMiller@cdc.gov).

The results of an international project that cognitively tested six disability questions are presented in this paper. A total of 1,287 structured cognitive interviews from convenience samples in fifteen countries were completed during the spring and summer of 2006. A structured interviewing protocol first asked respondents to report about any difficulties they have with vision, hearing, mobility, self care, cognition, and communication. A combination of open-ended qualitative questions and closed-ended follow-up probes were used to assess the ability of the questions to measure the underlying construct of disability within each of the six domains. The closed ended follow-up probes were particularly helpful for understanding whether or not the respondents were interpreting the questions as intended by the survey sponsors. An initial analysis that compared test-question answers to closed ended follow-up probes revealed some discrepancies, indicating patterns of potential response error. This paper expands on this finding by using the demographic characteristics of the respondents to explain response patterns and potential response error. Demographic characteristics measured from the interview include the respondent's sex, age, education, employment status, and income. In addition, interviewers were also asked to behavior code the interviews in real time. For example, the interviewers coded whether the respondent needed the question repeated, had any difficulty with the response options, or asked for clarification. The paper will also use these behavior codes to predict potential response error patterns.

EVALUATING SURVEY COSTS AND QUALITY

Respondent Debriefings Conducted by Experts: A New Qualitative Methodology for Questionnaire Evaluation. Elizabeth Nichols, U.S. Census Bureau (elizabeth.may.nichols@census.gov); Jennifer Hunter Childs, U.S. Census Bureau (jennifer.hunter.childs@census.gov).

In theory, experts in a domain of interest could perform an in-depth interview using scripted and unscripted questions to obtain information needed to answer research questions. These experts would feel confident that the data they collected was of high quality since they could supplement the scripted probes with unscripted probes to determine the truth (see Conrad and Schober, 2000, and Schober and Conrad, 1997 for studies on conversational interviewing). If they felt the respondent was confused by questions, or if the respondent indicated there was more pertinent information available, then experts could inquire further. This is largely the method employed by experts doing cognitive testing of a questionnaire. However, this method is impractical for a large data collection. This presentation explores a method

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that uses expert respondent debriefings as a means of evaluating the quality of the production data. This is especially important for surveys for which an assessment of ‘truth’ is not otherwise available. In July of 2006, a small group of experts in Census residence rules observed 169 Census Coverage Measurement Person Interviews in two sites for the 2006 Census Test. Immediately following 49 interviews where a complex living situation was described during the interview, these experts conducted qualitative, ethnographic-type respondent debriefings asking open-ended questions about where the person of interest had been staying over the last year. The goal of the respondent debriefing was to determine the ‘true’ residence for each person. We will compare this ‘true’ residence against the residence status obtained by the questionnaire alone. Comparing the two sets of data will determine if the questionnaire was collecting accurate information, and for what situations the questionnaire needs to be modified. This presentation discusses our methodology for these expert respondent debriefings.

Using Administrative Records to Evaluate the Accuracy of Child Abuse Reports in a National Survey of Child Abuse and Neglect. Keith R. Smith, RTI International (kesmith@rti.org); Paul Biemer, RTI International (ppb@rti.org); Kathryn Dowd, RTI International (kld@rti.org); Ruben Chiflikyan, RTI International (rchiflikyan@rti.org).

This paper summarizes the results of an evaluation of caseworker-provided data about additional reports of child abuse and neglect (called “re-reports”) for the National Survey of Child and Adolescent Well-being (NSCAW). NSCAW is the first nationally representative longitudinal study of children and families involved in the child welfare system and the first to collect data directly from children and caregivers. The study has produced four waves of data collected from over 6,200 children and their caregivers, caseworkers, and teachers. The sample was drawn from children who had contact with the child welfare system within a 15-month period starting in October 1999. The paper compares re-report data collected from caseworkers with administrative re-report data provided by state child protective services agencies. It also examines the caseworker data collection procedures in order to identify potential factors that may have contributed to incomplete re-report data collected from caseworkers. Using official administrative data provided by child protective services agencies across the country, our preliminary analysis found that reports provided by caseworkers in an interview format are substantially under-represented. Based on our comparison of caseworker data and agency administrative files, we estimate that approximately 60% of all reports are missing from caseworker interview data. There are two primary sources of missing data: approximately 45% of the missing re-reports can be attributed to the NSCAW method for identifying the need for a caseworker interview. The other 55% is primarily due to a failure of the caseworker interview to capture the re-report due to interviewer error, respondent (caseworker) error, errors in the case files consulted during the interview, or other interview related reasons.

Evaluation of the Quality of RDD Survey Estimates: A Comparison of Health Statistics from the Behavioral Risk Factor Surveillance System (BRFSS) and Other National Surveys. Mansour Fahimi, RTI International (fahimi@rti.org); Deborah Schwartz, RTI International; Paul Levy, RTI International; Michael Link, Centers for Disease Control and Prevention; Ali Mokdad, Centers for Disease Control and Prevention.

The BRFSS data are used by public health officials and researchers to monitor health conditions, develop prevention policies and intervention strategies, and to evaluate success in reducing prevalence of disease and risk behaviors. While estimates obtained from BRFSS are based on sound survey and statistical methods, as an assessment of quality, this study compares a number of key estimates obtained from this survey with relevant estimates from the National Health Interview Survey (NHIS), the National Health and Nutrition Examination Survey (NHANES), and the National Survey on Drug Use and Health (NSDUH). Comparisons made with appropriate consideration for structural differences among these surveys due to their design protocols, modes of data collection, and post-survey data adjustment procedures have produced valuable insights regarding the quality of BRFSS estimates and those from the other surveys under consideration.

Building Dynamic Survey Cost Models Using Survey Paradata. Robert M. Groves, University of Michigan (bgroves@isr.umich.edu); Emilia Peytcheva, University of Michigan (emilia@umich.edu).

Many academic and Federal government-sponsored surveys have experienced large increases in costs over the past few years, as repeated callbacks are required to obtain high response rates. Even survey methods that do not use probability sampling methods appear to experience higher costs, as substitution of cases must necessarily follow failed attempts to gain cooperation. By and large, these cost increases have not arisen from design changes that have obvious cost-inflating effects. Instead, changes in the US public’s at-home patterns, door- and telephone-answering behavior, and tendencies toward reluctance to participate combine to increase the total interviewer effort required to obtain an interview. These last few years have probably produced increased mis-estimation of survey budgets because of the dynamic nature of the behavioral changes above. When initial survey budgets are ill-conceived, either reduced sample size, lower response rates, or cost overruns occur. The paper proposes a dynamic production model that is based on an amount of effort applied to a set of active cases, with a productivity adjustment that is a function of the relative difficulty of the remaining set of cases. The empirical specifications of these models attempt to reflect the fact that one hour of interviewer effort has differential impact on the production of interview data records as a function of the lifecycle of a sample administration. Data to test alternative specification of the production models come from a continuous interviewing survey conducted at the Michigan Survey Research Center, using an area probability sample with face-to-face interviewing. The paradata used to estimate the model arise from interviewers uploading paradata describing their work day to a central server once every 24 hours. The paper concludes with summaries of how practical survey work can be informed by such cost models, both reduce the threat of cost overruns and to balance costs and errors of survey.

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METHODOLOGICAL BRIEFS: EXAMINING RESPONSE RATES

Manipulating Caller ID for Higher Survey Response in RDD Surveys. Martin Barron, NORC (barron-martin@norc.org); Angela DeBello, NORC (DeBello-Angela@NORC.org); Meena Khare, National Center for Health Statistics (mxk1@cdc.gov).

The wide adoption of Caller ID technology by households (estimated at over 50% of US household penetration) poses a serious challenge to random digit dial (RDD) surveys. To the extent that it is used to pre-screen telephone calls, Caller ID can suppress response rates by allowing respondents to “pre-refuse” cooperation without ever picking up the telephone. Alternatively, Caller ID may improve cooperation by legitimizing the survey via the text and telephone number displayed on the telephone unit. This paper describes an experiment conducted to determine if response rates benefit from the use of Caller ID. Further, we examined whether Caller ID text that explicitly states the source of the call is more effective than more generic text. During the third quarter of 2006, more than 680,000 cases from the National Immunization Survey (NIS) were randomly divided into three experimental groups. The first group had Caller ID deactivated, the second group had caller ID activated with the text of “NORC U CHICAGO,” and the third group had caller ID activated with the text “TOLL FREE.” The NIS—a nationwide, list-assisted random digit-dialing (RDD) survey conducted by the NORC for the Centers for Disease Control and Prevention—monitors the vaccination rates of children between the ages of 19 and 35 months. Each year, the NIS conducts interviews with approximately 29,000 households across the United States. Results of the experiment are mixed regarding the advantages of these different strategies. While transmitting Caller ID text (either specific or general) does result in a higher resolution of telephone numbers, it does not result in higher survey cooperation. In this paper, we explore the call history records and final dispositions of cases in each experimental group and summarize our findings.

Assessing the Impact of the Use of Respondent Profiles on Response Rates and Efficiency. Heidi Guyer, University of Michigan (hguyer@umich.edu); Gina-Qian Cheung, University of Michigan (qianyang@umich.edu); James Wagner, University of Michigan (walkjam@umich.edu).

The Health and Retirement Study (HRS) is a longitudinal study conducted by the University of Michigan. The HRS includes over 20,000 adults aged 50 and older in the United States. Data collection has taken place every two years since 1992 with 2006 marking the eighth wave of data collection. “Respondent profiles” have been developed to provide interviewers with past information on respondent’s participation in order to improve current wave outcomes. The profiles provides information which can help guide interviewers to plan for more successful contact attempts, as well as to decrease the likelihood of resistant contacts and increase the likelihood of a successful outcome – a complete interview. Respondent profiles are made available to field staff electronically via a sample management system as well as an on-line monitoring system. During this presentation, we will discuss the elements of the respondent profile, how to create the profile, and training interviewers and field managers to use the profiles. Results on the amount of time spent reviewing profiles and the associated outcomes will be presented as well. We will describe the impact on response rates and efficiency, as measured by call number, cost and final outcome. An additional goal will be to propose a strategy for best use of the respondent profile.

Advanced Notification Helps Participation: Using a Pre-Alert Letter as a Way to Increase Response in RDD Telephone Surveys. Lisa M. D’Elia, Scarborough Research (ldelia@scarborough.com).

There is a growing concern among researchers regarding the declining trend in cooperation among Random Digit Dial telephone survey respondents. This is an important concern for survey quality. Scarborough research conducts syndicated consumer surveys, with over 200,000 total respondents, across 80 local markets across the US, using a two-phase survey method: a phone interview, followed by a mailed, self-administered survey booklet and television diary. In an effort to increase cooperation, Scarborough conducted an experimental design test which involved sending a letter with cash to respondents prior to the telephone interview ('Pre-placement Letter With Cash' or 'PPLWC'). The purpose of this test was to determine if sending this pre-placement letter with a cash incentive to respondents before we call them increases RDD telephone response rates. The pre-placement letter introduced our survey and its purpose, alerted respondents that the call would be coming, as well as offered cash as "a small token of our appreciation for participating in the study." Building on some previous research which shows that pre-alert or advance letters to respondents have shown to increase overall cooperation rates, this paper examines the effect of a pre-placement letter mailed with a cash incentive to respondents prior to the telephone interview attempt. The paper will explain the details of the treatment and its effectiveness. Results of the pre-placement letter showed that this mailing treatment performed very strongly and showed statistically significant increases in the response rate for the telephone survey.

“US CENSUS BUREAU” vs. “UNKNOWN CALLER”: Caller-ID Displays and Survey Cooperation. Aniekan Okon, U.S. Census Bureau (aniekan.a.okon@census.gov); Jeffrey Moore, U.S. Census Bureau (jeffrey.c.moore@census.gov); Nancy Bates, U.S. Census Bureau (nancy.a.bates@census.gov).

Survey sponsorship has been documented to play an important role in eliciting survey cooperation (Dillman, 2007; Goyer; 1982; Heberlein and Baumgartner; 1981). Studies also suggest that government-sponsored surveys enjoy higher cooperation rates than non-government surveys. Additionally, compared to other federal agencies, the American public tends to hold the U.S. Census Bureau in fairly high esteem (Ponemon, 2006). Consequently, the Census Bureau seeks to take advantage of its name recognition when contacting American households and businesses. Thus the Census Bureau responded with some alarm when it discovered that outgoing calls from its centralized telephone call centers were displaying ‘UNKNOWN CALLER’ on caller-ID systems, which was determined to be an unanticipated result of displaying a toll-free number for respondents’ return calls. Actions were taken to remedy the situation in the fall of 2005. In this paper we report on a before-and-after investigation of the impact on respondent cooperation of returning to a ‘US CENSUS BUREAU’ display on caller-ID systems. We examine two Census Bureau surveys – the Telephone Point of Purchase Survey, a survey using random-digit-dialing sampling methods, and the American Community Survey, a survey that uses telephone interviewing as a first stage non-response follow-up to a mailed questionnaire. We find some evidence of small positive impacts on the overall efficiency of telephone interview procedures, but

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no apparent impact on ‘bottom line’ estimates of respondent cooperation. To our surprise, we also find evidence of great disparity in the extent to which the “US CENSUS BUREAU” message actually displayed on caller-ID systems – leading us to question the degree of control survey organizations actually have in transmitting an intended caller-ID sponsorship display

Variables Affecting Consent and Response Rates for an Asthma Follow-up Survey. Naomi Freedner, ORC Macro (naomi.l.freedner@orcmacro.com); Kristie Hannah, ORC Macro (kristie.m.hannah@orcmacro.com); Kisha Bailly, ORC Macro (kisha.m.bailly@orcmacro.com).

Background: Researchers must balance the desire for data versus respondent burden and break-offs when surveys become too long. The asthma follow-up survey (AFUS) is conducted with children and adults who have ever had asthma as identified during the Behavioral Risk Factor Surveillance System (BRFSS) survey, and is conducted as a separate study on a later date. In an effort to improve consent and response rates, several questionnaire or methodological factors were modified, including 1) where in the BRFSS survey respondents are asked for permission to recontact them for the AFUS; 2) whether respondents are asked to provide name/initials to aid in recontacting them; and 3) the length of time elapsed between completion of the BRFSS and the AFUS. Beginning in January, we will conduct a split sample design to test whether continuing the BRFSS interview with the asthma follow-up questions is an effective way to improve response rates, even after accounting for increased break-offs. **Objectives:** To examine factors which may affect consent and response rates to the AFUS in order to improve the study design. **Methods:** A split survey design was used where some respondents were asked for permission to recontact them for the AFUS in the middle of the BRFSS survey, and the remainder were asked at the end of the survey. In October the BRFSS script was changed so respondents no longer provided their name/initials to aid in recontacting them. We will also examine the relationship between completion rate and days elapsed between the BRFSS and the AFUS, and whether continuing the AFUS as an add-on to the BRFSS improves response rates. **Conclusions:** We anticipate these data will demonstrate that changes made to the script and the protocol had a positive impact on consent and response rates, providing useful data to develop a more effective study in 2007.

Increasing the Cooperation Rate through the Advance Letter. Cynthia Howes, NORC (howes-cynthia@norc.org); Martin Barron, NORC (barron-martin@norc.org); James A. Singleton, Centers for Disease Control and Prevention (xzs8@cdc.gov).

Advance letters are heavily utilized in RDD surveys to introduce a study and build cooperation and rapport with respondents before a household is ever called. Advance letters provide respondents insight into the study topic as well as inform them of their rights and notify them of potential burden imposed by a survey. Though prior research has shown that advance letters increase the likelihood of participation, advance letters have the potential of negatively impacting cooperation by teaching respondents how to screen out of the survey. Alternatively, a broadly worded advance letter may not entice respondents to participate, thereby negating a primary purpose of the advance letter. This paper describes an experiment to determine if response rates are affected when references to the age of respondents of interest are removed or when the study purpose is broadened. The experiment was conducted during 2006 on the National Immunization Survey (NIS). The NIS – a nationwide, list-assisted random digit dial survey – is conducted by the NORC at the University of Chicago for the Centers for Disease Control and Prevention. The NIS monitors vaccination rates of children aged 19-35 months and is conducted in approximately 29,000 households across the United States. This experiment used three experimental letters. The current NIS letter was the control and indicates that the survey is looking for households with children under the age of four for the purpose of asking about childhood vaccinations. The first experimental letter design removes the reference to children under four, but leaves the study purpose as issues of childhood vaccinations. The second letter restores the reference to children under four but broadens the purpose of the study to issues related to health. The final letter design both removes the reference to children under four and broadens the purpose of the study to issues of health.

Encouraging Respondent Cooperation: Experiment on the Timing and Amount of Incentives. Barbara C. O'Hare, Arbitron (barbara.ohare@arbitron.com); Anna Fleeman, Arbitron (anna.fleeman@arbitron.com); Daniel Singer, Arbitron (dan.singer@arbitron.com); Robin Gentry, Arbitron (robin.gentry@arbitron.com).

The benefits of cash incentives to boost response rates in both phone and mail surveys are well documented (Singer, 2002; James and Bolstein, 1990). The use of incentives has become more prevalent in attempts to counteract rapidly declining response rates in recent years. The survey literature strongly supports the use of prepaid incentives over promised incentives. Yet, there are still two considerations in delivery of pre-paid incentives – the amount of the incentive and the timing of the delivery during the survey period (at what point of contact). Of interest is how to optimize survey participation rates through the most cost-effective delivery of incentives. This paper presents results of an experiment varying the timing and amount of survey incentives in the Arbitron radio ratings diary survey. In this multi-task, mixed-mode survey, there are 3 points of time during the survey period when incentives are delivered to a household to encourage diary return – after the household has agreed to complete diaries, at the time the diaries are sent, and during the survey week. We tested varying incentive amounts, from 0 to \$5, delivered at the three points of contact. Although it was not practical to test a full factorial design, the experiment included 12 test groups of various combinations of incentive amount and timing with approximately 1,500 cases in most test groups. The results indicate the relative response rate benefit of incremental increases in incentives. Of particular note are differences across demographic groups in sensitivity to premium amounts. We also found strong indications that early money, right after the household has agreed to participate, had a far more positive cooperation effect than did incentives delivered during the survey week. Together these findings suggest ways to optimize the return on investment in cash incentives.

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A Case of Positives Outweighing Negatives: Examining Mixed Effects of Advance Letters in a List Sample Telephone Survey of Low-Income Taxpayers. Sarah Dipko, Westat (sarahdipko@westat.com); Kerry Levin, Westat (kerrylevin@westat.com); Barbara Forsyth, Westat (barbaraforsyth@westat.com); Debra Stark, Westat (debrastark@westat.com); Mary-Helen Risler, Internal Revenue Service.

Advance letters have been found to increase telephone survey participation in many experimental studies, as described in a recent meta-analysis (De Leeuw et al, 2006). The authors identify aspects of survey design and advance letters that lead to variation in this effect, and find that effects for list samples are greater than those for RDD samples. For populations requiring many calls to reach subjects, however, the effect is diminished, which the authors suggest could reflect mobile populations in which letters were not received by sample members. This research examines a list sample population for which advance letters appear to have no effect on response rate. A telephone survey of 9,912 low-income taxpayers, conducted by Westat for the Internal Revenue Service in 2006, incorporated an advance letter experiment in which letters were mailed to two-thirds of the sample and for the remaining one-third no letters were mailed. No significant difference in response rate was found between those in the letter vs. no letter conditions, overall or among six categories of taxpayers. When the response process is examined in detail, however, two types of effects are revealed for those in the letter condition in one specific taxpayer group – a significant increase in the non-locatable rate (excluding non-working numbers), countered by significant decreases in the rates of refusals and ‘maximum calls’ final results. It is hypothesized that the letter induced avoidance tactics for some taxpayers in this group (not answering the phone, or reporting the sampled person to be unknown), but also served to reassure other taxpayers, as evident in the lower refusal and maximum calls rates. The findings suggest that assumptions about increased response due to advance letters may not hold with this population. For the one taxpayer group in which the letter had significant effects, the positives outweighed the negatives.

PERCEPTIONS AROUND THE WORLD

Democracy and Crime Victimization in Latin America: Analysis of Results from the Latin American Public Opinion Project. Orlando J. Perez, Central Michigan University (perez1oj@cmich.edu).

Using data from a series of national probability surveys conducted in 2006 in 17 countries of Latin America by the Latin American Public Opinion Project (LAPOP) at Vanderbilt University, this paper seeks to study the relation between crime victimization and democratic values. As crime increases in the region, its impact may go beyond the obvious insecurity and socio-economic dislocations it engenders. Crime victims may be more willing to support anti-democratic measures and may exhibit lower support for democratic values than citizens who have not been victims of crime. Additionally, even those individuals not affected directly by crime may feel high degrees of threat and thus may exhibit increased support for repressive policies that undermine democratic decision making and separation of powers. The paper also will seek to ascertain the factors that best predict crime victimization in an effort to better understand this troubling phenomenon. This unique data set enables us to compare the impact of crime on various democratic values in 17 Spanish and English speaking nations of the region. The samples are all national in scope and the questionnaire uses valid and reliable series of items to measure democratic attitudes. For 10 of the countries data is available for 2004 and the paper will make explicit comparisons for those countries between the two samples.

Tobacco Behavior and Perception in the Southeast Asian Community: Differences in Telephone and Face-to-Face Interviews. Todd Rockwood, University of Minnesota (rockwood@comcast.com); Melissa Constantine, University of Minnesota (cons0026@umn.edu); Karen Virnig, University of Minnesota (virni002@umn.edu); Jessie Saul, ClearWay (jsaul@clearway.org); Barbara Schillo, ClearWay (bschillo@clearway.org); Steve Foldes, Blue Cross/Shield of Minnesota (steven_s_foldes@bluecrossmn.com).

Increasingly survey research is being used not only to determine prevalence rates of tobacco use, but also to assess attitudes and perceptions about tobacco as well as the effectiveness of programmatic interventions. The changes in the understanding of the personal and public health impacts regarding smoking over the past decade has caused increased concern regarding the impact that factors such as social desirability can have on the ability of survey methods to accurately collect information on smoking behavior. Within the general population there is a baseline of understanding of the impact of mode of administration on response to issues for social desirability is a concern, but there is little understanding relative to the impact of mode of administration in diverse, especially recent immigrant or refugee populations. This paper will report on a study on smoking behavior as well as attitudes and perceptions about smoking in four Southeast Asian communities (Lao, Cambodian, Vietnamese and Hmong). In a recent survey a small experiment was conducted in which respondents were randomized to either the telephone (n=500) or face-to-face mode of administration (n=1000) and a set of basic items asked to determine smoking status (the majority of interviews in each mode where conducted in a language other than English). Initial analysis indicates that within the Southeast Asian community respondents were more likely to indicate that they smoked in the telephone mode as compared to the face-to-face mode. Further analysis will focus on assessing the impact of mode of administration with respect to demographic characteristics, immigration (e.g. refuge, years in country, etc.) and acculturation.

Social Networks, Electoral Preferences and Vote Choice in the 2006 Mexican Election. Ulises Beltrán, Ulises Beltrán y Asociados (ulisesbeltran@bgc.com.mx); Marcos Valdivia, Universidad Nacional Autónoma de México ([correo.crim.unam.mx](mailto:marcosv@correo.crim.unam.mx)).

In this paper we show that social networks, and in particular social interactions, were key factors structuring electoral preferences and vote choice among Mexican voters in the 2006 presidential election. We uncover significant “social interaction” effects for supporters of the two main candidates: Andres Manuel López Obrador (AMLO), of leftist PRD, and Felipe Calderón (FC), of rightist PAN. Furthermore, we show that these contextual effects operated in very different ways for each of these two groups of voters. Neighborhood effects were crucial for the leftist candidate, whereas broader social networks – that were not based on exclusively physical interactions – were favorable to the rightist candidate. The presence of these differentiated interaction networks helps explain the initial rise, and later fall, of AMLO. Early during the

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campaign, local conformity effects at the neighborhood level contributed to the rise of AMLO; later on, though, those territorial interactions became an obstacle in PRD's efforts to expand AMLO's appeal in the electorate. In contrast, supporters for the rightist candidate were more likely to interact with others citizens beyond closed physical networks. For this reason, social interaction effects on voting for Calderon (PAN) were more of a mix of global and local information. Because of that differentiated network structure of interaction, media- and poll-effects were crucial in PAN's effort to reduce the gap between AMLO and FC. We examine our argument with the aid of several surveys in which explicit items tapping into social interactions were included. The surveys analyzed are representative at both the national- and state-levels, and were administered at different points i) during the campaign, ii) on election-day, and iii) after the election.

Public Perceptions of the Legitimate Basis of Reward: Evidence from 31 Nations. Mariah D.R. Evans, University of Nevada-Reno (mariah_clayton@international-survey.org); Clayton Peoples, University of Nevada-Reno (peoplesc@unr.edu).

Inequality has increased dramatically over the past several decades, but the legitimacy of that outcome and of the processes which generate it remain hotly debated. Excellent research has been exploring the amount of inequality that people think is fair, and this paper seeks to complement that work by assessing the legitimacy of different bases for pay. More specifically, we use the ISSP's 1999 Inequality Survey (31 nations and over 25,000 cases) to assess the degree of support that people have for three different potential bases of reward: diligence, skill, and needs/welfare. There are multiple item measures for each of these constructs, and complex measurement issues involving equivalencing the answer categories. We develop a measurement approach to the data, and demonstrate its utility in investigating cross-national differences in these attitudes about inequality processes. We find that there is near-universal support for rewarding diligence, but that there is much more dissensus over whether skill should be rewarded and over whether welfare should be disbursed through one's pay check. There are large and interesting international differences.

METHODOLOGICAL STUDIES OF YOUTH

Do Low Response Rates Indicate Nonresponse Error? Evidence from the Youth Tobacco Surveys. Charlotte Steeh, Centers for Disease Control and Prevention (ffr6@cdc.gov); Peter Mariolis, Centers for Disease Control and Prevention (pxm1@cdc.gov); Patrick Cox, Centers for Disease Control and Prevention (plc6@cdc.gov); Darylema Williams, Centers for Disease Control and Prevention (bhn8@cdc.gov); Annette McClave, Centers for Disease Control and Prevention (fjx9@cdc.gov); Anna Teplinskaya, Centers for Disease Control and Prevention (dzt5@cdc.gov).

A growing body of research suggests that high response rates are not necessarily reliable indicators of survey quality. Some studies show that efforts to increase response rates may actually lead to greater bias. Previous studies rely on data from random digit dial samples of landline telephone numbers and are cross-sectional in design. We propose to examine survey data of an entirely different type in order to assess the accuracy of the estimates derived from them. The data come from the school based Youth Tobacco Surveys (YTS) conducted by state governments with methodological assistance from the CDC. The surveys employ a two-stage probability sample design to select schools and then students. The questionnaire is self-administered using paper and pencil. The two hundred sixty-seven surveys that have been conducted from 2000 through 2005 have sample sizes that average more than 3500 students. The mean overall response rate across all states ranges from 67 percent in 2000 to 72 percent in 2005, a slight increase. However, the overall state response rates within each year vary considerably—between 38 percent and 88 percent in 2003. Our measure of bias will be the difference between a population percentage on selected demographic characteristics obtained from outside sources and the same YTS percentage weighted for the probabilities of selection. We will also measure the amount of change over time by including year of survey as an independent variable in the regression analysis. Since the YTS overall response rate is the product of the school response rate and the student response rate, we will be able to enter both parts as independent variables in order to learn which component has a larger effect on bias. The proposed analyses will lead to more reliable and relevant indicators of data quality in school-based surveys.

Where are They Now? Locating the Longitudinal Study of American Youth. Linda G. Kimmel, Michigan State University (kimmell2@msu.edu); Jon D. Miller, Michigan State University (jdmiller@msu.edu).

The majority of methodological literature on survey research focuses on cross-sectional studies. This paper applies the same standards of good measurement to the Longitudinal Study of American Youth (LSAY), a study that spans two decades and that is expected to continue for at least another decade. The LSAY, funded by the NSF, began with two cohorts of 3,000 seventh- and 3,000 tenth-grade public school students in 1987. For seven years, each participant completed questionnaires concerning educational and careers plans, school activities, and personal and family relationships. Science and mathematics knowledge was tested each fall. In 2005 the NSF provided funding for the tracking of all participants (now in their early 30's) and the resumption of annual data collection. The LSAY will use online questionnaires and telephone interviews to collect a new cycle of data in January of 2007. Between 1987 and 1994, LSAY staff collected tracking information from the participants. 'Tracking sheets' included forms completed by students (names and addresses of parents and family members), and notes documenting calls and correspondence between staff and participants' family members or school contacts. This tracking record facilitated the use of online information data bases. More than 96% of the LSAY participants have been located, and sent a newsletter to share information about the uses of the LSAY data over the last decade. This paper will describe the procedures used to relocate the participants, and will look at: the success of tracking methods generally and for selected sub-populations; contacting language and procedures; incentive payments; follow-up procedures, including online, telephone, and mailed reminders; and the relative mobility of different segments of participants. It is important to share the methodological results of longitudinal work and the proposed paper is one method of sharing some of the lessons learned from the LSAY.

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The Effect of Household Composition on Young Male Survey Participation. Robin Gentry, Arbitron (robin.gentry@arbitron.com).

The Arbitron Radio Ratings is a two-stage survey that uses an RDD sample to recruit all household members (12+) for a one-week diary survey of radio listening. Like many other surveys of the general U.S. population, young men between the ages of 18 and 24 have consistently been one of the lowest compliance demographic groups. Historically, Arbitron's approach for improving survey response from this group has been to increase monetary incentives for all household members in residences that contain a young male. However, this "one size fits all" design ignores the fact that young men reside in a wide variety of living arrangements (e.g. living alone, with parents, with roommates, with a spouse). This presentation will explore the effect of various household composition factors (presence of an adult female in the household, the age and sex of the person who answered the phone recruitment call ("the consenter"), the presence of a person over the age of 35 in the household, and the total number of household members participating in the survey) on diary return rates for young men while controlling for a number of other factors thought to affect return rates. Results point to several household composition factors which are positively associated with young male participation. This indicates that a young male's response propensity may vary based on the type of household in which he lives. Using this information to tailor the survey request could improve compliance from this low-response group.

Responses to Sex and Drug Questions Using Web-Based and In-Person Surveys of Young Adults. Renee Shatos Petrie, DatStat (reneee@datstat.com); Barbara J. McMorris, I3 Innovus, Health Economics & Outcome (Barbara.McMorris@i3innovus.com); Gina Marchesini, University of Washington.

Conducting surveys over the internet offers a potentially inexpensive and efficient alternative to in-person interviews. However, there is a concern that web surveys will result in lower completion rates, higher rates of item non-response, and response bias. This study presents results from a randomized trial of mixed mode data collection strategies designed to reduce costs and field period length while minimizing total survey error. Three hundred and eighty-six young adults in the Raising Healthy Children (RHC) Project were assigned to one of two conditions. In one condition, study participants were first asked to complete a survey over the Internet, but were later offered the opportunity to complete the survey in person. In the other condition, the in-person interview was offered first, followed by the opportunity for a web survey. The cost per interview completed was lower for the web-first condition. Contrary to expectations, participants in the web-first condition were slower to complete their surveys. Overall completion rates were similar, although males had higher completion rates in the in-person-first condition. Females were more likely than males to complete their survey via the web. Among youth assigned to the web-first condition, college students were more likely than noncollege youth to comply with their mode assignment. Incomplete data were minimal in both conditions. There was little evidence of differences in rates or levels of reported behavior due to mode effects on measurement error.

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RESPONDENTS AND THE SURVEY INSTRUMENT

Non-Differentiation and Web-Based Survey Methods: An Experiment. Eric Taylor, Western Wats (etaylor@westernwats.com).

Current conversations around web-survey panelist quality lean heavily on simple heuristics like non-differentiation (commonly called "straight-lining"). The development and application of such heuristics usually ignore intersections with scientific understanding of measurement error generally, and cognitive processing theory specifically. Using a sample of web-survey panelists, this experiment manipulated four questionnaire design variables (i.e., number of scale points, question order, question placement, question difficulty), and compared non-differentiation across these conditions. Significantly greater non-differentiation occurred in questions with more cognitively taxing requests, and in items rated later in the questionnaire. The use of 5-point and 11-point scales elicited significantly different levels of non-differentiation, but the direction of difference is less clear. Beyond holding implications for questionnaire design practice, the results also question the reliability and validity of a non-differentiation heuristic for identifying poor-quality web panelists.

Improving Importance Assessment: Experimental Comparisons between Variations of Ranking and Rating Tasks. Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); Joanne Allenza, Harris Interactive; Susan Behnke, Harris Interactive.

With recent programming improvements, web-based surveys allow for new ranking possibilities so that respondents can click on an element and drag it to another position that would reflect its priority or importance in a ranking task. To examine the new ranking possibility, we had respondents complete a web-based survey and were randomly assigned to response format: Rank Sorting, Ranking Numeric Box Entry, Rating Grid, or Horizontal Radio Button Rating. We compared the length of time it took respondents to complete the task, respondent reactions, and validity of the varying response formats. We found that, though the rating tasks were generally still the best, the Rank Sorting showed significant promise as a new measurement technique.

Cognitive Ability and Paralinguistic Measures of Response Error. Nora Cate Schaeffer, University of Wisconsin-Madison (schaeffe@ssc.wisc.edu); Jennifer Dykema, University of Wisconsin-Madison (dykema@ssc.wisc.edu); Douglas W. Maynard, University of Wisconsin-Madison (maynard@ssc.wisc.edu); Dana Garbarski, University of Wisconsin-Madison (dgarbars@ssc.wisc.edu).

Survey participation and survey questions make many demands on respondents, and respondents' cognitive ability has been shown to have consequences both for survey participation (Freese and Hauser 2006) and for the ability of respondents to process survey questions (Knauper et al. 1997). Other lines of research have shown that paralinguistic data such as response latencies (the time between the end of a question and the answer) and disfluencies in speaking (such as pauses, expressions of uncertainty, qualifications, and restarts or repairs) are sometimes strongly associated with response error (Draisma and Dijkstra 2004; Schaeffer and Dykema 2004). Our research takes advantage of a unique data set and a new system for coding the interaction between respondents and interviewers to bring together these two lines of work and examine the relationship between respondents' cognitive ability and disfluencies. We have several measures of cognitive ability: IQ scores when the respondent was younger, cognitive tests in earlier interviews, and cognitive tests in the current interview. Our analysis examines disfluency rates in a standard survey section (questions about health) and two cognitive assessments (digit ordering and letter fluency). We use prior measures of cognitive functioning to predict current disfluency rates, to examine which types of disfluency are more highly related to cognitive functioning, and to examine whether the types or levels of disfluency differ across survey tasks. Our data are provided by digitally recorded interviews from the Wisconsin Longitudinal Study, a panel study of members of the high school graduation class of 1957. The disfluencies we examine occur frequently in survey interviews; as technology makes measuring them easier, they offer the potential of an accessible unobtrusive indicator of measurement error. We discuss implications for cognitive processing in survey interviews and questionnaire design.

Everybody's Talkin': The Impact of Verbal Behaviors in Conventional and Event-History Calendar Interviews. Jamie Marincic, University of Nebraska-Lincoln (marincic@bigred.unl.edu); Robert Belli, University of Nebraska-Lincoln (bbelli2@unlnotes.unl.edu); Ipek Bilgen, University of Nebraska-Lincoln (bilgenipek@yahoo.com).

Of critical importance to the collection of accurate survey data are the interactions which occur during the survey interview. This study analyzes verbal behaviors in interviews that had collected life-course information from panel members using either a computerized conventional questionnaire or a computerized event-history calendar. The analyses are based on a model that illustrate seven interactions that take place in a survey interview which include 1) Interviewer direct interaction with questionnaire, 2) Interviewer direct interaction with Respondent, 3) Interviewer indirect interaction with Respondent via questionnaire, 4) Respondent direct interaction with questionnaire, 5) Respondent direct interaction with Interviewer, 6) Respondent indirect interaction with Interviewer via questionnaire, and 7) Researcher direct interaction with questionnaire type (i.e., role of conventional versus event-history calendar interviews). The researcher's choice of questionnaire type necessarily (and often by design) affects the behaviors of interviewers and respondents. The current study analyzes how questionnaire type affects interviewer and respondent behaviors as well as how interviewer and respondent behaviors can, in turn, affect data quality. A verbal behavior coding scheme was developed to identify verbal behaviors in both conventional standardized and flexible calendar interviews, in which specific interviewer and respondent behaviors are mapped onto the model of the survey interaction as mentioned above. Of specific interest are directive interviewer probes (an example of the direct interaction between interviewer and questionnaire), behaviors reflecting interviewer and respondent rapport (an example of the direct interaction between interviewer and respondent), and the presence of parallel and sequential probes and retrieval strategies (examples of the indirection interaction between interviewer and respondent via questionnaire). Specific examples of each of the interactions noted above will be provided, as well as analyses that determine the differences between conventional and calendar interviews in the verbal behaviors that are engendered. Speculations regarding impact on data quality will be offered.

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PARTY IDENTIFICATION AND PRESIDENTIAL APPROVAL

The Dynamics of Presidential Approval: Gross Versus Net Changes of Bush's Approval. Zachary Arens, The Gallup Organization (Zac_Arens@Gallup.com); Darby Miller-Steiger, The Gallup Organization (Darby_Miller_Steiger@Gallup.com); Jeffrey M. Jones, The Gallup Organization (Jeff_Jones@Gallup.com).

Presidential approval ratings are a vital indicator of public opinion towards the Executive Branch. Every president since Franklin Roosevelt has been rated by the Gallup Poll. And changes in approval ratings are followed closely by politicians and the public. Because of the long trend, consistent wording and its widespread importance, the presidential approval series has been the subject of much research, particularly how external factors such as the economy, domestic policies, and foreign affairs impact approval ratings. However, to-date, presidential approval analysis has relied on net changes collected from cross-sectional surveys, or in other words, asking the same question of different people at different points in time. While trends of net changes are very insightful, such trends at a national level can sometimes conceal dynamics occurring at an individual level. In contrast, panel surveys allow estimates of gross changes of how an individual's attitudes and opinions fluctuate over time. The Gallup Panel has included presidential approval as a standard question on over 30 different surveys since its launch in 2004. By examining Bush's approval ratings collected through the Gallup Panel we can study individual-level dynamics underlying changes in the president's ratings over the past two years, and compare them to cross-sectional data over the same period. The Gallup Panel is a probability-based panel of U.S. households. It uses random digit dial (RDD) methodology to recruit its members. Those who elect to join the panel are committing to the completion of two to three surveys per month with the typical survey lasting ten to fifteen minutes. Members respond to panel surveys using mail, telephone and web modes.

Political Ideology and Partisanship in the United States. Jon D. Miller, Michigan State University (jdmiller@msu.edu).

In recent decades, the structure of American political parties has become more ideological, more rigid, and more passionate. This trend is compounded by the concentration of ideologies into 'red states' and 'blue states' and by an Electoral College that may distort the vote for president. This paper will utilize data from several national surveys over the last two decades to document the general pattern of development. Using data from a 2004 presidential election panel study (Knowledge Networks, N=2000), a set of confirmatory factor models and structural equation models will be used to demonstrate the ideological structure of the American electorate, including an analysis of ideology within red states, blue states, and battleground states. All of the analyses will be presented in a framework that will be comprehensible to AAPOR attendees with varying levels of methodological background.

Presidential Approval and Gas Prices: The Bush Presidency in Historical Context. Laurel Harbridge, Stanford University (harbridg@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).

Over the last two years both journalists and scholars have speculated about the relationship between rising gas prices and the decreases in President Bush's approval ratings. The predominant hypothesis has been that increases in gas prices result in decreases in presidential approval but the question of causality has been difficult to determine for the Bush presidency because both variables have trended together, albeit in opposite directions, since 2002. In order to assess this question and attempt to disentangle correlation from causation, we created a monthly time series analysis from 1976 to 2006 to place the relationship between gas prices and approval in context throughout numerous presidential administrations. Using traditional economic, event, and scandal controls of presidential approval, we use time series analysis to assess both the historical relationship between gas prices and approval as well as whether GW Bush has been impacted differentially by gas prices. In addition, we test for whether there are house effects from different polling agencies or whether an average measure of approval is sufficient.

Presidential Approval Measures: Tracking Change, Predicting Behavior, and Cross-Mode Comparisons. David Krane, Harris Interactive (dkrane@harrisinteractive.com); Randall Thomas, Harris Interactive; Humphrey Taylor, Harris Interactive.

Many polls rely upon a dichotomous rating scale to measure approval (Do you approve or disapprove of the job that X is doing?). Since dichotomization of measures has been found to reduce measurement sensitivity (MacCallum et al., 2002), we sought to compare multi-category approval scales with the typical dichotomous approval scale to determine their relative efficacy in tracking change in evaluations across time. We had over 25 waves of a web-based survey and respondents were randomly assigned to 1 of 4 response formats to measure approval (2,3,5,7 categories). Besides the job approval scale, we also measured job performance with a 4 category scale (Poor, Only fair, Pretty good, Excellent). We examined measurement sensitivity, predictive validity, and concurrent validity with other national polls and found that the 5 and 7 category scales appeared more sensitive to detecting change and had somewhat higher predictive and concurrent validity than scales that employed only 2 or 3 categories. Fewer categories in measurement may be associated with greater error and instability of measurement and therefore may be less prone to detect shifts in public opinion.

The Effects of Partisanship on Public Opinion. Angelo Elias, Université de Montréal (a.elias@umontreal.ca)

In a surprising way, the impact of partisanship on public opinion is practically unknown. We know that party identification colors perceptions, but we don't know how much exactly. Estimating the aggregate effect is the main objective of this paper. Our method is simple: using data from the 2006 Canadian Election Study, we simulate the opinion of an electorate that is less or not at all partisan and compare what we obtain to what we observe in reality. We do that for a wide range of objects relative to governmental income and spending, health care, federalism, same-sex marriage, and other varied governmental policies. Analyses are moreover expanded to some core values and beliefs, since those are also suspected to be influenced. The direction a less partisan public opinion will take is unclear. We expect however that simulated public opinion will be less polarized.

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THE COGNITIVE FACTOR IN SURVEYS II

Methodology for Cognitive Testing of Translations in Multiple Languages. Yuling Pan, U.S. Census Bureau (yuling.pan@census.gov); Ashley Landreth, U.S. Census Bureau (ashley.denele.landreth@census.gov); Marjorie Hinsdale, RTI International (mhs@rti.org); Hyunjoo Park, RTI International (mpark@rti.org); Alisú Schoua-Glusberg, Research Support Services (Alisu@email.com).

With the growth of multinational and multilingual surveys, pre-contact letters and informational brochures are translated from the source language into target languages to convey legally required information and to encourage survey participation. Due to variations in linguistic conventions and communication styles across cultures, translated materials may have different effects on target populations. In order to ensure that translated documents convey the same messages and have the equivalent communicative effect as original texts, survey researchers need to develop sound methods to pretest translations in target languages. This paper reports a study conducted by the U.S. Census Bureau that cognitively pretested translations of survey letters and brochures in multiple languages (Spanish, Chinese, Korean, and Russian). The study was designed to include the following steps: organize a panel of experts in each language consisting of survey methodologists and language experts; adopt the committee approach in translating interview protocols from English into target languages; train language experts for cognitive interviews; conduct cognitive interviews in multiple languages; and recommend changes for translations through the panel of experts. Using this approach and design, we successfully identified a set of issues that are not normally informed by the traditional translation-review process. In addition to translation issues, we identified problems caused by differences in preferred norms of communication or presentation styles, and variations in culturally-driven expectations regarding certain topics. These issues affect respondents' reaction to and interpretation of the messages conveyed in the translated materials. Findings from this project demonstrate the importance of pretesting translation in the target language, effectiveness of the committee approach in survey translation, and the value of pairing survey methodologists with language experts for cognitive testing in non-English languages. This study thus aims to explore methodologies and best practices for pretesting the accuracy and validity of translated questionnaires and supporting documents for multilingual surveys.

Conveying Consistent Messages to Survey Respondents in Multiple Languages: Producing Linguistically and Culturally Appropriate Materials that Do the Job. Alisú Schoua-Glusberg, Research Support Services (Alisu@email.com).

Preparing informational materials for survey respondents in multiple languages presents many challenges. The U.S. Census Bureau carried out a project to cognitively test newly created multilingual introductory and thank you letters and informational brochures used by personal visit interviewers in the American Community Survey (ACS). These materials include important messages on confidentiality and provide motivation for survey participation. This paper reports on the findings of that project. Findings from this project provided information on the different factors that need to be considered in designing the original materials that will be translated, from content to graphic design. The way in which messages are conveyed should follow the rhetorical style used in that type of materials when they are first designed for speakers of each language. The way in which the text is presented, including font type, font size and justification affects the perception of the materials by different language populations. It is important, when designing and translating these materials, to take into account specific characteristics of the target population, besides their linguistic origin. For instance, in the ACS the Russian speakers who are interviewed in person and therefore would use the Russian version of these letters and brochures tend to be largely older immigrants. Hence, a large font size is of particular importance. Users of the Spanish version tend to have lower education; therefore, the vocabulary used should not be too sophisticated. In addition to their native language, immigrants bring to this country their own specific cultural baggage which influences how they perceive and interpret messages, from assurances of confidentiality to prior experience with surveys and censuses (or lack thereof). Specific examples for each language will be presented that illustrate these points and shed light on the types of issues that designers of multilingual survey materials need to be mindful of.

The Effect of Interviewer Behaviors on False Alarms in Cognitive Interviews. Rachel M. Levenstein, University of Michigan (mlev@isr.umich.edu); Frederick G. Conrad, University of Michigan (fconrad@isr.umich.edu); Johnny Blair, Abt Associates (Johnny_Blair@abtassoc.com); Roger Tourangeau, University of Maryland (RTourangeau@survey.umd.edu); Aaron Maitland, University of Maryland (amaitland@survey.umd.edu).

Cognitive interviewing is a method of pretesting questionnaires used to evaluate respondents' understanding and ability to answer. Respondents think aloud as they answer, exposing problems in the questionnaire. The problems, not the answers, are the outcome of a cognitive interviewing study. Although the method is now a 'best practice' in the questionnaire development process, little is known about the quality of the information obtained in cognitive interviews. Our concern in the current study is the degree to which cognitive interviewers affect respondents' reporting of problems. Are respondents more likely to indicate having a problem if an interviewer asks about it specifically rather than using a more general probe? If so, is this effect greater when the respondent perceives the interviewer as highly experienced? We tested two versions of 23 questions in 60 cognitive interviews. One version had been previously pretested and was in use in a production survey; another had been intentionally damaged by a panel of questionnaire design experts. The particular versions (damaged or not) were counterbalanced across respondents. Interviewers administered scripted probes that either asked about the inserted problem specifically ('directive probe') or asked more generally about problems with the question ('generic probe'); we believe that both kinds of probes are often used in production cognitive interviews. Interviewers were introduced as being questionnaire experts or not; and if described as experts they also wore a lab coat and conducted the interview in front of technical equipment. The main result was that directive probing increased respondents' reports of problems relative to generic probing, especially when the question did not contain a deliberately inserted problem. However, the apparent expertise of interviewers did not affect respondents' reports of problems. Thus it appears that interviewers' behavior (probing) can distort the outcome of cognitive interviews but that interviewer attributes (expertise) seem relatively unimportant.

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Cultural Context and Effect on Survey Responses: Findings and Recommendations from the 2010 Census Bilingual Questionnaire Cognitive Testing. M. Mandy Sha, RTI International (msha@rti.org); Rosanna Quiroz, RTI International (quiroz@rti.org); Rachel A. Caspar, RTI International (caspars@rti.org); Georgina McAvinchey, RTI International.

In preparation for the 2010 Census, the Census Bureau has developed plans to test a self-administered bilingual ‘swimlane’ questionnaire (Questions are grouped visually by placing them in horizontal lanes and divided by parallel lines, with one lane for English questions and the other lane for Spanish). The latest effort involves structured in-depth cognitive interviews with monolingual and bilingual Spanish speakers, as well as monolingual English-speaking respondents. The primary objective of this research is to conduct cognitive testing of the content as related to the Spanish translation contained in the questionnaires and provide empirical information on how respondents of varying language abilities interpret, comprehend, and respond to the questions. The bilingual questionnaire may be revised based on the research results. This paper presents the main findings and recommendations using this rigorous approach to conduct cognitive tests of a bilingual questionnaire. Discussion will be focused on cultural contexts and effect on survey responses, as well as factors such as form-taking literacy (ability to follow instructions and design of a questionnaire) and race reporting. Because of the magnitude of the 2010 Census, this paper merits the attention of the consumers of the decennial Census and scholars of cross-cultural survey methods.

INTERVIEWER EFFECTS

Exploring the Influence of Interviewer and Respondent Ethnic Identity on Telephone-Administered Health Surveys with African Americans. Rachel E. Davis, University of Michigan (reda@umich.edu).

Race of interviewer effects may have a significant impact on health survey data and may even influence subsequent respondent behavior. However, the influence of interviewer race on telephone-administered surveys with African American respondents has received relatively little scientific evaluation. Interviewer effects have also not been explored in terms of the ethnic diversity that exists within racial groups. African Americans are heterogeneous in their ethnic identity orientations, and many stereotypes exist among African Americans about African Americans who may be considered “too White” or “too Black,” even by others in their same racial group. These dynamics may affect feelings of trust, rapport, respect, and comfort during interactions between African American interviewers and respondents, resulting in further influence upon survey responses. When interacting over the telephone in a scripted environment, linguistic cueing may be one of few means by which speakers can convey ethnic orientation, trustworthiness, and other characteristics. Linguistic features such as the use of culturally affiliated phonological and syntactic speech patterns have not been examined as a factor in interviewer effects. Further, no published study has examined how linguistic cues are used by African American interviewers in conveying their ‘Blackness’ to respondents. This presentation will describe a current study using ethnic identity typing and linguistic coding to explore the impact of actual ethnic identity and the use of culturally affiliated linguistic cues on health survey data, interviewer race preferences, and desired interviewer characteristics among African American telephone survey respondents. The study design will be discussed, as well as the development of the linguistic coding system.

Sex of Interviewer Effects in Survey Research. Krista Jenkins, Fairleigh Dickinson University (kjenkins@fd.edu); Cliff Zukin, Rutgers University (zukin@rci.rutgers.edu).

We strive for response validity in survey research about public opinion. That is, we want respondents' answers to our questions to measure true underlying opinions, attitudes and values. We have long recognized a number of sources of potential error in measurement: sampling frame and design, non-response, question wording, and others, all of which have rich literatures. In this paper we take on a less well-studied, but well-recognized source of potential error—interviewer effects. In our case we are primarily concerned with gender. We asked a dozen questions about perceptions of gender traits and differences of a 1,000 person RDD 1,000 sample of New Jersey residents. We find vast gender differences in many responses, and equally large gender of interviewer differences. For example, when asked which sex is ‘more aware of what is going on around them’ men are significantly more apt to identify men if they’re speaking with a male as opposed to female interviewer. And regarding a question as to which sex is ‘more manipulative,’ women are significantly less likely to say that women are more manipulative when the interviewer is female as opposed to male. This paper presents our findings of differences in gender perceptions, broken down by the interaction of the gender of respondents and the gender of interviewers. We also examine other studies and pursue explanations regarding why these differences manifest themselves in survey data.

The Impact of the Interviewer on Partially Completed Radio Listening Diary Surveys in Mexico City: A Multilevel Analysis. Michael John Swiontkowski, Arbitron (mike.swiontkowski@arbitron.com).

Dealing with partially completed surveys are a problem faced by nearly all survey researchers and yet it has only received minimal consideration in journals and studies of survey methodology. Data from Arbitron’s diary survey of radio listening in Mexico City was examined to see if an interviewer affects the likelihood of receiving a partial completed survey. Other variables such as the number of diary placement attempts, social class, number of persons in the household, number of diary retrieval attempts, and various demographic characteristics were also examined and controlled to further understand the between interviewer variation in the rate of partial completes. Results include an analysis of the presence of partially completed surveys by interviewer and computation of both the interviewer effect and the design effect attributed to the interviewers. Furthermore, the probability of receiving a partially completed survey by various respondent demographic characteristics and behaviors was computed using hierarchical linear modeling.

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Sources of Interviewer Variance on Questions on Ethno-Religious Identity. Benjamin T. Phillips, Brandeis University (bphillips@brandeis.edu).

Studies of rare populations depend on accurate identification of members of the subgroup of interest. In some cases, however, questions used to identify the subpopulation may be particularly susceptible to variation associated with individual interviewers, suggesting that sampling error for estimates of rare populations may be considerably greater than otherwise estimated. Analysis of screening data from two surveys of American Jews finds dramatically higher interviewer variance on items on ethnic and religious identity. Initial analysis of data from the 2005 Boston Jewish Community Study found a moderate positive correlation between the proportion of Jews identified and interviewer response rate. I develop a multilevel model of response to items on ethno-religious status incorporating data on interviewer characteristics (response rate, age, race, gender, and tenure at the survey research firm) and the characteristics of the call (list or RDD frame, ethno-religious incidence in sampling stratum, time, day of week) to determine whether interviewer characteristics are associated with variation in responses to questions on ethno-religious status.

Interviewer Race: Does It Matter? Jennifer Lynn Schmidt, International Communications Research (jschmidt@icrsurvey.com); Melissa Herrmann, International Communication Research (mherrmann@icrsurvey.com).

While almost 70 % of the current United States population is classified as White, nearly 13% is Hispanic, 11% is Black/African American and 4% is Asian (2006 CPS). What happens if all of your interviewers are of only one race? While it may not be cost effective to sustain a staff of racially representative interviewers, what is the impact on the validity of the data if you do not? This paper explores differences in results by race of interviewer and race of respondent. We will look at the current hot-button topics of immigration, healthcare and voting habits. The results of these investigations will provide survey researchers some insight into why choosing racially representative interviewers may be beneficial to the overall accuracy of the data collected.

USING INCENTIVES

Cash, Credit, or Check: A Test of Monetary Alternatives to Cash Incentives. Justin T. Bailey, Nielsen Media Research (justin.bailey@nielsenmedia.com); Paul J. Lavrakas, Nielsen Media Research (paul.lavrakas@nielsenmedia.com); Mildred A. Bennett, Nielsen Media Research (mildred.bennett@nielsenmedia.com).

The use of non-contingent cash as an incentive has long been shown to raise response rates in mail surveys. For this reason, Nielsen Media Research (NMR) has traditionally used cash incentives for households to complete and return the Nielsen TV Ratings Diary. Cash is typically included with the diary packet as a non-contingent thank you gift for participation. However, little is known about monetary alternatives to cash, such as gift cards and checks. In November 2006, using an experimental design, NMR tested three different types of non-cash alternatives with a randomly selected portion of our national diary sample. Additionally, we varied the incentive amount sent to this large sample of test households in order to measure the differences in response rates across both incentive type and amount. The goal of the test was to examine differences in the proportions of homes that returned an accurate, completed diary for each of the three alternative incentive types and the two different monetary levels (a 3 x 2 factorial design) compared to the control incentive. More specifically, we mailed a non-cash incentive valued at either \$5 or \$10 along with the diary packet to households. This was transmitted in the form of either a Visa Gift Card, an American Express Gift Card, or a Citibank check. Control households received one \$5 bill. A secondary goal was to assess how many and what types of households use their non-cash incentive, regardless of whether or not they returned the diary. It is currently unknown whether or not the cash is noticed once it arrives at a household. This study enabled us to obtain more accurate estimates of the number of homes that see and spend their incentive. This will provide further insights into the effectiveness of non-contingent monetary alternatives to cash.

Nonresponders Who Initially Agreed to Participate: A Follow-Up Study to the February 06 Large Cash Incentive Test. Kimberly D. Brown, Nielsen Media Research (kimberly.brown@nielsenmedia.com); Justin T. Bailey, Nielsen Media Research (Justin.Bailey@nielsenmedia.com); Norm G. Trussell, Nielsen Media Research (Norman.Trussell@nielsenmedia.com); Paul J. Lavrakas, Nielsen Media Research (Paul.Lavrakas@nielsenmedia.com).

Many survey researchers are experimenting with larger incentives to gain respondent cooperation. In February 2006, Nielsen Media Research (NMR) conducted a Large Cash Incentive Test, sending between \$25 and \$60 to approximately 22,000 households who agreed to participate in the TV diary survey for one week and who were classified as a hard to reach demographic population. Results from that study showed there was a significant improvement in diary return rates across all larger incentive levels, although a significant proportion of households still neglected to return their diaries. A follow-up survey, designed to collect additional data on the non-responding households, was sent in May 2006 to a sub-sample of 1,579 randomly selected households across all larger incentive conditions. This follow-up survey asked the respondent to report reasons for agreeing to participate, difficulties present when filling out and returning the diaries and any reactions or feelings towards the incentive amount. With an average response rate of 43% across incentive and language conditions, regression analyses were used to identify intrinsic and extrinsic motivations for choosing to participate as well as a few predictors for returning the diary. In addition, regression models helped better understand the semantic differential scales for the thank you gift and the diary keeping experience; younger respondents tended to rate the thank you gift more positively and those who agreed to have the diary sent to their home for intrinsic reasons were more likely to have positive feelings towards the overall diary-keeping experience. We will discuss the implications of this data and how it impacts existing literature on non-responding households.

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Pre-Pay vs. Post-Pay: The Debate Continues. Linda S. Mendenko, Mathematica Policy Research (LMendenko@mathematica-mpr.com); Patricia Nemeth, Mathematica Policy Research (pnemeth@mathematica-mpr.com).

The research debate continues over the issue of whether pre-paid versus post-paid incentives increase response rates for self-administered mail surveys. Does a pre-payment of the total amount of the incentive increase the response rates or speed with which mailed questionnaires are returned in a longitudinal survey where previous waves had post-paid incentives? To examine this question, an experiment was added to the third survey administered to a panel of teachers during the 2005-2006 school year for the Evaluation of the Impact of Teacher Induction Programs study, conducted by Mathematica Policy Research, Inc. (MPR). In the first two survey waves, the teachers were paid after completing the survey. For the experiment, half of the sample received a check in the survey packet as a pre-payment and the remaining half received payment upon completing the survey. Our experiment showed the post-paid group achieved a better response rate to the mail mode than the pre-paid group. We believe this difference stems from the fact that teachers were accustomed to receiving payment after completing the questionnaires in the prior two rounds of the survey. This paper will examine the differences in response patterns – especially speed of response and mode choice compared to the previous survey waves. The lessons we would like to share are: Conducting the experiment with the first round instead of the third round of data collection in a longitudinal study may have shown a more dramatic effect on prepayment to teachers; Multi mode data collection may have lessened the effect of the prepayment with the most variance being the mail mode; MPR's persistence in pursuing the respondents in the first two rounds of data collection encouraged teachers to respond knowing the next steps would be phone and in-person follow-up.

Timing is Everything: Efficacy Evaluation of Using Incentives at Two Different Time Periods. Karen H. Grigorian, NORC (grigorian-karen@norc.uchicago.edu); Shana M. Brown, NORC (brown-shana@norc.uchicago.edu); Claire Jennings, NORC (jennings-claire@norc.uchicago.edu).

In the current environment of declining response rates, many survey researchers have begun to use incentives to increase response rate. In the 2003 Survey of Doctorate Recipients (SDR), a late-stage data collection experiment showed that offering a pre-paid incentive not only significantly increased response, but also yielded significantly higher quality data. In the 2006 SDR, the research team has implemented a follow-up controlled experiment to determine the most efficacious time to offer a pre-paid \$25 incentive to non-respondents during the field period. This paper will present the details of this controlled incentive experiment and the results. Unit response as well as data quality and time to complete will be evaluated.

A "Cooling Off" Period: The Effect of Retrospective Monetary Incentives on Response Rates. Alicia M. Frasier, NORC (frasier-alicia@norc.org); Heidi L. Upchurch, NORC (upchurch-heidi@norc.org); Elizabeth M. Welch, NORC (welch-bess@norc.org); Kathleen S. O'Connor, National Center for Health Statistics (koconnor1@cdc.gov).

The National Survey of Children with Special Health Care Needs (NS-CSHCN) II is a Random Digit Dial (RDD) survey conducted by the National Center for Health Statistics on behalf of the Maternal and Child Health Bureau, designed to produce prevalence estimates of children with special health care needs and describe the types of services that they need and use. Response rates for RDD household surveys have declined over the past decade and the use of incentives has been demonstrated to improve response rates. The NS-CSHCN II offered retrospective monetary incentives to convert refusals and non-completes from past quarters of data collection. Retrospective incentives provide a 'cooling off' period between initial refusals and the offer of an incentive. An incentive letter with \$5 with a promise of an additional \$10 was mailed to eligible households with address information. Cases without address information were offered the full \$15 upon telephone recontact. Incentive conversion began in July 2006, with cases that had originally been called as early as October of 2005. As the incentive work progressed, the time lag between initial contact and recontact decreased from 10 months to 1 month. Data collection will be complete in early 2007 and the data will be analyzed to examine the impact of various time delays before offering incentives. Variables examined will include previous participation type (refusal vs. non-complete), letter vs. no letter (prepaid vs. promised), and point of original break off (pre-screened vs. screened). These questions will be specifically addressed: Does the delay of a 'cooling off' period increase receptivity of respondents? What effect does the 'cooling off' period have on response rates? Is there an optimal period of delay that should be used when offering retrospective incentives?

CROSS-NATIONALLY SPEAKING: PUBLIC OPINION AROUND THE WORLD

Attitudes of American Muslims and Muslims in Other Countries. Rich Morin, Pew Research Center (rmorin@pewresearch.org); Nilanthy Samaranayake, Pew Research Center (nilanthi@pewresearch.org); Julianne Horowitz, Pew Research Center (jhorowitz@pewresearch.org); Richard Wike, Pew Research Center (rwise@pewresearch.org).

In early 2007, the Pew Research Center will conduct a first-of-its-kind survey of American Muslims. The survey will examine the social and political attitudes, religious beliefs and behavior, and life experiences of this community. Drawing from international surveys conducted by the Pew Global Attitudes Project and the World Values Survey, this paper will compare the views of American Muslims with the political and social attitudes of Muslims from around the world, including those living in majority Muslim countries as well as those living in countries (including many European countries) where Muslims constitute a minority of the population.

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Meritocracy and Subjective Class in 24 Nations East and West. Jonathan Kelley, University of Nevada-Reno (kelley_robert@international-survey.org); Peter Robert, TARKI Social Research Center (Robert@tarki.hu).

To what extent do people in different countries perceive their nations as meritocracies? Does this have for their views of where they fit in the social hierarchy, or are views about meritocracy mere legitimations of one's social location? To answer these questions we turn to data from the International Social Survey Program's 1999 "Ideology of Inequality" survey, which provides data from representative, national samples in 31 countries, yielding a total of over 20,000 cases. The data show that there is considerable international diversity in meritocratic perceptions, with a particularly notable divide such that the populace in post-Communist countries perceives much less meritocracy than do denizens of countries with a longer market-oriented tradition. We use ordered logistic regressions to score our meritocracy measures, and enter those measures into a two-group LISREL analysis (post-Communist and other) assessing both (1) the reciprocal effects of perceptions of meritocracy and subjective social class in the two areas, and (2) the degree to which these two concepts are shaped by people's individual objective social location. We find that subjective social class has little, if any, impact on perceptions of meritocracy, but that perceptions of meritocracy have a substantial impact on subjective social class: citizens who think their society is more meritocratic see themselves as higher up the social hierarchy. Importantly, this process seems to work the same way in the post-Communist and other counties.

Public Diplomacy Challenges in Denying Iran Nuclear Weapons. Alvin Richman, Retired from U.S. State Department (RichmanAl@gmail.com).

This paper examines U.S. and foreign public opinion on Iran's nuclear program, including support for economic sanctions against Iran, and these publics' attitudes toward several issues affecting support for sanctions. Most foreign countries surveyed last year oppose, in principle, Iran's acquisition of nuclear weapons. However, support for practical measures – military or non-military – to achieve this objective is decidedly weaker. Attitudes towards Iran's acquisition of nuclear weapons also varies considerably from country to country, but generally is more permissive among Muslim publics than among the European and other publics surveyed. These conclusions rest on five multicountry surveys conducted during the past year: (1) The Pew Center, April-May, 2006 (15 countries, including all members of the 'six' now dealing with Iran – the U.S., Britain, France, Germany, Russia and China); (2) The Germany Marshall Fund of the United States, June, 2006 (13 countries); (3) The Chicago Council on Global Relations, June-July, 2006 (5 countries); (4) Harris International, Nov-Dec, 2006 (4 countries); and (5) BBC/Globescan-PIPA, Nov. 2006-Jan. 2007 and May-July, 2007 (11 countries). These five surveys contain differently-worded questions covering the various publics' views on Iran's acquisition of nuclear weapons. They also contain questions measuring several attitudes that may impinge to different degrees on support for economic sanctions and other policies to deny Iran a nuclear weapons capability. These measures include perceptions of the threat of nuclear arms proliferation in general; positive/negative views of Iran, the United States and U.S. leadership; and attitudes toward the use of force.

USING POLLS FOR POLICY

The Role of Direct Democracy in California Governance: Public Opinion on Making Policy at the Ballot Box. Mark Baldassare, Public Policy Institute of California (baldassare@ppic.org).

In recent years, the expression of public opinion at the ballot box has taken on even more meaning for California policymaking, which has been a national leader in the use of the citizens' initiative process since the voters passed the Proposition 13 property tax limitations in 1978. Californians voted on November 7, 2006 in the fifth fall election in five years—a record—and a sign that the state is a unique democracy that is redefining the role of voters in making policy. The Public Policy Institute of California (PPIC) Statewide Survey has been monitoring trends in public opinion toward the citizens' initiative process since 1998. In this paper, we examine trends in general perceptions towards having the citizens' initiative process as a tool for policymaking, and the relative merits of the initiative process in comparison to making laws and public policy through the legislative process. We also analyze the voters' satisfaction with the way the initiative process is working, their specific perceptions of ballot measures and initiative campaigns, and their specific recommendations for reforming the current initiative process. We are especially interested in the role of distrust in state government and disapproval of elected officials in determining the public's attitudes toward using the initiative process to make public policy. We use multivariate statistical techniques to consider the relative significance of partisanship and ideology, demographic variables, and attitudes toward government in predicting variations in perceptions, attitudes, and policy preferences regarding the state's initiative process. The paper ends with a discussion of a new, hybrid democracy that is emerging in California that preserves the current system of electing representatives to carry out their duties, while allowing for increased citizen input and involvement in making public policy. Once again, California appears to be leading the nation in a new political movement.

Public Opinion and the Bush Tax Cuts: The Untold Story. Martha Crum, The Graduate Center, City University of New York (martha@mcsanda.com).

George W. Bush made tax cuts, then tax reform, major themes of his presidential campaigns. Like most tax cut advocates, he claimed the mantle of public approval and indeed, simplistic questions on favoring or opposing tax cuts generally yielded a majority or plurality in favor of lower taxes, depending upon the presence of an explicit "haven't considered the issue enough" option. Yet single item 'reads' are about as far as analysis of public opinion on recent tax issues has gone. A key word search of all the political science and sociology journals archived in JSTOR using the terms 'taxes' and 'public opinion' in their abstract from 2000 to 2006 yielded only two items, neither of which addressed the Bush tax initiatives. Were the 2001 and 2003 tax cuts passed with public support or against it? Were the major cleavages driven by partisanship and ideology or were they rooted in 'rational' self interest, as conventionally defined? Was knowledge a factor in the pattern of public support? This presentation provides an overview of public opinion on the Bush tax cuts, based upon a comprehensive analysis of polling results from the major network news polling organization from 2000 to 2004. It also uses NES 2004 and a 2003 survey on tax policy sponsored by the Kaiser Family Foundation, National Public Radio and the Kennedy School of Government to tap into the debate on the effects of knowledge on public opinion, testing for effects in three different knowledge domains: political, economic and domain-specific.

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Online and Offline Gambling among Youth: Polling and Policy. Kenneth Winnege, University of Pennsylvania (kwinneg@asc.upenn.edu); Jean Lutkenhouse, University of Pennsylvania.

In the past few years there has been an increase in the number of online gambling sites where people can participate in a variety of games of chance, such as the Texas Hold 'Em poker game. While these sites have age verification screens in place, gambling by underage youth does take place. According to the 2005 National Annenberg Risk Survey of Youth (NARSY), there are approximately 2.9 million people between the ages of 14 and 22 who are gambling on cards weekly. Card playing may also be spilling over to increased use of Internet gambling sites. Understanding the extent of both offline and online gambling by underage youth has both societal and policy implications. At the Federal level, this past year, Congress passed and President Bush signed the Unlawful Internet Gambling Enforcement Act of 2006. The law would prohibit credit-card payments to Internet gambling sites. The law attempts to enforce illegal online gambling. The effectiveness of this law is being questioned in light of the global nature of the Internet. This federal law is but one example of legislation aimed at curbing online gambling. The Annenberg Public Policy Center's (APPC) annual telephone survey of youth, aged 14-22 (NARSY), has been tracking risky behaviors including both offline and online gambling (self-reported) and general attitudes toward such activities. In fact, two days after Congress passed the law, APPC released data showing that more than one million young people are using Internet gambling sites on a monthly basis. Among males 18 to 22, Internet gambling doubled in the past year. This research tracks these behaviors going back to the 2003, and show how advocacy groups and legislators use polling data to help shape their positions and arguments in support of or in opposition to such legislation and policies.

The Role of Polling in Health Care Policy-Making in Canada. François Petry, Université Laval (francois.petry@pol.ulaval.ca); Christine Rothmayr-Allison, Université de Montréal (christine.rothmayr.allison@umontreal.ca).

Previous case studies of the role of public opinion research in government decisions (Page 2006; Petry and Mendelsohn 2005; Rothmayr and Hardmeier 2000) suggest that polling was used to help government communication in order to successfully influence public opinion rather than to shape the substance of public policies. In this paper, we expand upon previous research and ask how polls are used in healthcare decision making. We present cases studies about the use of public opinion research by Health Canada and other relevant government agencies in relation to three policies: biotechnology, epidemic scares (SARS, Avian flu, West Nile virus), and AIDS. Part of the data is collected from archival sources (media reports, memorandums to Cabinet, advertising requisitions). We rely also on in-depth interviews with key players involved in the construction, analysis, interpretation and subsequent use of polling. Our aim is to assess whether decision makers use polls to better respond to public opinion or to control and manage it. We also consider the possibility that polls are used as symbolic tools or that they are part of a process of social construction of public policy. The patterns uncovered within and across the cases will be matched with specific theoretical propositions derived from the scholarly literature.

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POSTER SESSION III

Estimating Reliability Using Panel Data: Alternatives to Cronbach's Alpha and Why We Need Them. Paul Biemer, RTI International (ppb@rti.org); Sharon Christ, University of North Carolina-Chapel Hill (schrist@email.unc.edu); Christopher Wiesen, University of North Carolina-Chapel Hill (chris_wiesen@unc.edu).

It is quite common in surveys to measure a single construct using the so-called multi-item scale. This is a sequence of questions that assess various facets of the same construct to produce a scale score which is typically a linear combination of responses to the question sequence. If it is assumed that each item in the scale is an indicator of the same latent construct and that the measurement errors for the items are uncorrelated, the reliability of the score can be estimated using the well-known Cronbach's alpha. As illustrated in this paper, Cronbach's alpha may be severely biased if its underlying assumptions fail to hold. Alternative methods for estimating scale score reliability are available for panel surveys that are not subject to the same biases as alpha. These methods are based upon the simplex method (Wiley and Wiley, 1970) which is a structural equation modeling approach. In this paper, we use data from the National Survey of Child and Adolescent Well-being, a panel survey, to illustrate and compare alternative methods for estimating the reliability of scale-score measures, including alpha and simplex. We propose a modeling approach for testing the assumptions of the alternative methods for estimating reliability in order to determine which measure of reliability is unbiased (or least biased) and should be reported in studies of scale score reliability.

One Missed Call: Measure of Cell Phone Usage in a RDD Telephone Survey. Kathy Krey, Baylor University (Kathy_Krey@baylor.edu); Jodien Matos, Baylor University (Jodien_Matos@baylor.edu).

Technology such as answering machines, caller ID, and cell phones present an increasing challenge for survey researchers. As part of our study on the impact of technology on response rates, we first conducted a survey of caller ID usage in McLennan County, Texas in 2004. We found that both caller ID subscription rates and a respondent's reaction to the caller ID display varied demographically. Interestingly, we found that the overall positive reaction to our caller ID display, a well-known university in the community, may have helped our response rate rather than hurt it. To further understand technology's effect on our research center's survey quality, we turn our attention to cell phones, whose growing presence stands to impact survey research. Of particular interest are people who rely solely on cell phones, giving up their landline telephone service. The research presented was conducted through an RDD telephone survey of McLennan County. We assess the impact of cell-only households via a proxy question in the telephone survey asking who, if anyone, the respondent knows that use only a cell phone for their telephone service. In addition to examining cell phone usage, we also evaluate the screening of calls on cell phones, the likelihood of answering if an unknown number appears on a cell phone caller ID, and the reactions to incentives for completing a survey on a cell phone.

Investigating the Relationship between Census Mail Response and the Advertising and Partnership Campaign. Mary H. Mulry, U.S. Census Bureau (mary_mulry@yahoo.com); Jay K. Keller, U.S. Census Bureau (jay.k.keller@census.gov).

The Census Bureau is analyzing data regarding the influence of the advertising and marketing campaign on the Census 2000 mail return rate with the goal of optimizing the use of limited funds for the 2010 Census communications campaign. Evaluations and analyses conducted during and after Census 2000 did not provide the Census Bureau with specific information about how a dollar's worth of advertising spending affected public cooperation or translated into dollar savings, nor how this played out by market segment. Still, it is incumbent upon Census Bureau to try and develop such business models to provide guidance to the 2010 Census communications campaign. Two methods using multivariate analyses are discussed. Logistic regression models that relate the log-odds of a mail return to a linear function of demographic variables and variables for the awareness of the census promotional communications provide the basis for one approach. The respondents to a survey that measured the public's awareness of census and the promotional communications were linked to the census databases to determine if the census received a mail return for them. We use the logistic regression model for the log-odds of a mail return to estimate the probability of returning a form for those who have not seen any of the communications. Next we estimate the probability for those who have 'average' scores on seeing communications. Then multiplying the difference in the probabilities by the population size produces an estimate of the number of additional returns. In the other approach, cluster analysis partitions census tracts into segments using variables correlated with census undercount. The logistic regression models are used to classify the tracts by high, medium, and low in probability of response, increase in probability of response due to advertising and marketing, and increase in number of responses due to advertising and marketing.

Adolescent Reports of Parental Characteristics. Heather Ridolfo, University of Maryland (hridolfo@socy.umd.edu); Aaron Maitland, University of Maryland (amaitland@survey.umd.edu).

Socioeconomic status and disability are considered to be markers of health and information regarding these statuses is frequently requested on national health surveys. However, attaining self-reports of this information is not always easily done, and researchers often must rely on proxy reporting. Questionnaires designed to collect information on adolescent health may be especially problematic. Adolescent surveys sometimes rely on children's reports of parental characteristics such as socioeconomic status and disability. However, there is disagreement in the literature about whether children are able to provide accurate assessments of these characteristics (Looker 1989). Using the National Longitudinal Study of Adolescent Health, a nationally representative sample of adolescents and their parents, we will assess the accuracy of children's proxy reports of parental socioeconomic status (education, public assistance and work outside the home) and disability. Preliminary analyses of the data did show that children do sometimes give discrepant reports of these characteristics. These characteristics are sometimes underreported and sometimes over-reported. This paper will attempt to predict underreports and over-reports of these characteristics. Potential predictors include demographic characteristics such as, the child's age, race and sex. Other independent variables include indicators of the parent-child relationship, such as the parent's involvement in the child's education and the child's perceived closeness to the parent.

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Actor-Observer Differences in Survey Reports. Krisztina Marton, Mathematica Policy Research (kmarton@mathematica-mpr.com); Shawn Marsh, Mathematica Policy Research (smarsh@mathematica-mpr.com); Lisa K. Schwartz, Mathematica Policy Research (lschwartz@mathematica-mpr.com).

This paper examines measurement error related to actor-observer differences in reporting, using data from Building Strong Families (BSF), a study designed to evaluate the effectiveness of healthy marriage interventions. Participants are recruited into BSF programs around the time of their children's birth, and once they enroll, they receive instruction and support targeted at improving relationship skills. As part of the evaluation, MPR collects information about the participants at the time of the enrollment, and follows up with them 15 months and 36 months later. Participants enroll in the study as a couple, and both the father and the mother of the focal child are contacted for follow-up interviews, regardless of whether the couple is still in contact with each other. To estimate program impacts, they are asked about mother-father relationships, family structure, fathers' involvement in child rearing, the home environment, child well-being and development, and parental well-being. We examined differences in reporting based on whether the couple was living together at the time of the follow-up, and based on the frequency with which they were seeing each other, in other words, based on the extent to which a behavior was likely to be observable to the respondent. We also looked at whether items that are more likely to be susceptible to social desirability effects showed variations depending on which member of the couple was reporting. Our interpretations of the quantitative data are assisted by cognitive interviews that were conducted to test the survey instruments before data collection began.

Is This a Mobile Home or a Monastery? Differentiating Group Quarters from Housing Units with a Validation Questionnaire. George Carter, U.S. Census Bureau (george.r.carter.III@census.gov); Laurie Schwede, U.S. Census Bureau (laurel.k.schwede@census.gov).

In Census 2000, 2.8% of the U.S. Population, or almost 7.8 million people, were counted in group quarters. Group quarters are residential establishments where people live or stay that typically are owned by entities or organizations that provide housing and/or services for residents. While they constitute a small part of the overall population, they house important subpopulations miscounted in household surveys, including college and university students, prisoners, the elderly, the mentally ill, and people experiencing homelessness. Prior to the Decennial Census, group quarter addresses are identified and validated in two steps. Addresses are first identified as housing units, other living quarters, or nonresidential places. Addresses identified as potentially being "other living quarters" are interviewed with the Other Living Quarters Validation Questionnaire (OLQVQ) to determine whether they should be classified as group quarters, transient locations, housing units, or nonresidential places. In 2004-5, the OLQVQ used in Census 2000 was revised for the 2006 Census Test. Census Bureau researchers conducted 20 cognitive interviews to evaluate changes made to the instrument and suggest revisions to the instrument for use in the 2008 Census Dress Rehearsal. Interviews were conducted at assisted living facilities, college and university residence halls and dorms, residential treatment centers, group homes, hospitals, shelters for people experiencing homelessness, and a motel. Several problems were identified in the course of the analysis. Some respondents encountered problems choosing one facility type to describe their facility and in counting facilities spread across multiple buildings and addresses. Other respondents, especially in short stay facilities, experienced confusion when asked about residents who "live" at their facilities. While they thought residents were staying at their facilities, they did not consider them to be living there. Respondent understanding of key terms was explored. Major findings from the research and implications for establishment surveys are presented.

A Geographic Approach to Analyzing Movers in an Inner-City Neighborhood Survey. Edward M. English, NORC (english-ned@norc.org); Colm O'Muircheartaigh, NORC (colm@norc.org); Catherine Haggerty, NORC (haggerty-cathy@norc.org).

Making Connections is a longitudinal in-person survey targeting ten inner-city neighborhoods across the US, focusing on urban issues affecting families with children. One challenging aspect of the survey is locating respondents who moved between wave 1 (2002-4) and wave 2 (2005-7). While we know there is considerable movement from and within low-income inner-city communities, at question is what kind of places people moved to, and what types of respondents tended to relocate to such places. We employed GIS (Geographic Information Systems) to geocode the addresses of movers and append census boundaries. After that, we used SAS statistical software to compare the wave 1 and wave 2 locations across various respondent types based on US Census data and calculated distance measures. Our results demonstrate that the great majority of movement is within the original neighborhood. In addition, while many inner-city residents do relocate to 'better' neighborhoods outside their original area, race/ethnicity is a determining factor. This research also utilizes survey data to model the factors that tend to produce movement e.g. neighborhood characteristics, family composition, tenure, etc. These results are significant in that they use technology to quantify sociological processes that aren't understood in great detail, involving movement from and within the inner-city.

Pairing Geospatial Information with Survey Data. Sara A. Showen, Survey Sciences Group (sshowen@surveysciences.com); Scott D. Crawford, Survey Sciences Group (scott@surveysciences.com); Robert Saltz, Pacific Institute for Research and Evaluation (saltz@prev.org).

As the use of mapping technologies becomes more widely used in surveys and data analysis, it is important to understand the usefulness of geospatial information paired with survey data. During the past several years mapping technologies such as Map Quest and more recently Google Earth have put massive amounts of location based information at our fingertips. Harnessing this geographic information so that it may be used in conjunction with survey data can provide an important analysis tool that expands the value of survey data. In this presentation we will use a study of 14,000 college undergraduates across 14 campuses in the State of California as a case study to illustrate the power of pairing survey data with geospatial information. In this survey we sought to collect location-based data about students' residential location as well as various settings in which students drink alcoholic beverages. To collect this geographic information an interactive Google map was embedded into the fall 2005 and 2006 fieldings of this web-based survey instrument. We will use the geographic information that was collected along with the remaining associated data to explore the patterns that are revealed when data

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is presented on a geospatial scale. In our presentation we will discuss the accuracy of the data that was collected from the embedded map interface and potential sources of error in collecting location based information by comparing the information collected via the map interface to the address and demographic data provided by the school. Additionally, we will explore the implications of analyzing and displaying survey data using geospatial techniques such as geo-coding and cluster analysis.

Use of Incentives in an Institutional Survey: Health Plan Medical Directors. Lorayn Olson, Abt Associates (Lorayn_Olson@abtassoc.com); Carrie Klabunde, National Cancer Institute (ck97b@nih.gov); Larry Osborn, Abt Associates (Larry_Osborn@abtassoc.com).

While incentives have been used to increase participation in household surveys, the use of incentives on an institutional survey could be problematic. There are sometimes institutional policies regarding acceptance of funds sent to employees and the name of the respondent is not always known; indeed an incentive might be a barrier to participation rather than helpful in increasing survey participation. For the Survey of Colorectal Cancer Screening Policies, Programs, and Systems in U.S. Health Plans, sponsored by the National Cancer Institute, the employee sampled for this institutional survey was the medical director, primarily physicians, of the health plan. Because of the nature of the health plans, we refrained from sending an incentive with the initial questionnaire mailing. Instead, in that mailing, and in a second mailing to nonrespondents, we enclosed a voucher for a \$50.00 honorarium in appreciation for their participation. The voucher allowed the respondent to specify the recipient of the check. Less than half (42%) of the responding medical directors indicated that the honorarium should be sent to them, and another 12% indicated some other person or entity to be sent the honorarium. On the other hand, when a third questionnaire mailing was sent to nonrespondents with a check paperclipped to the front, there was an increase in the survey participation rate. This presentation will address the effectiveness of using an incentive on this institutional survey and our experience with the voucher.

Developing a Contact Strategy to Maximize Self-Administered Web Participation. Jeffrey Franklin, RTI International (jwf@rti.org); Joe Simpson, RTI International; Nadia Paoli, RTI International.

The continued growth of the internet is having an extraordinary effect on survey research. Data collection designs that include self-administered web interviewing allow studies to capitalize on the reduced time and costs associated with collecting data over the web. To take full advantage of these benefits, researchers must continue to identify and evaluate contacting strategies that encourage sample members' participation via the web. The Beginning Postsecondary Students longitudinal study (BPS), a follow-up study of over 23,000 students who started their postsecondary education during the 2003/04 academic year, is one such study that has attempted to identify what contact methods are most effective in encouraging self-administered web participation. BPS's contact approach followed Dillman's widely accepted Tailored Design mailing strategy by including pre-contacts, initial lead letters, postcard reminders and additional follow-up contacts sent via priority mailing. BPS also sent emails to contacts when possible to encourage self-administered web participation. Each contact attempt included the study website and a unique study id and password needed to access the self-administered web interview. However, within each password, an identifier was embedded to enable the source of the password to be linked to the corresponding contact attempt and the related method of delivery. This allowed the project to test the theory that email contacts would prove to be the most successful contact method. This presentation will focus on the study's overall contacting strategy, including the timing and mode of each contact, and the results of the post hoc analyses used to evaluate each contact attempt. The presentation will also explore the pattern of response of the almost 10,000 completed self-administered web interviews to identify which contacts and modes of contact provided the more immediate response versus those that yielded a more methodical response.

Adaptive Protocol Designs for Surveys. James Wagner, University of Michigan (jameswag@isr.umich.edu); Trivellore Raghunathan, University of Michigan (teragh@umich.edu).

The randomized split-ballot experiment has become the model for testing new survey design features. There is, however, a new model developing for researchers who employ a similar approach in clinical trials. This approach – adaptive treatment regimes – tailors the sequence and dosage of treatments to the characteristics of the patient, including their history of previous treatments. This parallels more closely clinical practice. Proponents of this approach argue that defining a single treatment and dosage for all patients may not produce optimal results. Surveys may benefit from this approach. By considering the information that we have on cases before attempting contact and the information that we develop while in the process of attempting to interview, we may be able to identify approaches that perform better (in terms of cost and response) than fixed protocols. Our resources may be more effectively deployed if we use this information to adaptively change the protocols to maximize (and even equalize) the contact, screening and interview propensities of sample subjects. In addition, using the fixed (i.e. available on the sampling frame) and time-varying covariates (i.e. data collection process data) to define most efficient strategies may help explain anomalies in current research. For instance, experiments that show different, even opposite results, when a particular design feature is employed may be explained by these covariates. Some subgroups in the population may react one way to a design feature, while other subgroups react in another way. It is also possible that preceding "treatments" may impact the results of the next treatment. Data from an ongoing RDD survey are analyzed from this perspective and the results are presented.

Web and Paper Surveys: Validity, Reliability, and Practicality. Lizza Miller, DatStat (lizza@datstat.com).

How valid and reliable are mixed-mode approaches to data collection and what are the practical aspects of combining multiple methods? This study compared web-based assessment techniques with traditional paper-based methods of commonly used measures of alcohol use. Test-retest reliabilities were obtained, and tests of validity were conducted. A total of 255 participants were randomly assigned to 1 of 3 conditions: paper-based (P&P), web-based (Web), or web-based with interruption (Web-I). Follow-up assessments 1 week later indicated reliabilities ranging from .59 to .93 within all measures and across all assessment methods. Significantly high test-retest reliability coefficients support the use of these measures for research and clinical applications. No significant differences were found between assessment techniques, suggesting that web-based methods are a suitable alternative to traditional methods. This cost-efficient alternative has the advantage of minimizing data collection and entry errors while increasing survey accessibility. The use of emergent web-based

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computer technology offers an unprecedented opportunity to conduct cross-sectional and longitudinal research studies in a cost-efficient manner while increasing survey accessibility to study participants and providing a more accurate data collection alternative to researchers. Implications for how to choose which method or methods to adopt will be discussed in the context of sampling requirements, survey error, and costs.

Comparison of a Multidimensional Coding Scheme and a Selective Coding Scheme on the Same Standardized and EHC Interviews. Yongmei Meng, University of Nebraska-Lincoln (mei@bigred.unl.edu); Yfke P. Ongena, University of Nebraska-Lincoln (yongena2@unl.edu); Robert Belli, University of Nebraska-Lincoln (bbelli2@unl.edu); Jamie Lynn Marincic, University of Nebraska-Lincoln (marincic@bigred.unl.edu).

Behavior coding has been used by researchers as a method to describe and understand the interaction between the interviewer and the respondent in survey interviews. Compared to the relatively higher number of existing coding schemes for standardized interviews, few coding schemes have been developed for flexible interviews, such as event history calendar (EHC) interviews. For standardized interviews, researchers have either used a multidimensional coding scheme (e.g., Dijkstra, 1999), or a selective coding scheme (e.g., Oksenberg, Cannell, & Kalton, 1991). Recently, Belli et al (2004) applied a selective coding scheme to EHC interviews. In this study a multidimensional coding scheme will be compared to a selective coding scheme on the same standardized and EHC interviews. The most important differences between these schemes are the unit of coding used (the utterance in the multidimensional scheme versus the-interviewer-and-respondent-turn in the selective scheme), and the organization of coding schemes (multidimensional versus selective). In multidimensional coding, every utterance is coded along a fixed set of dimensions with a varying number of values for each dimension. For selective coding, coding is done by means of selecting values from a menu, and only for those utterances that are assessed as involving an identifiable behavior. Other differences are the specific software and procedures which are used. We intend to examine what the differences are in terms of coding results and quality of coding. The efficiency of these two coding schemes with the respect to objectives of research will be studied. Preliminary results show that the reliability of both schemes is moderate to substantial. In both schemes, codes for interviewers' behavior tend to be coded more reliably than codes for respondents' behavior.

Interview Timing Data: Simple yet Powerful Survey Instrument Development Tools. Ruth E. Heuer, RTI International (heuer@rti.org); John M. Doherty, RTI International (doherty@rti.org); Eric J. Zwieg, RTI International (ezwieg@rti.org).

Timing data in a CATI/Web survey is not difficult to collect and is quite useful for subsequent questionnaire development. Time stamp information collected for predictable interview events (such as login/out, form submission, interview completion) can be collected in several ways. Each provides different insights into the interview experience and when used together presents instrument designers with tools to fine-tune future instruments. Based on strategies used in numerous large scale studies for the US Department of Education, National Center for Education Statistics, this paper explores all aspects of implementing timers in a Web-based instrument as well as methodologies for analyzing and using those data to shape future questionnaire development. The different types of timers and strategies for determining when to implement each will be discussed. Methods of aggregating and analyzing timing information will be presented. Implemented and analyzed correctly, timing data contains substantially more information than simply providing the total interview completion times. For example, when designing future instruments that utilize the same or similar items, individual screen timers can be used to assist in predicting administration time and provide good estimates of overall interview length. In addition, individual onscreen timing data coupled with data on help text usage or item-level missing data can be used to evaluate understandability of question or response option wording and assist in modifying response option types (checkbox/radio button). Results from Beginning Postsecondary Students Longitudinal Study (BPS), Education Longitudinal Study (ELS) and National Study of Postsecondary Faculty (NSOPF) will be presented.

Using a Simulated Discussion to Isolate Effects of Oppositional Message Characteristics: Interactions with Opinion Strength on Attitudes about the Other Side. Hyunseo Hwang, University of Wisconsin-Madison (hyunseohwang@wisc.edu); Rosanne M. Scholl, University of Wisconsin-Madison (); Raymond J. Pingree, University of Wisconsin-Madison.

Commentators have worried that partisan rhetoric is creating a divided nation. This study examines whether the experience of discussing politics online with 'the other side' affects how 'we' like 'them'. This concept is termed oppositional dislike, and is measured as the distance between affinity for like-minded people and disaffinity for the unlike-minded. Further, this study tested whether discussion-induced oppositional dislike is conditioned by characteristics of the discussion and by participants' attitude strength. The results of an experimental design embedded in an online survey (N=284) revealed no effect of being exposed to reasons on oppositional dislike for the group as a whole. However, when the respondents were categorized by attitude strength, an effect of reasoned discussion is apparent: being exposed to reasons increases oppositional dislike for people with strong attitudes. Conversely, being exposed to reasons decreases oppositional distance for people without strong attitudes. That is, discussions with the deliberative quality of reason giving seem to make people with strong attitudes feel farther from the other side, and seem to have the positive benefit of perceived closeness only for those who do not have strong pre-existing opinions. This transverse interaction was seen both for attitude strength and value-embedded attitude strength (Cho & Boster, 2005; Krosnick, 1988). A main effect for both kinds of attitude strength was also observed.

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REACHING AND STUDYING SPECIAL POPULATIONS

Collecting Survey Data from Non-English-Speaking Populations. **Manuel de la Puente, U.S. Census Bureau (manuel.de.la.puente@census.gov); Patricia L. Goerman, U.S. Census Bureau (patricia.l.goerman@census.gov); Yuling Pan, U.S. Census Bureau (yuling.pan@census.gov).**

As the nation's preeminent collector and provider of timely, relevant, and quality data about its people and economy, the U.S. Census Bureau is fully committed to collecting the highest quality data possible about all individuals residing in the U.S. and its territories, including individuals who have little or no knowledge of English. In recent years this segment of the population has been rapidly growing. This rapid growth has presented challenges to surveys conducted by the U.S. Census Bureau. To address these challenges, the Census Bureau's Statistical Research Division (SRD) initiated a multi-year program of research designed to address the key issues relevant to surveying non-English speaking populations. This program of research is ongoing. This paper will outline and discuss SRD's program of research on language. The paper will draw from ongoing research at the Census Bureau to discuss and address the following four research questions. These questions define the scope and direction of the Statistical Research Division's language research program: 1) What translation methods or techniques are appropriate for translating data collection instruments and related materials from English into a target language? 2) When translation of data collection instruments is not appropriate or possible, what interpretation techniques should be used to collect the highest quality data possible? 3) How can well established questionnaire pretesting techniques commonly used to pretest English language questionnaires be adapted or modified for use in pretesting non-English language questionnaires and supporting materials? 4) What training should field interviewers who conduct in-person interviews with non-English speaking respondents receive? 5) What impact does the use of appropriate translation methods, the use of proper interpretation techniques, the conduct of pretesting, and specialized training of field interviewers have on survey response rates and on data quality? The paper will elaborate on these research questions by drawing on the ongoing as well as proposed future research in SRD's research language program.

Quality of Self and Proxy Responses on a National Survey of Persons with Disabilities. **Debra Wright, Mathematica Policy Research (dwright@mathematica-mpr.com); Matt Sloan, Mathematica Policy Research (msloan@mathematica-mpr.com); Kirsten Barrett, Mathematica Policy Research (kbarrett@mathematica-mpr.com); Gina Livermore, Cornell University (GAL23@cornell.edu).**

The use of proxy respondents for sample members who are unable to respond for themselves is a common practice in research on persons with disabilities. Research comparing the quality of self and proxy reports, however, is mixed. While there is evidence that proxies evaluate the health of persons with disabilities less favorably than the person with a disability him or herself, this effect is not consistent across studies that have assessed the consistency between self and proxy reports. Agreement between proxy and self-reports appears to vary by characteristics such as the relationship of the proxy to the sample member, living arrangement, disability, age, and question type with more observable behaviors generating fewer discrepancies. Stability in proxy responses over time also appears to be related to proxy relationship and question type. The National Beneficiary Survey (NBS), conducted by Mathematica Policy Research for the Social Security Administration, is a dual mode CATI/CAPI survey which collects data from a nationally representative sample of 7,000 disability beneficiaries. Approximately 1,000 beneficiaries are also followed longitudinally and surveyed in subsequent rounds. In this survey, a proxy respondent is sought for sample persons who do not pass an initial cognitive screener, thus respondent type is not randomly assigned. In this paper, we expand on previous research by evaluating proxy and self-responses on a variety of items not limited to health status. To evaluate sample person versus proxy responses, we use chi-square analyses and t-tests to compare survey estimates to data from SSA administrative records on items such as participation in SSA programs, disabling condition, and insurance coverage. We also examine stability in responses over time using logistic regression to compare change in response by respondent type across two survey waves. We examine proxy relationship, disability, and question type as possible predictors of quality and stability of responses.

Mail Surveys among the Very Old: A Study of Retrospective Accounts of the Nazi Past. **Karl-Heinz Reuband, University of Düsseldorf (reuband@phil-fak.uni-duesseldorf.de).**

A mail survey based on a stratified random sample of very old persons (78 years and older), conducted in three German cities in 2006 according to the Dillman design, is the focus of an analysis (N=2363). The following topics will be dealt with: response rates among various age groups, difficulties in answering the questions, patterns of help by others in answering the questionnaire, effects of interview situation on responses. Moreover some data will be presented on the respondents' ability to handle the questionnaire based on in-depth interviewing of subsamples of the respondents. The study is unique since it deals with the very old who are usually considered problematic for mail surveys. It is also unique since it deals with a sensitive topic: retrospective accounts of the Nazi past, including questions on the respondent's former sympathy for National socialism.

Surveying International Travelers: An Argument for Intercept Interviewing. **Brian M. Evans, RTI International (evans@rti.org); Chris Ellis, RTI International (ellis@rti.org); Giselle Santiago, RTI International (gsantiago@rti.org); Leticia Reed, RTI International (lreed@rti.org).**

The method of collecting data via intercept surveys often is associated with low response rates, imprecise sampling methods, and high potential for non-response bias in the data. Indeed, a quick review of intercept survey outcomes reveals little of sampling methods intended to capture a cross-section of the population, response rates greater than 50%, or methods that are applicable across all demographics. However, high quality data can be obtained across a randomly selected population using intercept interviewing, given proper design and implementation. Further, it may actually be the method of choice when attempting to evaluate public-impact programs or international issues with a highly mobile, multi-cultural, and/or difficult to trace study population. For example, with increased attention on our nation's borders and security, collecting data from international travelers regarding their views of increasingly stringent security measures is of great importance to the U.S. Government and related industries (e.g., tourism). One such survey, which presents an argument for the viability

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of intercept interviewing from data quality and cost perspectives, is the Welcome to the U.S. survey. Funded by Department of Homeland Security's Private Sector Office, the Welcome Survey is a baseline data collection effort aimed to capture information pertaining to the experiences of visitors to the U.S. who have just been processed by Customs and Border Protection officers at national ports of entry. This paper, while acknowledging the challenges and constraints of intercept surveying, presents methods by which researchers can obtain high quality data from an especially dispersed and mobile population across the country. Specifically, we identify causative factors – including materials, interviewer selection and training, and culturally-sensitive recruiting approaches – that contribute to response rates in excess of 85% in the nationally implemented Welcome to the U.S. Survey. The paper compares and contrasts these factors against others typical of intercept surveys and their outcomes.

MODE EFFECTS I

Comparing the Validity of Public Predictions of Changes in the Economy: RDD Telephone Data vs. Volunteer Samples Completing Paper and Pencil Questionnaires. Felicia Cote, Stanford University (fcote@stanford.edu); Alexander Tahk, Stanford University (Tahk@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu).

For many years, two national surveys have been conducted each month to measure the American public's perceptions of the national economy: The Conference Board's survey, and the University of Michigan's Survey of Consumer Attitudes and Behavior. The former involves paper and pencil questionnaires mailed to a sample of people who volunteer to complete surveys (a non-probability sample), and the latter involves RDD phone calls to a representative national sample of American adults (a probability sample). There is very little overlap in the content of the questions in these questionnaires, but a few questions in each measure the same predictions of future change in economic conditions (e.g., in interest rates). We have conducted analyses comparing the predictive effectiveness of these measurements. In addition, we have explored the impact of response rates on predictive effectiveness. Response rates for both surveys have been declining in recent years, and we have assessed whether lower response rates are associated with less predictive effectiveness. The results obtained so far indicate the value of representative sampling and interviewer-administered surveys and suggest little impact of decreasing response rates on data quality.

Mode or Mensch? Respondent Sensitivity to Mode Changes in Data Collection. Allan L. McCutcheon, University of Nebraska-Lincoln (amccutcheon1@unl.edu); Rene Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu); Rui Jiao, University of Nebraska-Lincoln (nfkru1@yahoo.com); Wei Zeng, University of Nebraska-Lincoln (zengwei917@hotmail.com).

The increasing pressure for decreasing the costs of survey data collection has stimulated substantial interest in mode effects – the consequences of survey responses differing as the nature of data collection shifts from one mode to another. Over the past two decades, a large research literature that focuses on the impact of mode effects has emerged. This literature has focused predominantly on the nature of the changes (e.g., changes due to social desirability, changes due to extreme/moderate response styles) when the mode of data collection is changed. This paper focuses on respondent characteristics as causally related to the consequences of mode changes – that is, that some respondents are more susceptible, or sensitive, to mode changes, while the responses of others are more resistant to mode effect changes. This research examines the first wave of data collected as part of the collaboration between the European Social Survey (ESS) and Gallup-Europe. This collaborative research effort focuses on the consequences of changing data collection mode for questions drawn from the ESS and the EuroBarometer. The survey questions were selected for methodological reasons (e.g., complexity, social desirability) rather than for substantive content. The data, collected in Hungary during May and June of 2003, are from a fully-randomized, cross-over experimental design in which respondents were administered the same set of questions using two different data collection modes. All six combinations of four primary data collection modes – face-to-face, telephone, PAPI, and internet – are represented in the data. Preliminary analysis indicates that younger and more highly educated respondents appear to be the least susceptible (i.e., most resistant) to mode effects; older respondents and those with lower levels of education appear to be most sensitive to mode changes. In addition, these indicators of cognitive ability also appear to be linked to the size of the mode effect.

Using Mixed-Mode Collection in Twelve Muslim Countries to Complete Nationally Representative Research on Women's Rights. Karl G. Feld, D3 Systems (Karl.Feld@d3systems.com); Sandra Newman, D3 Systems; John Richardson, D3 Systems.

Using an experimental mixed-mode approach across the region, data from twelve nationally representative studies of Muslim populations gives voice to Muslim women's experiences exercising their rights and compares their experiences across the region. The findings suggest some commonly held stereotypes about support for women's rights in those countries may not be as iron-clad as some propose. Survey respondents were asked about their experiences and opinions on a wide range of women's issues in the Muslim world. A breakdown of comparative findings by country will be reported, with emphasis on the differences between regions, cultures, religious practices, governments, and Afghan and Iraqi opinions versus those of non-conflict environments. Conclusions for public policy programming in democratization and gender issues will also be drawn. Execution of opinion research in the region has long been hampered by expense, local political limitations and the socio-cultural constraints created by traditional restrictions on access to the family, women in particular. Face-to-face snowball sampling has been normative despite its significant shortcomings. The experimental mixed-mode CATI and Face-to-Face solution used for this research is outlined in this paper. Specific approaches by country are detailed. Comparative response and cooperation rates are reported. Refusal rates associated with each type of question by mode are also reported. Specific attention is paid to measurements of interviewer and respondent gender bias by mode. The projectability of the approach to other 12 countries of the region is addressed, with specific emphasis on telephone penetration rates and variations in family practices in other countries.

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Latent Class Analysis of Response Inconsistency across Modes in NSFG Cycle 6. **Frauke Kreuter, University of Maryland (fkreuter@survey.umd.edu); Ting Yan, University of Michigan (tingyan@isr.umich.edu); Roger Tourangeau, University of Maryland (rtourangeau@survey.umd.edu).**

Latent class analysis (LCA) has been used to model measurement error, to identify flawed survey questions, and to compare mode effects. The major advantage of using LCA to examine mode effects is that it does not require true values or gold standards to produce estimates of false negative and false positive rates. It does require multiple measurements of the same underlying construct (or the latent variable). Using data from the National Survey of Family Growth (NSFG) Cycle 6, we examined the measurement error properties of responses to questions asked in two different modes (CAPI and ACASI). We found differential error rates across modes. Given LCA's heavy reliance on assumptions to make the model identifiable, we examined the sensitivity and robustness of LCA in studying mode effects and discussed the appropriateness and useful in applying LCA when there are only two measurements.

Analysis of Mode Effects on Item Response Rate. **Syed Ahsan, NORC (ahsan-syed@norc.uchicago.edu); Vincent E. Welch, NORC (welch-vince@norc.org).**

Multi-mode surveys appear to be more popular in today's data collection environment for increasing response rate. Many organizations consider deployment of web based data collection mode as a strategic tool for achieving competitive advantage through cutting-edge technology. It offers great potential for collecting survey data in the most cost effective way, and the speed of collecting data makes it a viable option for surveys with a short field period. However, the research community and policymakers have raised some interesting questions about mode effect on item response rate, such as, how individual item response rates are being affected as we tend to move from traditional paper-based survey to multi-mode strategy to increase sample response rate? This paper will evaluate impact of data collection mode on item response rate in the Survey of Earned Doctorates (SED) project from various perspectives. The SED project is an annual survey, begun in 1958, of all research doctorate recipients in the United States. It is sponsored by the National Science Foundation and five other Federal agencies. Analysis will include an evaluation of item response rate of selected variables of completed questionnaires in different data collection modes, and assessment of an effective web interface design technique for reducing item non-response.

INTERVIEWER PERFORMANCE

Monitoring Interviewer Performance by Means of Behavior Coding in a Large-Scale Cross-National Survey. **Wil Dijkstra, Free University Amsterdam (w.dijkstra@fsw.vu.nl); Yfke P. Ongena, University of Nebraska-Lincoln (yongena2@unlnotes.unl.edu); Johannes H. Smit, Free University Amsterdam (jh.smit@vumc.nl).**

The most objective and reliable way to monitor interviewer performance in face-to-face interviews, is to audio record the interviews and systematically code the interviewer's behavior with respect to the aspects that are most important to the study. Some authors however (e.g. Haunberger, 2006) find this method hardly feasible, because of ethical and financial reasons. The present study shows that behavior coding is very well feasible, even in a very complex study. We applied behavior coding in a large scale epidemiological study among 26,000 patients from hospitals and clinics from a number of different European countries (e.g., Germany, France, Italy and Greece). The study makes use of an Event History Calendar (EHC) to gather data about many aspects of the respondent's life (residences, marriages, birth of children, education, jobs, smoking and drinking history, diet, medical history). The interviews take on average about two hours, and are administered in the respondent's native language. All interviews are audio recorded (conditional on the respondent's permission) and more than 10 percent of these recordings are subjected to behavior coding. Behavior coding is focused on the adequate reading of introductions and questions, and the appropriate application of EHC principles, like cross-checking and probing for changes. Interviewers are provided with feedback, based on the results of the behavior coding, within a few days after they administered the interview. If their performance remains systematically below an acceptable level, they are retrained or withdrawn from the study. The paper discusses how we implemented the behavior coding procedures and the logistics related to evaluating the interviewer performance and providing feedback. Results will be discussed with respect to the data available at the time of the conference (collecting data started about a year ago and will continue until the end of 2008).

Telephone Research Calling Centers: The Emerging Option of At-Home Interviewers. **Bruce Allen, Westat (bruceallen@westat.com); Pat Dean Brick, Westat (patdeanbrick@westat.com); Sarah Dipko, Westat.**

Most telephone research firms rely on some form of a call center to organize and deploy their telephone interviewers. Communication technologies now make it possible to circumvent call centers entirely and allow interviewers to work from their homes without ever having to visit a call center. At-home interviewing yields numerous efficiencies, for instance, having interviewers available for smaller blocks of time than they would be willing to come into the center for; access to populations with special skills who are geographically dispersed; access to highly qualified staff who prefer to work from their homes. Examples of special interviewing skills are those who speak a foreign language that is very much in demand for a particular survey or interviewers who have specialized training or experience like social workers, teachers, lawyers, etc. Nationwide, there is a large labor force who have difficulty leaving their homes because of transportation or other mobility issues. Providing the technology for at-home interviewing is the only way to access these workers. Westat has recently added at-home interviewing as a complement to its center-based and distributed interviewing. In this paper, we discuss technological considerations we encountered when developing our capability. Considerations discussed will include integration with CATI, call scheduling systems, call monitoring systems, and telephony systems. Further, we discuss the management infrastructure issues that arise with at-home interviewing. Since at-home interviewers never enter a center, they also have to be recruited and trained remotely. We describe issues related to recruiting and training systems and their implementation. Other topics discussed include scheduling, shift management, communications in general, and security of the data collected.

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Monitoring CATI Interviewers. John Tarnai, Washington State University (tarnai@wsu.edu).

Telephone interviewers are routinely monitored to ensure they are following standardized telephone interview procedures. CATI software makes it possible to observe the responses that interviewers enter while listening to both respondent and interviewer. In this paper we present data on the monitoring results for interviewers in a recent telephone survey, and examine what these results tell us about the performance of our telephone interviewers. We also present the results of comparing two methods of monitoring interviewer performance. One method monitors the entire interview, and the other method samples only a portion of the entire interview. We compare the two methods and answer the question whether one method is better than the other in producing an accurate and representative evaluation of interviewer performance. We will discuss the implications these results may have for interviewer training and monitoring.

Should I Stay or Should I Go? Predictors of Telephone Interviewer Tenure. Jennifer L. Harding, Franklin & Marshall College (jharding@fandm.edu); Berwood A. Yost, Franklin & Marshall College (byost@fandm.edu); Angela N. Knittle, Franklin & Marshall College (aknittle@fandm.edu).

The costs associated with recruiting, hiring, and training telephone interviewers represent a substantial portion of a survey call center's budget, and these costs are increased by high interviewer turnover. Unfortunately, many survey call centers are plagued by low retention rates for telephone interviewers, and there is little research examining who stays and who goes. This paper investigates possible predictors of interviewer tenure, such as season of hire, education level and status, college major, employment status and previous occupations, computer experience, marital status, number of children under age 18, personality type, and reasons for pursuing part-time interviewing work. Understanding more about the types of people who persist at telephone interviewing will allow research organizations to employ more targeted recruitment techniques. This research also offers insight into strategies for planning interventions intended to encourage interviewer retention, including the timing of such interventions based on an examination of the patterns of interviewer tenure.

CONVERTING REFUSALS

Tailored Refusal Letters: Are They Worth the Effort? Sonja Ziniel, University of Michigan (sziniel@isr.umich.edu); Mick P. Couper, University of Michigan (mcouper@isr.umich.edu).

Efforts to convert initial refusals to a survey request are becoming increasingly elaborate in an attempt to minimize nonresponse error. Many survey organizations send a generic refusal conversion letter that addresses common concerns such as confidentiality issues, usefulness of the study, and importance of the respondent's answers. Interviewers, however, often record more detailed information on the reason for refusal in their call notes, and these could be used to directly address the respondents' concerns. While some face-to-face-surveys employ such tailored refusal conversion letters, this practice is not common in telephone surveys. This paper describes an experiment comparing the use of tailored vs. generic refusal conversion letters in an RDD telephone survey with matched addresses. The survey is currently underway and scheduled to be completed in March 2007. The interviewers were asked to indicate the reason for refusal such as lack of interest, personal reasons, confidentiality issues, survey aversion, no time, or other information. Cases were randomly assigned to receive a generic or tailored letter. Analyses will address the implications of tailored versus generic refusal conversion letters with regard to conversion rates, and the differences between those responding to a generic or a tailored letter on key statistics of interest.

"There's No Point Trying Again": Interviewer Judgments on the Likelihood of Converting a Refusal in a CAPI Panel Study. Nickie Rose, GfK NOP (nickie.rose@gfk.com).

Declining response rates pose a real threat to our industry. For those working on longitudinal surveys, higher response rates cause higher attrition as well as potential single-wave bias. Relatively expensive response-maximisation techniques that were once used only in extreme situations are now used routinely, including the re-issue of non-interview cases for conversion attempts. The Millennium Cohort Study is the fourth of Britain's world-renowned longitudinal birth cohort studies, and follows the lives of nearly 19,000 babies born in the UK between 2000 and 2002. GfK NOP conducted the second wave of the survey when the children were approximately three years old. Although response rates were high they were still not as high as we had hoped. In an effort to boost response further, all refusals were examined. Interviewers had recorded how likely they thought it was that an interview would be achieved if a recall was made in 2-3 weeks time. At the time of reissue a decision was made that this information would not be solely relied upon, and all cases were reissued except those where it was clearly an adamant refusal, or where there were special circumstances such as death or serious illness. Of 748 cases that were reissued, 180 interviews were achieved (24%). Refusal conversion is a costly business and a great deal of time was spent assessing each Contact Sheet, to decide if it should be reissued. If interviewers' judgement could be relied upon, then there is the potential for far greater efficiency, by only returning to likely leads. This paper shows the results of our experiment, where the interviewers' judgements were compared with our actual attempts to convert refusals, in order to show how accurate, or inaccurate, their suppositions were. We will also explore the relationship between the reasons for refusal, and successful conversion.

A Comparison of Two Methods of Refusal Conversion in an Establishment Survey. Matt Sloan, Mathematica Policy Research (msloan@mathematica-mpr.com); Melissa Cidade, Mathematica Policy Research (mcidade@mathematica-mpr.com).

As concerns about the increase in survey nonresponse and the potential biases it poses grow, research on methods to reduce non-response have proliferated in an attempt to curb or slow this trend. However, methods and procedures that might minimize nonresponse for one population may not necessarily be effective for others. Most of the nonresponse research has focused on surveys of individuals. Little attention has been paid to research on methods to reduce nonresponse in surveys of establishments, despite growing interest in collecting data from businesses, schools and other organizations. The scant research that exists suggests that mode of conversion attempt may have the strongest effect on converting refusals in establishments surveys. For example, Petrie, et al (1997) found that a telephone administered establishment survey with a mail follow-up yielded noticeably higher response rates than a corresponding establishment survey implemented

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by mail with a telephone follow-up. This suggests that attempting refusal conversion by mail may be a more effective for this population. Our research uses a randomized experimental design to examine two methods of refusal conversion for the Dirigo Health Insurance Survey: conventional phone follow-up and a self-administered mail follow-up. The Dirigo Health Insurance Survey is a survey of approximately 800 small businesses in Maine conducted by Mathematica Policy Research and sponsored by the Robert Wood Johnson and Commonwealth Foundations. Businesses are first contacted by phone. Those who initially refused the interview were randomly assigned to either a phone follow-up or a mail follow-up. We report conversion rates for the two groups. We also examine the effect of having a named contact at the establishment and business type. Finally, we suggest additional methods of improving refusal conversion in establishment surveys.

Focus Group Refusal Conversion. Arianne Buckley, Arbitron (arianne.buckley@arbitron.com); Ekua Kendall, Arbitron (ekua.kendall@arbitron.com).

Arbitron has developed an electronic personal meter (Portable People Meter, PPM) that can automatically detect audio exposure to encoded radio and TV signals. We ask panelists to wear this pager-sized device everyday from the time they rise to the time they retire in order to measure their media exposure. Arbitron has had a PPM panel in Houston, Texas since August, 2004. Arbitron conducts ongoing research to improve the recruitment of our current and future panels. Beginning in January 2007, Arbitron will conduct trial focus groups with those people who have refused to participate in our Houston panel. Many people who refuse to join the panel never consider joining at all or never fully understand what it is that they are refusing. Using a higher incentive for a small amount of their time rather than a lower incentive for a long term commitment, Arbitron hopes to persuade those who refuse joining the panel into joining the focus groups with the goal of gaining an opportunity to better explain the PPM panel and change their mind about participation. In addition to better understanding why they refused, the focus groups will provide Arbitron with feedback on the recruitment materials and procedures. The analyses of the focus groups will examine whether an initial refusal of joining the panel can be changed to an agree by using the opportunity of a focus group as another chance to explain the panel. The qualitative analyses of the focus groups will look for valuable insight into reasons why people refuse being included in the panel on the first call attempt. The analyses will research better methods to explain the PPM and our panel in the materials sent to them. Wording, materials and procedure that work and do not work will be analyzed.

MEASURING POLITICAL ATTITUDES

Evaluating Follow-up Probes to “Don’t Know” Responses in Political Polls. LinChiat Chang, Opinion Research Corporation (linchiat.chang@opinionresearch.com).

In order to investigate the impact of follow-up probes to “don’t know” responses, the same nationwide poll was conducted in June 2006 in three different versions: a control condition with no probe (n=424), a hard probe condition (“if you had to choose”; n=434) and a soft probe condition (“we are interested in your general inclination”; n=428). Results showed that both probes were effective in reducing item nonresponse. Regardless of probe wording, over 30% (average across items) of respondents who initially provided no opinion offered a valid response upon probing. There were only slight differences in the relative effectiveness of the two probes, with the hard probe exhibiting a marginal advantage. Approval ratings elicited by the soft probe did not differ consistently from the original responses prior to probes, but the hard probe elicited more “approve” responses on 5 out of 6 items. In addition, respondents who did not require probing were more likely to vote Democrat than Republican; and were more likely to reject a congressional candidate if endorsed by President Bush. In contrast, respondents who provided a response only upon probing were more likely to vote Republican than Democrat; and those who responded to the soft probe in particular were more likely to support a candidate if endorsed by President Bush. These results suggest that some responses elicited by probes were more likely to be pro-Republican than pro-Democrat. Despite these trends, the overall weighted survey estimates did not change significantly when we excluded vs. included responses elicited by probes. The two probes did not work equally well across different demographic groups. Regression analyses identified demographic groups that were most or least responsive to the respective probes, before and after controlling for the impact of other demographic and political variables. Key differences across demographic groups will be noted and discussed.

Opinion Extremity as a Function of Bonding Self-Concepts to Social Issues. John D. Edwards, Loyola University Chicago (jedward@luc.edu); Lisa Sandberg, Loyola University Chicago (lsandbe@luc.edu).

Opinion extremity is of growing interest to social researchers, politicians and the general public. While only some opinions reside at the extremes of attitude continua, every opinion has some degree of distance from neutrality. Several variables have been studied to illuminate reasons why opinions differ in extremity within and among individuals. The present study explored one such variable, the extent to which aspects of a person’s self concept are bonded to their attitudes. Based on attitude involvement theory, a positive relationship between the extent of self-concept bonding and extremity of attitude positions was predicted. Participants (N=120) first listed up to 20 personal characteristics, e.g., personality, demographics, physical attributes, group affiliations and values. Next they reported their attitude position about a social issue on a 9-category rating scale. Then they checked which of their self-descriptions were relevant to their attitude about the issue. These attitude rating and self-concept bonding tasks were repeated for six controversial issues. The index of self-concept bonding was the number of personal characteristics marked as relevant for each issue. This index averaged about 2.6 and ranged from zero to 15 among respondents and topics. The indicator of attitude extremity was the absolute value of the rating on the bi-polar -4 to +4 scale. The correlations between self-concept bonds and issue position extremity varied among the six issues: Euthanasia ($r=.12$); Citizenship for illegal immigrants ($r=.14$); Death penalty ($r=.21$, $p<.02$); Abortion ($r=.26$, $p<.005$); Detaining suspected terrorists ($r=.27$, $P<.003$); and Embryonic stem-cell research ($r=.37$, $p<.0005$). These results indicate that a significant portion of variation in opinion extremity is associated with self-concept bonding for most issues. A content analysis of the specific aspects of self concepts so bonded suggests why this effect varied across issues and individuals.

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Party Polarization and the California Recall. Eric McGhee, University of Oregon (emcghee@uoregon.edu); Mark Baldassare, Public Policy Institute of California (baldassare@ppic.org).

Partisan polarization in American public opinion and voting behavior has been on the rise for at least a decade, but we are only beginning to understand it. A core question relates to the role of candidates in the process: do voters identify with polarized positions, or are they simply choosing between the polarized candidates the parties have offered them? The California recall is often seen as a perfect example of the “polarized candidate” perspective. In 2002, the Republicans nominated a conservative candidate over a moderate one to run against Governor Gray Davis, and that candidate lost. Less than a year later, there was no party primary to stop the moderate Arnold Schwarzenegger from running against Davis and defeating him in the recall election. The dramatically different results suggest the Republican party forced a polarized choice in 2002 that voters themselves did not prefer. Freed from that false choice in 2003, voters happily opted for an alternative to Davis. However, more than just candidates changed between the two years. Davis also became considerably more unpopular. Unpopular policies, more than candidate choices, may have brought him down. The distinction is important because the recall otherwise seems such a classic example of candidate influence. If candidate polarization cannot explain this case, then it is probably a poor model for understanding polarization more generally. In this paper we use survey data of California voters from the 2002 and 2003 elections to test the independent role of candidate choice. We have separate questions on both Davis’s popularity and the respondent’s satisfaction with the choice of candidates. Our analysis suggests the choice of candidates played a very significant independent role in the result, helping to confirm that candidate polarization is an important factor in the trend toward polarization generally.

Can We Trust the General Trust Question? A Survey Experiment. Nick Allum, University of Surrey (n.allum@surrey.ac.uk); Patrick Sturgis, University of Surrey (p.sturgis@surrey.ac.uk); Roger Patulny, University of Surrey (r.patulny@surrey.ac.uk); Patten Smith, Ipsos-MORI (patten.smith@ipsos-mori.com).

The extent to which citizens trust one another is a key concern around the world. Robert Putnam’s influential theory of social capital has led to academic and policy interest in comparative and longitudinal variation in citizen trust. In the United States, Britain and other advanced democracies, the long-term trend appears to be downward, leading to pessimistic conclusions regarding the social atomisation and fragmentation of modern societies. The vast majority of the empirical evidence for this decline in social trust comes from what we refer to as the General Trust Question (GTQ). This question, which has been fielded in a great many national and international surveys, asks respondents to choose whether they think ‘most people can be trusted’, or ‘you can’t be too sure’. Clearly, this question is not without its problems methodologically. First, it is worded in a very general way. There is good evidence to suggest that questions of a very general nature tend to be interpreted in diverse ways by respondents and are particularly sensitive to context and question ordering effects (Bishop 2005). Second, in some surveys the GTQ is offered with two response alternatives (“can be trusted” or “can’t be too careful”) and in others an “it depends” option is offered. It is not at present clear what the effect is of offering this additional response alternative and whether it is potential ‘trusters’ or ‘non-trusters’ from the binary alternative, who are more likely to choose it. In this paper we present results from a split ballot experiment to evaluate the sensitivity of the GTQ to these varying response formats and to context and framing effects arising from question ordering. Results indicate that sometimes large differences in levels of trust can emerge as a function of response format and question order.

The People’s Limousine? Separating Ideological Attitudes from Ideological Self-Reports. Christopher N. Bergstresser, NORC (bergstresser-chris@norc.org); Kenneth A. Rasinski, NORC (rasinski-ken@norc.org).

Political ideology remains of great interest to public opinion researchers, but thorny questions arise about its meaning. Much of this has to do with the way it is typically measured, relying on respondents to place themselves on a liberal-conservative scale. Responses may be prone to social desirability concerns and motivational factors that are unrelated to their positions on issues. For example, a person self-identifying as very conservative may support full abortion rights on an issue item (as unlikely as the “people’s limousine”, to borrow a catch phrase from a popular song). We use item response theory (IRT) to estimate a liberal/conservative latent dimension from social and economic issue questions concerning taxes, abortion, social spending, equal rights and other topics. IRT uses item responses to simultaneously place respondents on and to quantify the relationship of each issue question to the latent dimension. To permit comparisons on across issues, samples and time we use data from the National Election Study (NES) and the General Social Survey (GSS). Moreover, we examine the relationship between ideology estimated from issue questions and self-reported ideology. We use the longitudinal cross-sectional feature of these surveys to observe changes in this relationship over time and examine whether issues are tied to self-report and estimated latent ideology differently depending on the election cycle. Similarly, we examine the characteristics of the items used in the analysis to see which items are most predictive of respondent’s underlying ideology. Finally, by including item refusals in the IRT model as a separate response category, we look at how self-presentation concerns affect item non-response for both liberals and conservatives.

COMMUNICATION TECHNOLOGIES AND THE SURVEY INTERVIEW PROCESS

Dialogue Capability and Perceptual Realism in Survey Interviewing Agents. Michael F. Schober, New School for Social Research (schober@newschool.edu); Frederick G. Conrad, University of Michigan (fconrad@isr.umich.edu).

The advent of new technologies for animated or conversational agents raises important questions about the future of survey data collection. Depending on how the next generation of self-administered survey interfaces are designed, we could end up merging the benefits of live interviews and self-administration, or end up with the worst features of both; not enough is yet known about how different features of human interviewing affect data quality and respondent participation. We are exploring which features of agents – talking head interviewing systems of the future – will improve respondents’ performance and satisfaction, and which hurt, with the goal of determining which features most warrant development for surveys. Agent interfaces for surveys can vary on at least three dimensions which range from most computer-like to

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most human-like: (1) dialogue capability – does the interviewing agent generate novel text and clarify its meaning? (2) perceptual cues of internal states – does the agent sound and look realistic? (3) intentionality – does the agent seem to hold intentions toward the respondent, e.g. can it disapprove of answers or determine that respondents do not understand the question? We report on our experiments that compare potential agent interfaces by simulating rather than building the new technologies, using a "Wizard-of-Oz" technique: a human interviewer (wizard) interacts with the respondent through a user interface but the respondent believes she is interacting with a computer agent. The agent's face is created by software that generates animation from video of the interviewer's face. It is likely that interviewing agents' dialogue capability and perceptual realism have different effects for different domains of questioning (sensitive vs. non-sensitive questions), because respondents are likely to bring different interactive schemas to bear in different dialogue contexts. It is also possible that agent interfaces may need to be designed differently for different kinds of respondents.

Automating the Survey Interview with Dynamic Multimodal Interfaces. Michael Johnston, AT&T Labs (johnston@research.att.com).

The many modes of collecting survey data all have strengths and weaknesses. For example interviews are less expensive and lead to higher response rates when conducted on the phone than face-to-face. However, telephone conversations involve only speech, which leaves no reviewable trace ('What were those response options, again?') and is highly sequential (I speaks, then R speaks, then I speaks, etc.). There is no way to display visual materials like images or lists of response options, and deaf respondents cannot be interviewed over the telephone. Web-based questionnaires, in contrast, often display text and graphics, can be completed at the respondent's convenience and are not prone to interviewer influences. However, web respondents typically communicate by typing and clicking, an impoverished form of input relative to speech. The blind and those with motor disabilities are not able to easily respond to questions on the web. Multimodal interfaces, which I have been developing for nearly a decade, are a promising addition to the set of technologies currently for automating or supporting survey data collection. These recognize users' speech, eye gaze, gesture, writing and touch; they produce speech, graphical displays, and gestures (on screen or embodied in a conversational agent). They allow the user to choose an input modality, enabling users with various disabilities to use the same underlying system, and some systems also allow 'composite' input, e.g. when asked "How many bedrooms are there in your house?" a respondent might say "these rooms are bedrooms" and circle the relevant rooms on a floor plan, allowing the system to determine the answer. Multimodal interfaces can improve automatic speech recognition by using gesture and other input to clarify what was said so could help increase the practicality of speech interfaces for survey tasks. We discuss the applicability of multimodal interfaces to survey interviews and self-administration.

Is It Self-Administered If the Computer Gives You Encouraging Looks? Justine Cassell, Northwestern University (justine@northwestern.edu); Peter V. Miller, Northwestern University (p-miller@northwestern.edu).

Survey interviewers inevitably display non-verbal behavior (e.g. nods, smiles, eye gaze), which can be observed by respondents and may affect their answers. While many technological innovations have reduced the interviewer's presence in data collection (telephone eliminates visual information, ACASI eliminates the interviewer for sensitive questions, web questionnaires eliminate the interviewer altogether), one new technology – embodied conversational agents (ECAs) – promises to bring many features of human interviewers to automated data collection. ECAs are graphical projections of full-bodied humans in the computer interface and can fall anywhere from between absolute realism and to cartoon depiction. We have explored ECAs in a research program that is now over a decade old. Because ECAs are conversational, i.e. speak, understand speech, and acknowledge their understanding, they are plausible interfaces for automated survey interviews. In this paper we consider ECAs as potential interviewers but first look to the survey literature on observable attributes of interviewers and interviewer rapport to guide our discussion of ECAs. While there are well-documented effects of attributes such as race, gender and age of interviewer, the results are more complex than often assumed and the exact mechanism behind such effects is never articulated. There is ambiguity about the value of rapport between interviewers and respondents, but for better or worse rapport derives from interviewers' non-verbal behavior. We (Cassell, Bickmore and colleagues) have examined rapport and small talk in ECAs and have found that this fosters a sense of trust in some users (extroverts) relative to ECAs that are more businesslike. In fact the general pattern that has emerged is that people treat ECAs much as they treat humans. Thus while ECAs are promising for training interviewers and experimentally exploring the mechanisms behind rapport, they may be too human-like to create the professional distance that survey data collection requires, especially for sensitive questions.

Disclosure and Deception in Tomorrow's Survey Interview. Jeff Hancock, Cornell University (jeff.hancock@cornell.edu).

The honesty of respondents has long been a concern in survey research. With the introduction of new technologies in survey interview methodology a new set of questions arise about how these innovations affect respondents' honesty and disclosure. How, for example, do the new information environments engendered by innovative technologies affect whether a respondent will be more disclosive or more deceptive? The present work reviews and integrates research from 1) the survey literature concerned with honesty, social desirability and self-disclosure and 2) the psychological and communication literatures concerned with how information technologies affect deception production and detection. A number of common factors emerge that have important effects on disclosure and deception, including anonymity, private vs. public self-awareness, social presence, and topic sensitivity. Some new findings from the nascent literature examining deception in online contexts, however, provide some novel insights into how information environments affect deception production (e.g., recordability, synchronicity, tailorability) and detection. For instance, in our lab participants appear to be more deceptive in their telephone conversations than in their emails, suggesting that text-based environments may have some advantages over other forms of responding in survey interview contexts. Text-based environments also lend themselves to the statistical analysis of linguistic features that may suggest deception on the part of the respondent. For instance, patterns of pronoun use (e.g., decreased first person singular), negation forms, and changes in verb tense are all suggestive of deception in conversation. These features may be useful in identifying potential deception and adapting the survey interview to elicit more honest answers.

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WORKING WITH DATA... AND MISSING DATA

Translation of Verbal and Attitudinal Expressions into Numeric Probabilities. Richard Seltzer, Howard University (rselzter@howard.edu); Yolanda Curtis, Howard University (yolanda.curtis@alum.agnesscott.edu).

There has been an extensive amount of research investigating how respondents translate verbal probability expressions such as "rarely", "maybe", or "often" into numerical probabilities such as 30%, 50% or 65%. Much of this research has investigated issues surrounding risk. There is general agreement that some terms have greater variability than others. There is also general agreement that the very high standard deviations among respondents for some terms make the use of verbal probability expressions sometimes problematic. We investigate how respondents translate verbal attitudinal scales into numeric probabilities. Some of these verbal attitudinal scales measure concepts such as level of happiness, extent of confidence in institutions, and degree of agreement with political statements. The survey of students replicates Biehl and Halpern-Felsher's (2001) translation of verbal probability statements and adds a comparable translation of verbal attitudinal scales. We employ a 2 x 2 x 2 factorial design for question order effects, type of political statement (Democrat or Republican), and whether the Likert Scale question includes "neither agree nor disagree."

The Bigger Bang: Pros and Cons of Inflating R-Square Values in Regression Models. Carol L. Wilson, Corporate Research Associates (cwilson@cra.ca).

In the market research industry, our clients judge the success of a regression model by the size of the R-square. Through specific survey designs, we are able to boost the R-square, but the question of whether we are measuring what we should be measuring remains unresolved. Research data that directly compares two survey design methods is presented using satisfaction with electrical supplier as the dependent variable. When the potential drivers of customer opinion are evaluated prior to the respondent being asked for their overall opinion of their supplier, more of the variance in the DV is explained compared to asking for overall opinion before the more specific components. In fact, the resulting drivers of satisfaction themselves are quite different using two methods. Some of the main questions raised are which of these results should be released to the client and are we biasing respondents unduly in our survey design? The arguments supporting each method are reviewed with the central question of what is the 'real' answer the client should receive being key to the evaluation.

Imputation of Missing Data for the Behavioral Risk Factor Surveillance System (BRFSS): A Comprehensive Approach. Mansour Fahimi, RTI International (fahimi@rti.org).

Oftentimes, missing data encountered in survey research are imputed by relying on statistical methods. Coordinated by the Centers for Disease Control and Prevention, Behavioral Risk Factors Surveillance System (BRFSS) is the world's largest random digit dialing survey. However, since its inception some 20 years ago, missing data for BRFSS have not been imputed – a practice that has caused inefficiencies with respect to both analysis and weighting of the resulting data. Analogous to other large surveys, BRFSS encounters nonresponse at both unit and item levels. While a basic weighting methodology has been developed to compensate for some of the bias resulting from differential nonresponse at the unit level, currently, there are no procedures in place to impute missing data for BRFSS. For the first time, a comprehensive methodology has been developed to impute all missing data for the core part of the BRFSS questionnaire, which consists of over 80 different items. Given the complex branching structure embedded in the BRFSS survey instrument, this methodology relies on a sophisticated imputation protocol to adhere to all skip patterns and questionnaire logic.

Missing Data in Transcript Analysis: An Exploration of Solutions to Missing Data Problems. Joseph Michael, NORC (michael-joseph@norc.org); Patti Cloud, NORC (cloud-patricia@norc.org); Shobha Shagle, NORC (shagle-shobha@norc.org); Jill Connelly, NORC (Connelly-Jill@norc.org).

When doing high school transcript analysis, education policy researchers desire data that allows them to construct Academic Resources, a formative index developed by Clifford Adelman. Academic Resources, which is a combination of the intensity of one's high school curriculum, grades, and test scores, is a powerful predictor of college graduation and other important higher education outcomes. While this variable is powerful, missing data can cause problems for someone interested in doing this type of research. Furthermore, missing data problems can abound with high school transcripts due to format irregularities. We will explore practical solutions to problems caused by missing transcript data with high school transcripts collected from the Gates Millennium Scholars Tracking and Longitudinal Survey. Gates Millennium Scholars are a group of high achieving scholarship applicants who often come from disadvantaged school districts. This paper will discuss creating proxies for Academic Resources and imputing missing transcript data. We will also address the special concerns raised by using formative indices and develop an array of measurement models to evaluate the usefulness of various strategies. This work aims to assist researchers with creating and validating models from these data, generally inform research using formative indices, and help data collectors accurately present to clients the capabilities and limitations of high school transcript data.

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MODE EFFECTS II

Mode Differences in Responses to Sensitive Questions: Comparisons of CAPI and ACASI in the 2002 National Survey of Family Growth (NSFG). Geon Lee, University of Illinois-Chicago (glee29@uic.edu).

Measurement error is an important concern for researchers asking questions about sexual behaviors in surveys because of the sensitivity of the topic, and this error is believed to vary by survey mode. To investigate this problem, I examined mode differences (CAPI vs. ACASI) in a survey asking respondents about their sexual behavior. Using data from the National Survey of Family Growth (NSFG) Cycle 6, differences in responses between modes and consistency of responses across modes were investigated. Findings revealed that respondents were more likely to report their sex partners in the ACASI, compared to the CAPI mode, a finding consistent with previous research on mode effects. I also found that men's reported mean number of sex partners was significantly higher than women's, except for lifetime sex partners in CAPI, a finding that conflicts with those of a previous study by Tourangeau et al (1997) in which men's reported number of sex partners was higher than women's in both ACASI and CAPI. For reporting consistency, logistic regression models found that men's reporting of number of sex partners was more consistent between CAPI and ACASI for both 1-year and lifetime. Relative to Blacks, Whites also tended to report more consistently. Compared to people aged 35 to 44, those who aged 15 to 24 were less likely to report consistently for 1-year, but more likely consistently for lifetime. Implications of these findings for the design of surveys of sexual behavior and other sensitive topics will be discussed.

Do Different Modes Lead Respondents to Give Different Answers? Characteristics of Questions That Lead to Response Differences. Rui Jiao, University of Nebraska-Lincoln (nfkrui@yahoo.com); Wei Zeng, University of Nebraska-Lincoln (zengwei917@hotmail.com); Allan L. McCutcheon, University of Nebraska-Lincoln (amccutcheon1@unl.edu); Robert Manchin, Gallup Europe (Robert_Manchin@Gallup-Europe.be); Rene Bautista, University of Nebraska-Lincoln (rbautis1@bigred.unl.edu); Olena Kaminska, University of Nebraska-Lincoln (kaminol@gmail.com).

During the last two decades, most methodological evaluations of survey data quality by modes have focused on exploring the effects of mode of survey data collection. Although many studies of mode effect have concluded that mode effects are not consistently present across all question types, relatively few have systematically generalized a description of the kinds of questions that are most likely to be affected by mode of data collection. This paper contributes to this overlooked aspect of the evaluation of mode effects. The current study uses cluster analysis to classify question's complexity by response difference across modes of data collection. The data come from an experiment conducted by the Gallup Organization Europe (Gallup) and the European Social Survey (ESS) in Hungary. It is a cross-over design with randomized mode allocation. Nearly 2000 respondents were interviewed and re-interviewed with the same questions in different modes of data collection. The tested modes involve facetoface, telephone, and self-administered paper. Questions were selected from two international surveys: the European Social Survey and the Eurobarometer questionnaire. Current findings indicate that some questions are likely to be affected by mode of data collection at all combinations of modes, Face-to-Face versus Telephone, Face-to-Face versus self-administration, and Telephone versus self-administration. Some questions are likely to be affected when telephone interview was involved. Some questions are likely to be affected when self-administered interview was applied. Further the findings suggest that the clusters of questions are related to task difficulty (i.e., respondent burden).

Scaling Social Desirability: Establishing Its Influence Across Modes. David Krane, Harris Interactive (dkrane@harrisinteractive.com); Randall Thomas, Harris Interactive; Humphrey Taylor, Harris Interactive.

A previous study (Taylor, Krane, Thomas, 2004, AAPOR) demonstrated social desirability effects in parallel nationwide phone and online surveys. In the study we report here, we wanted to develop possible measures to better scale items in terms of social desirability – we wanted to not only determine the direction of difference that we might obtain between modes a priori, but also the degree of difference as a result of the influence of social desirability. We were also interested in how response format could influence the extent of social desirability exhibited. We administered parallel online and phone surveys, respondents in the phone survey were randomly assigned to 1 of 2 conditions – either being asked whether or how often they had engaged in a series of behaviors in the past 30 days. Respondents in the online survey were randomly assigned to 1 of 4 groups, the first 2 being the conditions from the phone survey or to 1 of 2 rating conditions: rate how good or bad the behavior was or rate the behavior in terms if it would create a good impression or bad impression. Following these sections, we asked respondents in both modes a series of questions designed to assess a respondent's tendency to be concerned with social impression management. As we found in our earlier study, phone respondents appeared more susceptible to social desirability responding. In addition, the attempt to scale social desirability met with some success, and our measures of impression management also appeared to improve our understanding of the extent of social desirability responding that we observed.

Internet vs. Telephone: Examining Mode Effects in Alcohol Research. Sergei Rodkin, Knowledge Networks (srodkin@knowledgenetworks.com); Timothy Heeren, Boston University; Erika Edwards, Boston University; Mike Dennis, Knowledge Networks.

This paper will present findings from experiments on mode of data collection and non-response that were embedded in an epidemiological study on the age of onset of alcohol use and related behaviors. The experiments were an attempt to measure the impact of telephone versus web data collection modes and simultaneously measure the impact of non-response bias through a non-response follow-up survey of study non-participants. In addition, the study involves a comparison of findings to the National Epidemiologic Study on Alcohol and Related Conditions, a national benchmarking survey conducted by the Census Bureau by personal interviewing. The Age of Alcohol Onset Survey was a mixed-mode survey (web panel and telephone) of adults age 18-39. The sample design involves the administration of the same in-depth instrument to web panel members by Internet (n=3,409), web panel members by telephone (the control group n=330), and non-responders to the web panel by telephone (n=603). We examine three methodological issues: (i) the mode effects of data collection

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(internet vs. telephone); (ii) self-reported behavioral and attitudinal differences between responders and non-responders as measured by a non-response follow-up survey of persons who did not join the web panel or else dropped off the web panel; (iii) comparison between the web, telephone, and face-to-face interviews (the latter represented by NESARC). There were no significant differences in most of the major alcohol-related behaviors between the online panel and the NESARC results. The data collection mode effect was negligible for alcohol behaviors. The mode effect was more pronounced for attitudinal questions. Results of differences between the control group and the telephone and Internet modes will be reported. The study was conducted by Knowledge Networks on behalf of the Youth Alcohol Prevention Center at the Boston University School of Public Health, and funded by the National Institute on Alcohol Abuse and Alcoholism.

The Impact of Mode Choice on Late Responders in Longitudinal Surveys. Geraldine Mooney, Mathematica Policy Research (gmooney@mathematica-mpr.com); Nancy Duda, Mathematica Policy Research (nduda@mathematica-mpr.com); Barbara Rogers, Mathematica Policy Research (brogers@mathematica-mpr.com); Deborah Trunzo, Substance Abuse and Mental Health Services Administration (deborah.trunzo@samhsa.hhs.gov).

Research suggests that respondents to individual and business surveys have preferences with respect to response mode (Groves and Kahn 1979; Tarnai and Paxon 2004). While offering additional modes is thought to draw in nonrespondents, studies have generally found that a providing a choice of modes does not necessarily raise overall response rates, but rather shifts respondents from the original mode to the newer mode (Dillman et. al. 1994; Lozar Manfreda 2001). Nevertheless, offering a range of modes may be beneficial for cost reasons if these additional modes meet the preferences of some late responders, motivating them to respond earlier, thereby minimizing costly follow-up. Prior to 2002, the National Survey of Substance Abuse Treatment Services (N-SSATS) survey, conducted annually, was administered as a mail survey followed by a telephone reminder and CATI interview. Beginning in 2002, a web option was added. This paper will examine the “late responders” of the 2001 survey, defined as facilities that responded after the start of the telephone reminders. Specifically, we are interested in the differences between two subgroups of the late responders: (1) “switchers” – the late responders who switched to the web in 2002 and (2) “non-switchers” – the late responders who remained with their original mode in 2002. We will explore the following questions: (1) What proportion of late responders switched to the newly added mode? (2) Did the switchers continue to use the web over time – that is, were the switchers actually expressing a constant mode preference or a novelty factor?; (3) Did the switchers respond quicker than the non-switchers?; and (4) Is the cost of completion lower for the switchers than the non-switchers?

THE EFFECTS OF QUESTION WORDING AND DESIGN

Beliefs about Genes and Environment as Causes of Behavior: The Effect of Question Framing. Mick P. Couper, University of Michigan (mcouper@umich.edu); Eleanor Singer, University of Michigan (esinger@isr.umich.edu); Trivellore Raghunathan, University of Michigan (teraghu@umich.edu); John van Hoewyk, University of Michigan (JohnVH@isr.umich.edu); Toni C. Antonucci, University of Michigan (tca@isr.umich.edu).

Various hypotheses have been offered about the significance of attributing behavioral characteristics – for example, propensity to violence, intelligence, alcoholism, and obesity – to genes or genetic inheritance. On the one hand, genetic explanations may absolve people from blame for characteristics considered socially undesirable; on the other hand, belief in genetic determinism may signify that these undesirable characteristics are unchangeable, and that efforts to improve the environment – for example, to improve educational opportunities for Blacks and women – are futile and unnecessary. Such beliefs about the role of genes are especially significant if they are used to justify discrimination or prejudice toward minority groups. In a recently completed study, we found a consistent tendency for Black raters as well as less educated raters to make more genetic attributions than White raters or better educated raters. Both race and education make an independent contribution to the rating of the behavioral characteristics. However, work by Jayaratne and her colleagues, as well as others, suggests that the attribution of individual and group differences to genetic causes is greater among Whites than among Blacks, and is linked to prejudiced attitudes toward minority groups. We believe that these and other differences in findings can be accounted for, in large part, by differences in the way questions have been asked – in other words, by differences in framing. The paper we propose to present tests the hypothesis of framing effects empirically, using a factorial experimental design administered on the Web to some 4500 respondents. Such differences in framing, if they are substantiated, are very important because they are likely to reflect similar differences in public discourse on the issue, which in turn affects public attitudes and government policies. The data have been collected and analyses are under way.

Changes in Seam Effects Magnitude Due to Changes in Question Wording and Data Collection Strategies. Mario Callegaro, University of Nebraska-Lincoln (mca@unlsrv.unl.edu).

A seam effect occurs in panel studies when within-wave changes are less frequent than between-wave changes (with data gathered from two different interviews). Seam effects impact virtually every longitudinal study, no matter the mode of data collection or the length of the reference period. This paper explores the changes in the magnitude of seam effects in labor force transitions (employment, unemployment, not in labor force) using the last seven waves of the Panel Study of Income Dynamics. The panel underwent several changes: data were collected with conventional questionnaire (CQ) for the first 5 waves. The interval between waves was moved from one year (wave 1 and 2) to two years (following waves). In the waves 6 and 7 the data regarding labor force transitions were collected with Event History Calendar (EHC) on a two year reference period. The questionnaire was also changed: one modification took place when moving to the two year reference period and the second when moving to EHC data collection. Results show an increase of the magnitude of seam effect when moving from one year to two year reference period. A new phenomenon was found in the data. When moving to the two year reference period in the CQ waves, a within-wave seam effect appeared, that is seam effect between the first year and the second year of the two-year reference period. This effect was not found in the EHC two-year reference period. EHC also slightly decreased the magnitude of seam effects. While the changes in question wording and data collection impacted the magnitude of seam effects, they did not have a big influence on the within-wave month to month transitions rates. The results are discussed in light of theories of seam effects and with references to the literature on EHC and CQ.

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Context and Response Order Effects: Do These Apply to Health Behavior Questions? Wyndy L. Wiitala, Market Strategies (wyndy_wiitala@marketstrategies.com); Colleen Carlin, Market Strategies (colleen_carlin@marketstrategies.com).

Past research has shown that responses to particular survey questions can be influenced by preceding questions within the same survey. These context and response order effects have been observed in studies examining respondent attitudes and cognitions. In the current study, we examined whether or not these effects are found in questions designed to assess health-related behaviors. Respondents were asked blocks of health knowledge/severity and adherence (i.e., behavior) questions regarding a diagnosed, chronic condition. A split ballot design was used to rotate the order of these question blocks so that respondents randomly received either the knowledge questions first or the behavior questions first. It was hypothesized that the knowledge questions would increase the accessibility of considerations relevant to the behavior questions. Therefore, we expected that respondents who received the knowledge questions first would report higher levels of adherence to the preferred treatment for their condition. The data was collected as part of a larger consumer telephone study of individuals enrolled in a web-based disease management program. The program is sponsored by a large health insurance company and is designed to help individuals with chronic conditions to better manage their disease. The objective of the study was to understand consumers' experience with the program and identify areas for improvement. Through the use of pre-notes, incentives and repeated contacts we were able to achieve a 50% response rate on the study. Preliminary findings have not provided support for the hypothesis that question order has an effect on responses to behavior adherence questions. The lack of significant results suggests that survey questions assessing behaviors may be less susceptible to context effects than questions assessing attitudes and cognitions. Implications of the results will be discussed as well as limitations of the current study and recommendations for future studies.

NONRESPONSE ISSUES

Where are We Losing Respondents? Trends in Survey Eligibility and Participation. Ali H. Mokdad, Centers for Disease Control and Prevention (AMokdad@cdc.gov); Michael W. Link, Centers for Disease Control and Prevention (MLink@cdc.gov).

Random digit dialed (RDD) surveys have faced a well documented decade long decline in response rates; yet, the RDD sampling frame has also become much less efficient over this period as millions of additional telephone numbers have been added to the system to accommodate new technologies such as internet modems, fax machines, and security systems. How have the changing behaviors of potential respondents and the declining rate of residential numbers affected levels of survey participation? We examined data from more than 10 million telephone numbers sampled over the previous five years (2002 through 2006) as part of the Behavioral Risk Factor Surveillance System (BRFSS), one of the world's largest RDD surveys. We examine state-level trends in sample efficiency (residency rates) and respondent behavior (call screening and refusal rates) and show how these have affected overall rates of survey participation. The data indicate that through the use of a 1+ block sampling, the percentage of households identified in BRFSS samples has remained fairly constant. What has changed, however, is respondent behavior with a growing percentage of both active and passive refusals leading to a steady decline in response rates over time.

Relationship between Measurement Error and Unit Nonresponse in National Probability Surveys: Estimation and Modeling of Measurement Error in the Absence of Validation Data. Andy Peytchev, RTI International (apeytchev@rti.org); Emilia Peytcheva, University of Michigan (emilia@umich.edu).

Response rates in national probability surveys are falling despite higher cost of data collection from greater field efforts. The inherent threat of lower response rates is the increased potential for nonresponse bias. Some have argued that nonrespondents in a survey would be poor respondents if their cooperation is gained. If true, the higher cost per interview for cases that have already received a lot of effort could be better directed to other areas of the survey process. However, if such respondents do not exhibit more measurement error after controlling for cognitive proxies such as education and age that are can be related also to nonresponse, nonresponse bias should remain as the optimization criterion in decisions during data collection. Bringing nonresponse and measurement error combines two estimation problems in sample surveys. Nonresponse is a problem of missing survey data, while measurement error requires survey and validation data. This study uses a model for nonresponse, and proposes a model for measurement error in the absence of auxiliary information. The technique involves the simultaneous estimation of means and variances in purposefully constructed models, and provides respondent-level estimates of measurement error. These estimates provide the potential for studying linkages between survey errors, including the identification of preferable measurement conditions such as particular interviewers inducing less measurement error. The estimation methods and findings on the relationship between nonresponse and measurement error are demonstrated on two national probability surveys. Particular attention is given to the relationship between nonresponse and means (i.e., bias in point estimates) and between nonresponse and measurement error. Preliminary analysis suggests higher measurement error elicited from respondents rated as less cooperative in a previous survey administration. Implications and needed future developments are discussed.

Using Measures of Data Quality, Interviewer Assessments, and Paradata to Predict Wave Nonresponse. Ting Yan, University of Michigan (tingyan@isr.umich.edu); Richard Curtin, University of Michigan (curtin@isr.umich.edu).

Current literature on wave nonresponse (or panel attrition) tends to focus on identifying (mostly demographic) characteristics of nonrespondents to a second (or later) wave of a longitudinal survey with the ultimate goal being constructing weights. However, the rich information obtained from wave one should not be limited to weights; it can and also should be used to inform data collection protocols for the later waves. The wave one information can be used to build a model to predict the second wave response propensity. The predicted response propensity would group sample respondents into high- and low-propensity strata, for example, to which different recruitment strategies can apply. This is a conceptual extension of the notion of "responsive design" proposed by Groves and Heeringa (2006). This paper will test this idea empirically using 20 years of Surveys of Consumers data. The Surveys of Consumers employs a rotation panel

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design; each monthly interview contains sample newly drawn with random digit dial and recontacts who have been interviewed six months earlier. This paper will address two research questions. The first question examines issues concerning data quality, interviewer assessments of respondents' cooperation and understanding of survey questions, and paradata (such as call history data). These measures will be used to estimate a propensity model that predicts second wave response propensity, using a random half of the data. The second research question examines whether the estimated propensity model can be used to inform data collection procedures. To address this issue, we will use the second half of the data to validate the model and to compare predicted response propensity against the actual response outcome.

Citizenship Status and Survey Nonresponse. Thomas Hoffer, NORC (hoffer-tom@norc.org); Mary Hess, NORC (hess-mary@norc.org); Brian Lisek, NORC (lisek-brian@norc.org).

Surveys of U.S.-based populations which include significant numbers of non-U.S. citizens are likely to confront special challenges in trying to persuade non-citizens to participate. Non-U.S. citizens may not see the social significance of a U.S. survey, or be more suspicious about standard confidentiality assurances, or experience language barriers which make participation more difficult. When researchers do not have information on sample members' citizenship status, the extent of differential unit nonresponse by citizenship can only be estimated on the basis of supplemental data collection efforts such as special non-respondent follow-ups, and these are typically very expensive. This paper draws on a variety of supplemental data sources to estimate the extent to which non-U.S. citizens are more likely to not participate in a large-scale annual national survey of new research doctorate recipients from U.S. universities, the NSF-sponsored Survey of Earned Doctorates (SED). We draw on three types of data to estimate differential non-response: data collected from a subset of the degree-granting universities on the citizenship status of individual SED nonrespondents, results of follow-up survey efforts by the SED's sister labor-force survey, the Survey of Doctorate Recipients; and degree-completions data from the Integrated Postsecondary Education Data System (IPEDS) surveys conducted by the U.S. Department of Education. Data from each source will be analyzed to estimate citizenship status of nonrespondents and the pros and cons of each supplemental source discussed. Implications of possible undercounts of non-U.S. citizens for the SED and other surveys will also be discussed.

MEASURING AMERICAN PUBLIC OPINION

Troubles in America: An Index of Societal Well-Being, 1991-2004. Tom W. Smith, NORC (smitht@norc.uchicago.edu).

On the 1991 and 2004 General Social Survey a battery of 60-some questions were asked about whether any of the listed problem had occurred in the last 12 months. They covered the sub-domains of health, law and crime, work, material hardship, family/personal, finances, and other. In addition to measuring the occurrence of the problems, all respondents rated the seriousness of each event. For example, the serious of being unemployed for a month or more, of being hospitalized, or being robbed. Then, by multiplying the seriousness of the problem by its occurrence one gets a measure of the magnitude of the problems people experienced during the last year. Since all occurring problems are converted to seriousness scores, these can be summed for individual into a total 'troubles' score. In turn, troublescores can be averaged across sub-groups and over time to see how the overall level of well-being differs. One substantive finding is that the total level of troubles increased from 1991 to 2004.

State of the Nation: Leading or Misleading Indicators of American Public Opinion. George Bishop, University of Cincinnati (george.bishop@uc.edu).

Assessing the 'state of the nation' or the 'mood of the country' has become one of the great staples in the diet of public opinion polling in the USA. Along with the ubiquitous evaluations of how the President is handling his job, the major polling organizations routinely ask questions about consumer confidence, national problems & priorities, and about whether Americans are 'satisfied or dissatisfied with the way things are going in the United States at this time'... or whether 'things in this country are heading in the right direction or...off on the wrong track.' But contrary to what most observers believe, the author contends that such standard indicators are often misleading because the meaning-and-interpretation of these vague and ambiguous questions varies not only across respondents, but also over time. This basic violation of the invariance-of-meaning assumption makes comparisons of such public opinion indicators essentially invalid. Using data from multiple national polls, the author's analysis suggests that the meaning of such standard survey questions varies in a way that raises fundamental questions about the assumptions underlying the public opinion research paradigm. As a practical partial remedy, the author recommends periodically using 'random probes' of responses to such standard survey indicators as a way to systematically measure differences in question interpretation across respondents and monitor changes in question meaning over time. Even with such an effort, achieving comparability-of-meaning with survey questions about beliefs, attitudes, and opinions will continue to pose perhaps the most daunting challenge to the measurement of public opinion.

Immigration Takes Center Stage: A Meta-Analysis. Fred Solop, Northern Arizona University (Fred.Solop@nau.edu); Nancy Wonders, Northern Arizona University (Nancy.Wonders@nau.edu).

Since the tragedy of September 11, American public opinion regarding immigration has bifurcated. While attitudes toward immigrants themselves have remained relatively stable, concern for border security has risen to new heights, especially in border states like Arizona, California, New Mexico and Texas. In addition, the topic of immigration took a front seat in many of the 2006 Congressional and Senate elections. This paper will use published survey results to trace the development of public opinion in the area of immigration, focusing on national and local trends. The insights culled from this meta-scan of public opinion data will bring an updated understanding to one of the major issues of the day and offer a glance into the dynamics of future policy debates on this topic.

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The Rising Tide of Public Opinion: Bandwagon Effects of Polls about Impeachment. Neil Malhotra, Stanford University (neilm@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu); Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com).

In recent years, many have speculated that polls gauging public opinion on an issue could themselves influence citizens' attitudes. Specifically, polls may create a sense of public opinion change that by itself could change public opinion in the direction of the poll results ('bandwagon effect'). Particularly, polls on nascent political issues can shape citizens' initial views on those issues. A few studies have previously explored the impact of public opinion poll results on political attitudes, beliefs, and behavior (McKelvey and Ordeshook 1985; Marsh 1995; Mutz 1997). We had over 5500 respondents complete a nationwide online survey (with age, sex, region of the U.S. and race sampled to resemble general U.S. distributions). We wanted some respondents to introspect into the possible reasons for impeachment (priming). Some respondents were randomly assigned to receive no prime, some were asked to consider whether they thought Iraq possessed weapons of mass destruction (WMDs), some were asked to consider whether Saddam Hussein helped Osama Bin Laden plan and carry out the attacks of 9/11, and others were asked to consider both issues. Then respondents were randomly assigned to one of four conditions: some read over no polls concerning impeachment of President George W. Bush, some were assigned to read over one poll (Zogby) that had already been conducted, others were assigned to read over another poll (Ipsos), and others were assigned to read over both polls. Respondents were then asked whether they thought Bush should be impeached. Among many findings, we found the presence of a bandwagon effect: respondents who were exposed to polls were more likely to support impeachment. However, there were no differences between people who received the Zogby poll, the Ipsos poll, or both polls. We also found evidence that exposing respondents to primes significantly reduced the influence of the polling information.

MEDIA EFFECTS ON POLITICAL AND SOCIAL ATTITUDES

Online News Use and Selective Exposure: Exploring Issue Salience and Argument Breadth among Online News Users. Lucy Atkinson, University of Wisconsin-Madison (ljatkinson@wisc.edu).

Much criticism and concern has been raised about the potentially stultifying impact of the Internet on public awareness of issues that affect the public good. According to the argument, if members of the public are able to look for and consume only the information they find interesting, we run the risk of fostering an individualistic, self-involved citizenry attuned only to what makes it to the front page of their own Daily Me. Opponents of this argument say the vast amount of information available and the ease of finding it may actually encourage a more informed populace by helping people make connections to ideas and issues they otherwise would not be exposed to. Although both arguments have currency in mass communication and public opinion literature, the idea of selective exposure online has not yet been sufficiently tested. This paper addresses that omission by exploring how issue salience differs between people who get their news online and people who don't. Do online news consumers rank issues, such as the war in Iraq, gay marriage and free trade, as more or less important than their offline counterparts? And within these same three issue areas, are online news consumers exposed to broader or narrower arguments about the issues than are offline individuals? The data from this paper come from a 2004 survey of 1,510 adults conducted in summer 2004 for the Pew Internet and American Life Project. Preliminary findings suggest that, at least in terms of the three issues covered here, compared to offline news consumers, online news consumers rank these three issues as more important and are exposed to a greater number and variety of pro and con arguments. These findings highlight the need to reassess the argument that selective exposure encourages a narrowly informed and self-involved audience.

True Lies: Evidence for Popular Fiction's Influence on Political Attitudes. Russ Tisinger, University of Pennsylvania (rtisinger@asc.upenn.edu).

This paper provides quantitative evidence that popular fiction on television can influence political attitudes and argues ignoring popular fiction runs the risk of missing an important piece of the puzzle of political opinion formation. Americans are watching less news programming. The ratings share of nightly news programs has fallen precipitously over the last few decades. In 1981 the top three network newscasts' share was 84 percent; by 2003, the share had fallen to 40 percent. Of all the programs currently available to Americans on television, fictional programs are consistently among the most watched, drawing millions of viewers weekly. Crime dramas in particular send gripping messages on issues including the death penalty, the justice system, abortion, hate crime, AIDS education, gun control, drug addiction, and the prison system. Scholarly research in the fields of communication, political science, psychology, literary theory, and film theory have each indirectly provided evidence on the question of whether fiction on television and film might influence political attitudes. None of these fields, however, has provided empirical evidence on whether fiction can influence political attitudes about the real world. This paper uses both a Knowledge Networks survey of television viewers and an experiment to 1) test whether audiences incorporate fiction into their real-world belief systems, 2) gauge the scope of this proposed influence, and 3) explore some possible psychological mechanisms that produce that supposed influence. The survey findings show people find fiction programs are realistic and informative and are also less likely to perceive any bias or persuasive intent in fiction compared to nonfiction news programs. The experimental findings indicate fictional television – especially for programs featuring stories "ripped from the headlines" – actually influence political attitudes about the justice system.

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Television vs. Newspapers Revisited: The 2003 Iraq War Coverage and Perceptions of the War. Porismita Borah, University of Wisconsin-Madison (borah@wisc.edu).

During war situations, the media is most used by the government and the military to get their messages across to the public. "Gulf war II was the most media-covered war in recent times" (Tumber & Palmer, 2004, p. 1). The role of the media in such cases then becomes all the more important. Iyengar & Simon (1994) found that the television news coverage of Gulf war I was significantly "episodic" and exposure to "episodic" news increased support for military action. There is a dearth of studies examining media content and the formation of public opinion in the 2003 Iraq war. And there are none studying the differences in the coverage amongst different media and their respective effects. Using content analysis, the study first examined the differences in television and newspaper coverage of the war. As hypothesized, with the help of a literature review (Iyengar & Simon, 1994; Cho et.al, 2003), the results show that television coverage of the war was more episodic than newspaper coverage. Public opinion toward the war was ascertained by using a telephone survey from the Pew Research center conducted in June 2005. Results from an OLS regression model show that demographic variables accounted for 12.1%, ideological dispositions explained 8.8% and media use variables accounted for 4.3% of the variance in the perceptions of the war. The patterns of media use were the most interesting as the coefficients show opposite effects for television and newspaper use. Television news viewers were more likely ($b = .26$, significant at $p < .001$) while newspaper readers were less likely to have favorable perceptions of the war ($b = -.09$, significant at $p < .01$).

Public Opinion and Scientific Uncertainty: Exploring the Origins of Mixed Public Reactions toward Nanotechnology. Tsung-Jen Shih, University of Wisconsin-Madison (tjshih@gmail.com).

Public opinion on scientific issues is often characterized by a considerable lack of information about these issues among the general public. Rather than information, therefore, citizens often rely on heuristic shortcuts, such as ideological predispositions or cues provided by mass media. Some research suggests that a critical component of media cues for opinion formation is the portrayal of uncertainty. This is especially relevant for emerging technologies, such as nanotechnology, that are developing rapidly and carry have the potential to bring about fundamental changes in people's everyday lives. As a result, nanotechnology is increasingly being discussed as a political rather than scientific issue. Given reports that predict nanotech to be a \$1 trillion global industry by 2015, the portrayal of uncertainty in mass media will be critical for the development of public support for nanotechnology and federal funding. This paper examines the origins of uncertainty toward nanotechnology; that is, the factors that affect public perception of uncertainty toward the issue. Research has shown that, in general, uncertainty may come from media's tendency to portray scientific issues as conflicts between different perspectives, based on journalistic norms of balance. This study therefore explores how media use, informational variables, value predispositions, and other factors interact in shaping public perceptions of uncertainty surrounding nanotechnology. This study is based on a national telephone survey of about 700 respondents, tapping public perceptions of nanotechnology. Analyses show that public perception of risks was negatively correlated with public uncertainty about the development of nanotechnology. In contrast, general science knowledge and negative emotions were positively related to uncertainty. Findings also indicate that the relationship between specific knowledge about nanotechnology and uncertainty was mediated by general science knowledge. Implications of these findings are discussed.

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METHODOLOGICAL BRIEF: MEASUREMENT AND DESIGN ISSUES

An Experiment Comparing 5-Point vs. 10-Point Scales. LinChiat Chang, Opinion Research Corporation (linchiat.chang@opinionresearch.com); Linda Shea, Opinion Research Corporation (linda.shea@opinionresearch.com); Eric Wendler, Opinion Research Corporation (eric.wendler@opinionresearch.com); Larry Luskin, ORC Macro (lawrence.a.luskin@orcmacro.com).

A review of research literature and appeals for unpublished studies on AAPORNet produced no standard guideline on how data from a 10-point scale and a 5-point version should be compared or merged. Hence, we inserted an experiment in an RDD survey of American adults to measure their perceptions of quality in television programs. Respondents were randomly assigned to one of three measures: a 10-point scale with text labels only at the end-points ($n=631$), a 5-point scale with text labels only at the end-points ($n=686$), and a fully-labeled 5-point scale ($n=656$). Response distributions on the three scales were dramatically different. Respondents were most favorable on the endpoint-labeled 5-point scale, followed by the 10-point scale, and least favorable on the fully-labeled 5-point scale. On both the endpoint-labeled 5-point and 10-point scales, responses were concentrated on favorable scale points; whereas the response distribution on the fully-labeled 5-point scale was symmetrical, indicating that respondents fully utilized all scale points. Two criterion variables were used to assess the concurrent validity across the three scales: number of TV channels and type of TV subscriptions. Results from both validation criteria replicated existing research showing that 5-point unipolar scales tend to produce data of higher validity than other unipolar scales; particularly when text labels are attached to all scale points. Analyses were also conducted to explore whether data from a 10-point scale could be merged with data from a 5-point version. One approach was to use percentile scores to group respondents across scales. Another approach was to pool data from both scales to form a combined dependent variable in an ordered logit model; if there were matching thresholds on different scales, they would yield comparable parameter estimates. Results yielded different conclusions for the endpoint-labeled vs. fully-labeled 5-point scales. Visual maps will be presented to illustrate viable combinations.

Ballot-Order Effects in California from 1976 to 2006. Daniel Schneider, Stanford University (daniel.schneider@stanford.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu); Eyal Ophir, Stanford University (eyalophir@stanford.edu).

Survey researchers and practitioners have known for some time that the order of presentation of answer choices can affect the result of a survey measurement. However, there has been a lively debate on similar effects in the domain of voting behavior: does the order of candidates on the ballot affect the vote percentage they each attain? Using data from all state-wide elections in California from 1976 to 2006, we investigate these ballot order effects in more than 50 different elections, sometimes with only three candidates, sometimes with up to eight different candidates. California employs a simple system starting with a random order of the candidate names which are then rotated across 80 Assembly Districts. This electoral setting allows us to assess the impact of the ballot order on the election outcome, especially after controlling for the political composition of each Assembly District, for example by using information on party registration. Overall, we find that in about 85 % of the elections a candidate listed first on the ballot received more votes. For example, in 2000, George W. Bush and Al Gore received 9% more votes in California assembly districts where they were listed first. We explored different statistical approaches to the analyses of ballot order effects, including Ordinary Least Square regressions (OLS) and Seemingly Unrelated Regression (SUR). We also investigated possible moderation by media attention to the candidates and the election race, the position of the race on the ballot, or the competitiveness of the races, among others.

Results of an Exit Poll Testing a Paper-Trail Electronic Voting System in Georgia. James J. Bason, University of Georgia (jbason@uga.edu).

In 2002 the state of Georgia became the first state in the nation to fully implement an statewide electronic voting system in all 159 Georgia counties. Other states soon followed Georgia's lead in implementing electronic voting systems, but questions remained about the accuracy of such systems when a paper trail did not accompany the electronic only voting system. A number of states have now implemented electronic only voting systems that produce a paper trail. This research presents results of an exit poll conducted at three Georgia precincts during the November 2006 general election testing a paper trail electronic voting system. Data reported in this presentation will be perceptions of the paper trail electronic system, including ease of use, perceived accuracy of their vote choice, and problems encountered in using the system. Additionally, differences in perceptions based on gender and ethnicity will be reported.

Methodological Issues Related to Measuring Caregiver Time. Lisa K. Schwartz, Mathematica Policy Research (lschwartz@mathematica-mpr.com); Krisztina Marton, Mathematica Policy Research (kmarton@mathematica-mpr.com); D.E.B. Potter, Agency for Health Research and Quality (D.E.B.Potter@ahrq.hhs.gov); Leslie Conwell, Agency for Healthcare Research and Quality (Leslie.Conwell@ahrq.hhs.gov).

This paper examines the methodological issues involved in measuring unpaid caregiver time, and investigates the feasibility of developing a brief survey module that results in accurate estimates of the time spent caring for household members with a physical or mental impairment. Estimating caregiver time combines the challenges of measuring behavioral frequencies and time use. The Agency for Health Research and Quality (AHRQ) contracted with Mathematica Policy Research to determine if it is possible to develop a module to measure informal caregiver time. The design of this module was constrained by several practical limitations: First, the module was being developed for possible inclusion in a national healthcare survey and therefore could not be very lengthy. Second, it needed to work equally well regardless of whether the caregiver or care receiver served as the respondent. Lastly, because AHRQ is interested in gathering information about multiple caregivers, the module needed to accommodate proxy reports of caregiver time. We conducted 18 cognitive interviews with caregivers and care receivers. The interviews examined two alternative approaches: a global approach whereby respondents were presented with a superordinate category (caregiving) and were asked to provide an aggregate estimate of their total caregiving time; and, an item-by-item approach in which respondents were asked to provide individual estimates for basic-level activities that are considered caregiving. We

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found that how the question is asked can lead to substantial differences in the estimates obtained, and that the effects of question wording varied with type of disability. The findings underscore the importance of carefully selecting and testing approaches to measure unpaid caregiver time, particularly in the case of co-residing caregivers who may be providing secondary care.

Using Analytic Coding Tools to Compare Pretesting Methods. Martha Stapleton Kudela, Westat (marthakudela@westat.com); Barbara Forsyth, Westat (barbaraforsyth@westat.com); Kerry Levin, Westat (kerrylevin@westat.com); Gordon Willis, National Cancer Institute (willisg@mail.nih.gov); Dierdre Lawrence, National Cancer Institute (DL177n@nih.gov).

This paper presents research using tools from the Q-BANK database system to compare results from different questionnaire pretesting methods. Q-BANK was developed by a committee of methodologists from Federal statistical agencies to catalog pretesting results for questions that appear on federally-sponsored surveys (Miller, 2006). One feature of Q-BANK is a set of codes that describes types of response errors associated with specific questions. These codes are useful for comparing testing results across questions exhibiting different characteristics. For example, are there differences in cognitive interview outcomes for items on similar topics that use different response formats? This paper describes research using the Q-BANK response error codes for a novel purpose – comparing results using different pretesting methodologies to evaluate a single set of questions. We use the Q-BANK error codes to compare findings from cognitive interviews and behavior coding with items from the National Cancer Institute's Tobacco Use Supplement to the Current Population Survey (TUS-CPS). We conducted 23 cognitive interviews testing the Chinese, Korean, and Vietnamese translations of the TUS-CPS items. In addition, the translated instruments were fielded in a pilot study ($n=242$) which included behavior coding a subset of the TUS-CPS items. Using the Q-BANK codes, we examined: 1) whether the cognitive interviews and behavior coding detected problems at the same rate, and 2) the types of problems identified by the two pretest methods. Results highlight similarities and differences between the types of questionnaire design problems identified using cognitive testing and behavior coding methodologies. We describe how the Q-BANK codes facilitated the methods comparison, and make additional suggestions for expanding the use of Q-BANK codes for broader purposes.

Does the Introductory Context Affect Prevalence Estimates in a National Survey of Intimate Partner Violence and Sexual Violence Victimization and Perpetration? Michele Lynberg, Centers for Disease Control and Prevention (mcl2@cdc.gov); Lisa Carley-Baxter, RTI International (lcbaxter@rti.org); Susan Twiddy, RTI International (twiddy@rti.org).

Previous research has shown that the way a survey is introduced to potential respondents can have an impact on participation rates and participant responses. Obtaining accurate survey estimates is very important for determining prevalence estimates for intimate partner violence (IPV) and sexual violence (SV) since these tend to be under-reported crimes. Accurate prevalence estimates for IPV and SV are also important because of the policy and programmatic implications that such estimates have; such estimates inform decisions regarding how best to use limited resources in the development of effective prevention and intervention programs. As part of the National Intimate Partner and Sexual Violence Pilot Study, we will evaluate the impact of three survey introductory contexts on reporting of IPV and SV victimization and perpetration and on the prevalence estimates obtained. Prior to fielding the survey, cases will be randomly assigned to one of three contexts: crime, health, or personal relationships. The randomly assigned introductory context is used throughout the survey as the main reference to the survey topic. In addition, 18 questions are asked early in the survey to further focus the participant on the randomly assigned context (e.g., questions about break-ins for the crime context, questions about health care providers for the health context). In the analysis, we compare response and refusal rates, as well as prevalence estimates for stalking, sexual violence, attempted sexual violence, physical violence, and emotional abuse based on the three different introductory contexts used.

Practices that Minimize Online Panelist Satisficing Behavior. Shawna Fisher, Common Knowledge Research Services (shawna@your2cents.com); Steve Levine, Common Knowledge Research Services (steve@your2cents.com).

The careless and sometimes dishonest behavior of online research panelists has recently come into the industry spotlight. This behavior – also referred to as satisficing, which means to satisfy the minimum requirement in a given situation – can be seen in many respondents, but under varying circumstances. The paper, Practices that Minimize Online Panelist Satisficing Behavior, presents techniques that can be applied to survey design, data cleaning, and panel management that serve to identify and minimize satisficing behavior and its resulting survey error. This paper also explores some of the motivations behind panelists' satisficing behavior and differentiates techniques that can be applied to discourage the various types of satisficers. Examples of satisficing behavior from recent studies are also presented. Researchers have been aware of satisficing behavior among research respondents and its detrimental effect on the quality of research data for a long time. As online data collection matures as a methodology, concern about online data quality is getting increased attention. Minimizing the effects of satisficing behavior is a multi-stage process involving questionnaire design, data cleaning, and panel management. It not only requires putting up roadblocks to deter those who would "game the system", but also a commitment to setting reasonable expectations for just how much information can be extracted from a respondent in one survey (before boredom or fatigue sets in). Setting up appropriate "roadblocks" and setting reasonable expectations for survey length and complexity result in a significant improvement in the quality of data collected online.

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SAMPLING AND MEASUREMENT ISSUES IN HEALTH-RELATED SURVEYS

Misinterpreted Questions or Misinterpreted Answers? A Closer Look at the Reliability and Validity of Health-Related Attitude Questions. Stephanie Willson, National Center for Health Statistics (zex8@cdc.gov); Aaron Maitland, University of Maryland (ffd5@cdc.gov).

This paper discusses the results of cognitive testing on attitude questions in the 2007 Complementary and Alternative Medicine (CAM) supplement of the National Health Interview Survey (NHIS). This new series of questions is intended to measure respondent perceptions – or attitudes – about CAM in comparison to conventional medicine. Interviewing took place in the National Center for Health Statistics (NCHS) Questionnaire Design Research Laboratory (QDRL). A total of 32 in-depth cognitive interviews were conducted in two rounds of testing. Findings show that the most prominent source of response error is one common to attitude questions; that is, they portray issues in overly-generalized terms. In this case, the questions presented alternative and conventional medicine as two separate paradigms that each possess general characteristics to be compared. For example, subjects were asked to compare the safety of alternative medicine in general with the safety of conventional medicine in general. This posed a difficult judgment task for respondents, most of whom, regardless of their personal experience with health care, did not think of health practices in this manner. But perhaps more importantly, this resulted in substantial variability among responses. Identical answers carried very different meanings, even when the intent of the question itself was understood correctly and consistently by respondents. The end result is twofold: the data appear to have low reliability and the underlying constructs are not being measured as anticipated by question designers. Strategies for question design improvement were developed in the second round of testing and are discussed.

Health Disparities or Measurement Disparities? Timothy P. Johnson, University of Illinois-Chicago (timj@uic.edu); Young Ik Cho, University of Illinois-Chicago (youngcho@uic.edu); Allyson L. Holbrook, University of Illinois-Chicago (allyson@uic.edu).

The presence of health disparities across racial/ethnic groups in the United States is now widely documented. There is virtually no direct evidence, however, with which to address the degree to which these health disparities, commonly measured by survey questionnaires, reflect actual racial/ethnic differences in objective health conditions and behaviors vs. differences in the quality of respondent reporting of health-related survey questions. In this paper, we investigate the degree to which health disparities may be confounded with cultural variability in the quality of survey measurement using self-report and medical examination data from the National Health & Nutrition Examination Survey (NHANES). Among the health conditions and behaviors examined are hypertension, diabetes, high blood cholesterol, and smoking. Health disparities for each of these conditions, measured using both self-reports and medical assessments, are compared for large samples of non-Hispanic white (n=8,483), African American (n=5,486) and Mexican American (n=5,306) NHANES respondents interviewed and examined between 1999-2006. This paper will provide direct evidence regarding the question of whether survey-based evidence of health disparities across cultural groups in the U.S. reflect true group differences or group-based measurement artifacts.

Who is Participating in a Cell Phone-Based Pilot Health Survey? Zi Zhang, Massachusetts Department of Health (zi.zhang@state.ma.us); Randal S. ZuWallack, ORC Macro (randal.s.zuwallack@burlington.orcmacro.com).

Increase in cell phone usage can potentially undermine the coverage of the traditional landline-based random-digit-dial (RDD) sampling frames, posing great challenges to the validity of data collected from landline-only health surveys such as the Behavioral Risk Factor Surveillance Survey (BRFSS). In coordination with six states, ORC Macro began interviewing via cell phone in October 2006 to increase our understanding about the feasibility of conducting a health survey with respondents on cell phones and whether the data is applicable as a supplement to traditional household based telephone surveys. A sample of cell phone numbers is dialed at random from designated cell phone exchanges and respondents are administered a short health survey modeled after the BRFSS questionnaire. The focus of this research is on comparing socio-demographic and health risk factors of respondents to the cell phone survey to those of the traditional landline-based BRFSS. We will assess to what extent estimates of health risks and behaviors are impacted by the incomplete coverage of the landline-based sample frame. We will also look into the variation within the cell phone use population, including 1) frequency of cell phone use and 2) respondents from cell phone only households versus those from cell phone/landline households. Further, we examine the socio-demographic and health characteristics of the cell phone respondents in comparison to cell user profiles as measured from self-identified cell phone users from the National Health Interview Survey (NHIS). We will assess whether a cell phone sample is an effective representation of the cell user population, specifically the cell-only users. We advance the understanding of cell-only users, particularly the feasibility of reaching cell-only users, in exploring combined cell phone and landline survey applications.

Challenges in Sampling and Data Collection Methodology for the 2006 Survey of Health-Related Behaviors among Guard/Reserve Military Personnel. Russ Vandermaas-Peeler, RTI International (rvp@rti.org); Scott Scheffler, RTI International (sscheffler@rti.org).

The 2006 Survey of Health Related Behaviors Among Guard and Reserve Military Personnel (Reserve Component Study), is the first cross-sectional survey to collect health behavior data from members of all Guard and Reserve components of the US Armed Forces (Army National Guard, Air Guard, Army Reserve, Navy Reserve, Marine Reserve, Air Force Reserve). The Guard and Reserve components were treated as six separate strata for sampling. Using personnel information from Defense Manpower Data Center data, we formed geographic clusters that contained at least one center from all six strata. The geographic clusters provided efficiency by minimizing travel costs. Sixteen geographic clusters were sampled and then Guard/Reserve centers within these clusters were sampled from all 6 strata. Data collection teams visited 126 participating centers/armories to collect anonymous surveys in a group setting, using paper and pencil questionnaires. Data collection sessions were conducted as part of the centers/armories monthly drill schedule. Mail surveys were sent to non-respondents from group sessions and to a sample of centers/armories that did not fall within the sixteen geographic clusters. This paper explores the challenges associated with sampling and data collection for the Reserve Component Study. The sampling approach provided excellent

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representation from all service branches while minimizing survey costs; the feasibility of the approach was unknown, however due to the dispersion of Guard/Reserve personnel and the rolling numbers attending drills on given weekends. The geographic dispersion of the selected centers/armories and variability in monthly drill schedules posed field challenges and required a mixture of local and traveling data collection teams. Maximum flexibility was required to handle variation in drill schedules both for centers and individual personnel assigned. Response rates by strata and methodology are discussed.

REACHING AND STUDYING ETHNIC, RELIGIOUS, AND RACIAL GROUPS

White Pages, White People: Reasons for the Low Listed-Phone Rates of African-Americans. Thomas Guterbock, University of Virginia (tmg1p@virginia.edu); Abdoulaye Diop, University of Virginia (adiop@virginia.edu); Laura M. Holian, University of Virginia (lmh8d@virginia.edu).

The scant available literature on the demographics of unlisted, land-line telephone households in the United States agrees African-Americans are more likely to have unlisted phone numbers. Using four survey data sets that include the self-reported unlisted status of responding households, we seek to understand the reasons why unlisted rates for blacks are 33-45%, while those for whites are 11-18%. Plausible explanations include: demographic differences, including age, education, income, occupation, marital status, urbanicity, or the presence of children; possibly higher rates of transiency that might affect the attachment of African-Americans to the local community; or a more generalized lack of social trust among African-Americans (Pew, 1997). Our data come from the 2005 National Health Information Survey (n=28,664); a national, RDD survey concerning confidence in infrastructure in case of terrorist attack (n=1,031); a survey conducted in the National Capital Region concerning responses in event of a terrorist attack (n=967); and three years of data from a statewide customer satisfaction survey in a Middle-Atlantic state (cumulative n=3,230). The NHIS data set is very large, but lacks indicators of trust or attachment. The regional and state surveys have high enough numbers of black respondents to allow for separate analysis, and the last wave of the statewide survey includes open-ended responses on why households chose not to be listed. Our results show strong, consistent effects of race, marital status, age and region on unlisted status. Other results differ across the four data sets, each of which offers different potential predictor variables for the analysis. Our discussion seeks to interpret these patterns in relation to the three alternative explanations.

Designing and Implementing a Probability Sample of Muslim Americans. Scott Keeter, Pew Research Center (skeeter@pewresearch.org); J. Michael Brick, Westat (mikebrick@westat.com); Gregory A. Smith, Pew Research Center (gsmith@pewforum.org); Courtney Kennedy, University of Michigan (ckkenned@umich.edu); Chintan Turakhia, Schulman, Ronca & Bucuvalas (c.turakhia@srb.com); Mark Schulman, Schulman, Ronca & Bucuvalas (m.schulman@srb.com).

During early 2007 the Pew Research Center conducted what is believed to be the first ever national telephone survey of a probability sample of Muslim Americans. The study examined the political and social values, religious beliefs and practices, and life experiences of Muslims living in the U.S. today. This paper will describe how the sample for the study was constructed and will address several important measurement challenges inherent in surveying this population. In random digit dial surveys of the English speaking U.S. population, fewer than one-half of one percent of respondents typically identify themselves as Muslims in response to a question about religious tradition or affiliation. This extremely low incidence means that building a probability sample of Muslim Americans is very difficult and costly. Pew's sample design attempted to mitigate this problem by employing three separate elements: (1) an RDD component using several strata based on the density of the Muslim population (as determined through an analysis of Pew's database of more than 200,000 survey respondents, plus U.S. Census data on ethnicity and language); (2) a separate stratum created from a commercial list of approximately 450,000 households believed to include Muslim residents, based on an analysis of names; (3) a sample of previously identified Muslim households drawn from Pew's database and other sources. The survey was conducted in English and in three additional languages, including Arabic, Urdu, and Farsi. The paper will describe the construction, testing, and implementation of this sampling strategy, along with the weighting approach used to combine the three elements.

Reaching Hispanics Using RDD, Hispanic Surname, and Census Tract Samples. Marla D. Cralley, Arbitron (marla.cralley@arbitron.com); Linda Piekarski, Survey Sampling International (linda_piekarski@surveysampling.com); Courtney Mooney, Arbitron (courtney.mooney@arbitron.com).

Researchers needing to reach Hispanics often begin with listed Hispanic Surname and high Hispanic-density Census tract samples rather than with simple RDD samples. While these alternative samples appear efficient – saving time and resources – questions arise concerning coverage and incidence; that is, do they reach a representative sample of U.S. Hispanics and what proportion of the Hispanic surname sample actually results in an interview with a Hispanic? The Arbitron radio diary survey consists of a two-stage process beginning with a list-assisted RDD sample. Following a short telephone interview through which demographic and mailing information is collected, each household member age 12 and older is asked to complete a self-administered 7-day radio listening diary. The initial survey identifies any household with at least one Hispanic member. Then, in the diary, each household member is asked about their personal ethnicity and language usage. Using the results of the national radio ratings survey, comparisons will be made between the population, the full RDD sample of over 341,000 records, and the sub-groups of the RDD sample that would have been selected using the Hispanic surname and Census tract methodologies. The paper will report the proportion of Arbitron's RDD sample for which either a surname match or a Census tract was available. We will also report the proportion of consenting households marked as Hispanic based on the two methods of Hispanic identification and the proportion of Hispanic households reached using each method. In addition, demographic comparisons, including language dominance, income, and household size, will be made between Hispanic diarykeeping respondents in the three sample type groups. These key analyses will shed light on the most methodologically sound way of reaching Hispanic respondents in survey research.

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Recruitment and Retention for a Hispanic Population: Results from a Community Health Study. Mary Dingwall, Westat (marydingwall@westat.com); Meghan Wool, Westat (meghanwool@westat.com); Sharon Jasim-Hanif, Westat (sharonjasim-hanif@westat.com); Tim Wade, U.S. Environmental Protection Agency (Wade.Tim@epamail.epa.gov); Andrey Egorov, U.S. Environmental Protection Agency (Egorov.Andrey@epamail.epa.gov); Ann Williams, U.S. Environmental Protection Agency (williams.annh@epa.gov).

Survey researchers, social scientists, and opinion pollsters have long been concerned with accessing and collecting survey research data from the Hispanic population. The Hispanic population in the United States is quickly becoming one of the most important minority groups to impact the development of new public policies. However, survey researchers continue to find accessing and collecting data from this group to be one of their bigger challenges. This presentation discusses the techniques that Westat implemented to successfully recruit, enroll, and maintain participation in a community health study located in Lawrence, Massachusetts. The population of Lawrence is mainly Hispanic, with an immigrant population primarily from the Dominican Republic and Puerto Rico. Many are non-English speaking, with low education and socioeconomic status. Participating households (85 % Hispanic) were asked to provide questionnaire data and saliva samples on a monthly basis over a 4 – 6 month period. Some of our techniques included hiring local bilingual interviewers who were familiar with the community and working with important community stakeholders to acquire “study buy-in.” Additionally, as the data collection period progressed, we went from a passive approach, with much of the burden placed on the participants, to a much more proactive approach, with interviewers assisting participants with forms completion and saliva collection and shipment. Doing so eliminated many of the barriers to participation that had previously hindered eligible households. Our results indicate that participants from Hispanic populations can be recruited and will continue to participate in a longitudinal study by adapting study research design and protocol to the population of interest. This is an abstract of a proposed presentation and does not necessarily reflect EPA policy.

WEB-BASED SURVEYS: LESSONS LEARNED

Separating the Wheat from the Chaff: Ensuring Data Quality in Internet Samples. Reg Baker, Market Strategies (reg_baker@marketstrategies.com); Theo Downes-Le Guin, Doxus (theo@doxus.com).

The emergence of volunteer Internet panels as a sample source has been a major factor in the rapid growth of online surveys. And while this increased use of non-probability samples in place of probability samples has generated considerable debate and discussion within the industry about levels of sampling error and bias inherent in these samples, many clients find the obvious advantages in cost and turnaround significantly more compelling. But that may begin to change as a new set of non-statistical concerns emerge. These concerns center on issues such as respondent qualifications, increased satisficing, and possible professionalization. This paper discusses the industry response to these concerns by panel companies, by industry and professional organizations, and by individual researchers. Its main focus is the response by researchers, and specifically the techniques and approaches the authors are using to ensure the quality of panel respondents, and/or the quality of responses, in their online studies. It describes the types of respondent behaviors that should concern researchers and describes methods for detecting them. It presents data from case studies on a range of topics using a mix of panels and sample sources. It describes how a relatively modest amount of quality assurance effort can substantially increase one's confidence in research results from online studies using Internet panel sample.

Minimizing Respondent Effort Increases Use of Definitions in Web Surveys. Andy Peytchev, RTI International (apeytchev@rti.org); Frederick G. Conrad, University of Michigan (fconrad@isr.umich.edu); Mick P. Couper, University of Michigan (mcouper@umich.edu); Roger Tourangeau, University of Maryland (rtourangeau@survey.umd.edu).

Accurate survey data requires respondents interpret survey questions as intended by researchers. In interviewer-administered surveys allowing the interviewer correct misunderstanding can improve response accuracy (e.g. Schober, Conrad, and Fricker, 2004). In contrast, it is hard to clarify misconceptions in self-administered questionnaires. In the current study, we examine clarification in web questionnaires, a self-administered mode in which it is possible to request clarification (definitions) much as in interviews. The main question is whether respondents will use the clarification that is available. Previous experiments have shown that making definitions easier to obtain increases their use (Conrad, Couper, Tourangeau, and Peytchev, 2006). In the current study we vary ease of access (definitions are either always displayed or require a mouse roll-over), awareness that definitions are useful (some respondents answer prior ‘training’ questions which demonstrates the likelihood of confusion without a definition), and the length of the definition (long and short definitions). We hypothesized that respondents would use definitions more when always displayed than when they must be requested because eye movements involve less effort than mouse movements. We tested this and other hypotheses examining answers, response times, and break-offs, in a web survey with about 3,000 respondents. Definitions that were always displayed were used more based on the time to complete the questions and the effect on responses, suggesting that an interactive questionnaire may deter use of definitions because it involves extra respondent actions. In addition, definitions which were always displayed led to faster responses, suggesting they may be read less completely. Contrary to our expectations, prior training questions decreased the use of definitions, suggesting that respondents may value minimal effort (not reading definitions) over improved understanding (reading definitions). We close by discussing implications for the design of web surveys that promote accurate question understanding.

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Face-to-Face Recruitment of an Internet Survey Panel: Lessons from an NSF-Sponsored Demonstration Project. Colm O'Muircheartaigh, NORC (colm@norc.uchicago.edu); Jon Krosnick, Stanford University (krosnick@stanford.edu); Mike Dennis, Knowledge Networks (mike.dennis@KnowledgeNetworks.com).

Beginning in Europe in the 1980s (Minitel in France and Willem Saris in the Netherlands), and introduced by InterSurvey (now Knowledge Networks) in the USA in 1999, there have been a small number of attempts to recruit survey panels based on ‘representative’ samples of households, provide the households with computer hardware and a communication system, and then collect survey data from the households using remote data collection. While the strength of the concept is clear, the challenge has been to achieve a response rate consistent with the demands of ‘influential’ social and policy research. These challenges arise at the initial recruitment stage and at the subsequent web survey response stages. In 2006, the Science Resources Statistics division of the National Science Foundation (NSF) awarded a grant for a demonstration project to investigate whether households can be recruited to an internet panel combining area probability sampling, in-person recruitment for panel households, and web-based data collection. The ultimate aim was to establish whether there is a realistic prospect that this could be a cost-effective way of collecting data from high quality samples. The paper presents the results of the project. Response rates varied between 59% and 69% for three different approaches to recruitment. The presentation will investigate the impact of different aspects of the field approach and draw tentative conclusions about prospects for scaling the operation up to a more relevant size. In addition, using characteristics of the recruited households, predictors of panel participation will be examined. NORC carried out the sampling and recruitment, and Knowledge Networks was responsible for the web-related aspects of the data collection, including panel maintenance. Recruitment fieldwork was carried out in the summer of 2006.

On the Importance of Form: Effects of Response Format on Measures of Importance. Randall Thomas, Harris Interactive (rthomas@harrisinteractive.com); Susan Behnke, Harris Interactive; Joanna Allenza, Harris Interactive; Jonathan Klein, University of Rochester.

There have been many response formats developed to measure issue or feature importance. Some have used checklists (“select all that are important”), others have used yes-no formats, and still others have used bipolar and unipolar rating scales. Using a web-based survey and across a number of different topic areas, we explored how a number of these different response formats functioned. The multiple response format required less time to complete, but the unipolar importance measure appeared to yield higher criterion-related validity.

Isolating Primacy-Inducing Conditions in Web Surveys. Taj Mahon-Haft, Washington State University (tajmahal@wsu.edu); Don A. Dillman, Washington State University (dillman@wsu.edu).

One of the frequently taken for granted effects of using self-administered mail and web surveys is that they produce primacy effects, i.e., a greater likelihood of choosing the first offered categories. However, considerable research has made it clear that primacy does not occur consistently. In this paper we report experimental results from a web survey that was designed to isolate conditions in which primacy effects are expected to occur as a result of satisficing. Building upon previous theoretical work that has identified three regulating factors thought to influence the occurrence of satisficing—task difficulty, respondent ability to respond, and respondent motivation for responding—several specific tests were developed. A series of questions were constructed varying assorted characteristics of question stems and response options in ways hypothesized to affect primacy. The experimental manipulations were applied to four panels of a web survey completed by a random sample of Washington State University students surveyed in the winter of 2006-7, for which a final response rate of about 60% is expected, amounting to approximately 300 completed surveys per panel. This study builds upon previous surveys conducted with the same population and general topic that have previously demonstrated situations in which primacy did and did not occur. The overarching goal of this research is to contribute to our understanding of the circumstances under which primacy occurs in order to help researchers identify when primacy is likely to be a problem in web surveys.

METHODOLOGICAL BRIEFS: MAXIMIZING RESPONSE RATES AND MINIMIZING RESPONDENT BURDEN

Can the Dillman Method Be Applied to E-mail Prompting with a Twenty-Something Population? Lekha Venkataraman, NORC (venkataraman-lekha@norc.org); Evonne Zurawski, NORC (zurawski-eve@norc.org).

Extensive research has been conducted regarding prompting efforts on more traditional survey modes, such as telephone and mail. The Dillman method emphasizes the frequency of prompting and suggests that mailouts be spaced at two week intervals. Another essential aspect of this strategy is that “each contact has a different look and feel to it” (Dillman 151). However, as survey research shifts its focus towards Web-based surveys for their overall effectiveness and cost efficiency, new methods of prompting potential respondents need to be explored. This paper will examine the effectiveness of utilizing a modified Dillman strategy with email prompts for the 2nd Follow-Up Gates Millennium Scholars (GMS) Tracking and Longitudinal Web survey (2006). In prior rounds of the GMS Survey, NORC has utilized email prompting on a small scale along with traditional mail and phone prompting as a way to boost response rates. NORC noted the overall effectiveness of email prompting and chose to expand upon this prompting method for the 2006 survey. This paper will discuss how NORC was able to use key aspects of the Dillman method (frequency, varying texts) and make them applicable to email prompting. Preliminary analysis of this effort shows the overall effectiveness of a modified Dillman method of email prompting. Additional analysis also shows its success as compared to other prompting efforts. These findings suggest the value of e-mail prompting and will help to inform future prompting methods for Web-based surveys.

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Augmenting an In-Person Survey with a Self-Administered Questionnaire: Can We Predict Likely Responders? Jessica E. Gruber, NORC (graber-jessica@norc.org); Katie Lundein, NORC (lundein-katie@norc.org); Colm O'Muircheartaigh, NORC (omuircheartaigh-colm@norc.org); Erin Wargo, NORC (wargo-erin@norc.org).

The National Social Life, Health and Aging Project (NSHAP) is an innovative, multi-modal study of older adults that examines the interaction between aging, social relationships, and health outcomes. We conducted more than 3,000 detailed, in-person interviews with a nationally representative sample of adults aged 57 to 85, achieving a final response rate of 75.5 percent. The NSHAP interview contained three distinct components: a detailed questionnaire administered by a NORC field interviewer, the collection of biomeasures, and an additional self-administered, paper-and-pencil questionnaire (SAQ). At the end of the in-person interview NSHAP respondents received one of three versions of the SAQ with instructions to complete and return it via a pre-addressed, postage-paid envelope, also provided. The SAQ, which took an estimated 35 to 45 minutes to complete, was designed to reduce both respondent burden and survey operational costs by restricting overall in-home interviewing time. To minimize any potential effects on item response, NSHAP developed a prompting procedure where, if the SAQ was not received within three to four weeks after an in-person interview, NORC field staff made follow-up calls to prompt respondents and offer to mail additional copies as needed. In the end, 83 percent of those interviewed returned completed SAQs, with another 1.4 percent sending blank or incomplete copies. In this paper we examine characteristics of responders versus nonresponders, and identify factors that promote or preclude cooperation. We identify variation in response by questionnaire version, prompting effort, incentive amount, and both respondent and field interviewer characteristics. For those who returned completed questionnaires we will also look at how quickly they were received and what factors are associated with timely or delayed returns. These analyses provide a foundation for other studies considering the use of a supplemental questionnaire as a way to more efficiently allocate field resources while maintaining item-level response.

The ABCs of Interim Tracking: Balancing Attrition, Burden and Cost. Kevin R. Townsend, RTI International (ktownsend@rti.org); Ellen L. Marks, RTI International (emarks@rti.org); Bryan B. Rhodes, RTI International (brhodes@rti.org).

The ability to locate and re-interview baseline survey participants at the time of the follow-up survey is critical in longitudinal surveys. To maximize future participation, researchers have employed interim tracking activities involving varying levels of periodicity and intensity. Decisions regarding the frequency of contact and the effort undertaken to locate respondents between survey waves need to balance competing interest, namely low rates of attrition, minimization of respondent burden and cost efficiency. The work presented here examines the impact on attrition rates associated with the introduction of cost-saving and burden-reducing measures to an established and highly successful retention plan. Tracking activities were undertaken to retain a sample of lower-income study participants in a longitudinal study with 4 years between survey waves. During the first year of sample maintenance, an approach was taken that included two rounds of intensive locating efforts, each of which involved mailings, follow-up phone calls, and household visits to nonrespondents to verify or update sample members' address and telephone information. Incentives were paid to sample members who participated. These efforts resulted in attrition rates of less than 5%. To eliminate any potential overexposure effect associated with identical appeals, an alternative approach was developed to engage respondents' attention while simultaneously reducing burden and cost during the second year of maintenance activities. In particular, the appearance, timing and respondent incentive structure were varied. The paper discusses the relative effectiveness of the two approaches in balancing attrition rates, respondent burden and cost-efficiency.

Does Varying Graphics on Premailing Materials Affect Agreement Rates? Adam Gluck, Arbitron (adam.gluck@arbitron.com).

In recent years, Arbitron has developed a personal metering device (about the size of a small cell phone) which automatically detects exposure to encoded media with minimal effort on the part of the respondent. In an Arbitron-defined market portable people meters (PPMs) are carried throughout the day by a randomly selected, representative survey of panel participants. The PPM device can track TV and radio consumption habits by detecting audible codes embedded in the audio portion of media broadcasts. At the end of the day, the meter is placed in a docking station that extracts the codes and sends them to a central computer, and audience ratings estimates for each market are generated based on this information. As part of Arbitron's panelist recruitment process, Arbitron currently sends a package of materials to selected panelists prior to recruitment, including a short brochure that illustrates the PPM being worn by panelists. In the fall of 2006, Arbitron conducted a test to determine if changing the PPM's appearance in the brochure would have a positive impact on recruitment agree rates. (The current design of the PPM resembles a pager, and it was created over 10 years ago when pagers were much more popular.) A simple random sample of 2700 households in 10 markets across the country was selected, and after an initial warm up call all remaining eligible households were sent one of three specific brochures, with each brochure highlighting a different meter design. Five days after the brochures were mailed, households were then recruited to participate in a local panel. In this paper, the differences in household agree rates by the type of meter design featured in the brochure are analyzed.

Surveys to Medical Providers: What is the Best Follow-up Protocol for Nonrespondents? Sara Zuckerbraun, NORC (zuckerbraun-sara@norc.org); Gary Euler, Centers for Disease Control and Prevention (gle0@cdc.gov); Julie Pacer, University of Michigan (juliepacer@yahoo.com).

There are a number of industry recommendations, many of which flow from seminal work by Don Dillman, regarding how mail surveys should be conducted and how surveys-takers should follow-up with nonrespondents. These recommendations differ according to respondent population. The Provider Record Check (PRC) project mails hardcopy Immunization History Questionnaires to some 22,000 medical providers annually. The person who completes the questionnaire is typically a staff member within a medical practice, clinic or hospital. PRC follows Dillman-esque recommendations. PRC uses high-quality survey materials, emphasizes the importance of the research, and makes the respondent's time commitments as low as possible. Maximizing response rates is critical, and in 2006 PRC began an effort to raise these rates and achieve the desired rates sooner. We also sought to understand how our typical respondent might differ from or resemble

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respondents previously discussed in the literature. Our regular follow-up protocol (which was to remail the questionnaire to nonrespondents within five weeks and telephone-prompt nonrespondents within seven weeks) was our control condition. We designed experimental conditions which accelerated this protocol in specific ways, including by eliminating the remail or prompting sooner. Preliminary results show that the accelerated groups reached response rates which were statistically-significantly higher (76.8% vs 92.9% at ten weeks). However, after many weeks of working the cases the response rates among the control groups reached the same level. Survey designers will need to balance this initial advantage against the higher costs associated with the accelerated treatment, as well as amount of time available in the schedule. This paper will present the data for these experiments in more detail, theorize as to why respondents may have a preference or dislike for the accelerated treatment, discuss the cost and benefits of the different models, and discuss when it may be advisable to apply each.

Investigating Whether an Abbreviated Interview Maintains Consent and Completion Rates for the National Immunization Survey. Ashley Amaya, NORC (amaya-ashley@norc.org); Martin Barron, NORC (barron-martin@norc.org); Philip J. Smith, Centers for Disease Control and Prevention (pzs6@cdc.gov).

Background: The National Immunization Survey (NIS) is an annual survey of approximately 18,000 U.S. children 19-35 months of age and is used to monitor vaccination coverage rates in the U.S. The NIS uses list-assisted random-digit-dialing to collect vaccination histories. Households with a written record of the child's vaccinations complete one series of questions regarding shots while those without complete an alternate series relying on respondent memory. Although histories obtained from respondent memory are not used in reported statistics, the telephone interview is used to build rapport to obtain consent to contact the child's vaccination providers and the end of the RDD interview. Because vaccination coverage is estimated from provider-reported histories instead of household-reported data, obtaining consent is uniquely important. **Objectives and Methods:** We evaluate an RDD questionnaire that abbreviates the collection of household reported vaccination histories from respondents that report from memory results in equivalent consent rates compared to the unabbreviated questionnaire. Households reporting from memory were randomized to one of two groups: a group that received the unabbreviated questionnaire, and a group that received an abbreviated questionnaire. A t-test was used to evaluate the consent rate increased among households receiving the abbreviated questionnaire. **Results:** Preliminary results suggest that (i) the consent rate among households receiving the abbreviated questionnaire is not significantly different from the rate among those receiving the unabbreviated questionnaire; and (ii) RDD completion rates among households receiving the abbreviated questionnaire is significantly greater compared to the rate among households receiving the unabbreviated questionnaire. **Conclusions:** Increasing the interview completion rate while maintaining the consent rate among households reporting vaccination histories from memory requires fewer households with age-eligible children to be identified to achieve NIS sample size goals. Further, the abbreviated questionnaire decreases respondent burden.

The Use of Vignettes in Questionnaire Evaluation: An Application from the 2010 Bilingual Census Form. Rachel A. Caspar, RTI International (caspar@rti.org); Patricia L. Goerman, U.S. Census Bureau (patricia.L.goerman@census.gov).

Cognitive testing has become a standard component of the questionnaire development process. One of the challenges of conducting such testing, however, is the process of recruiting participants who will reflect the diversity of the population where the instrument will ultimately be administered. Questionnaires designed for a rare sub-group may be difficult to test in the cognitive laboratory. Even questionnaires designed to be administered to the general population may have specific components that should be tested on individuals with unique sets of characteristics. In these situations the recruiting process can become so time-consuming and expensive that it is no longer feasible to conduct cognitive testing. Such was the case for work completed as part of the development of the 2010 bilingual decennial census form; a questionnaire containing side-by-side English and Spanish language columns. This paper will describe work completed to evaluate the Spanish portion of the 2010 bilingual census form. In a first round of testing participants were recruited to reflect the diversity of the Spanish-speaking population in the U.S. and asked to complete the form for their own households and then answer questions about their understanding of the questions. While this worked well, some aspects of the questionnaire were not adequately tested because participants' household compositions did not require them to consider some of the more problematic response options. In a second round of testing participants were provided with brief stories (vignettes) that described a household and then asked to complete the census form as though they were answering for that household. The vignettes were manipulated to vary the complexity of the household living arrangements and debriefing interviews were used to probe how participants decided to answer the questions. The paper will describe the strengths and weaknesses of this approach as compared to the approach used during Round 1.

INFLUENCES OF THE INFORMATION ENVIRONMENT

Reports about Polls in the Media: Variation in Adherence to AAPOR Disclosure Standards. Mary Currin-Percival, University of Minnesota-Duluth (mcurredp@d.umn.edu).

Citizens' perceptions of polls and polling methodology depend in part on news media coverage of polls to which they are exposed. A major criticism of media reports about polls is that there is insufficient methodological information and interpretation included in these reports. In response to the paucity of methodological information included in reports about polls, the American Association of Public Opinion Research specified minimum standards for disclosure about how a particular poll was conducted. Previous studies have shown that newspaper and television news programs do not adhere to these standards well. In one of the most extensive studies, Paletz and his colleagues (1980) found that overall, methodological details were not reported to any great extent in either the New York Times or in the CBS and NBC evening news programs. In this paper, I add to the previous research by also examining how a national cable news program reports polls. I analyze coverage of polls in the NBC Nightly News, CNN's The Situation Room, and the New York Times to determine how well each adheres to AAPOR standards. Because The Situation Room is broadcast twice a day for several hours, we might expect better adherence to AAPOR disclosure standards. However, in a preliminary examination of coverage of these three media outlets, using randomly selected stories from August 10, 2005 to August 9, 2006, I found that The Situation Room did no better at adhering to the standards. In this

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paper, I will analyze reports about polls by these three sources using data from an extensive content analysis of every story including poll results from November 1, 2006 to March 31, 2007. I do not expect to find any improvement in adherence to AAPOR standards. Moreover, I expect that The Situation Room will also not conform well to these standards.

"Just Thinking": Attitude Authenticity and Citizen Competence. Mathieu Turgeon, University of North Texas (turgeon@unt.edu).

Several decades of empirical research have established that most citizens know very little about politics. Most of the recent work in the area has focused instead on the consequences for political attitudes and preferences in evaluating citizen competence. Some scholars have argued that by using cues from friends, interest groups, or other sources, even ill-informed citizens arrive at roughly the same attitudes and preferences as they would hold if they were highly informed. Others, however, have suggested that the more politically knowledgeable have attitudes and preferences more in line with their underlying interests. But while these scholars reach divergent conclusions about citizen competence in expressing attitudes and electing candidates that reflect their underlying interests and values, they all focus their attention on knowledge, be it detailed or encapsulated into simple cues. Knowledge undoubtedly matters, but I argue and show, using a survey-experiment conducted with a representative national sample of adult Americans, that mere thought also helps people develop more authentic attitudes, that is, attitudes more reflective of underlying interests and values.

Of Time and Television. John Robinson, University of Maryland (ROBINSON@SOCY.UMD.EDU); Steven Martin, University of Maryland.

Of the several social indicators to assess the reach and impact of new technology, time and how people spent it has many advantages. Time's "zero-sum" property allows one to clearly identify trade-offs in daily life as new technologies (or other events) diffuse through society. Analysis of these early studies have made clear that television has had more impact on daily life than any other single technology. In the initial multinational survey of Szalai (1972), a consistent and pervasive pattern of activity trade-offs was found to accommodate the new chunk of nearly 90 daily minutes now devoted to TV. TV owners spent less time on: 1) Generally "functionally equivalent" mass media activities, like radio, movies and light-fiction print mediaSocial activities outside the household (with increases in visiting or social contact inside the household), as well as 2) Non-free time activities, particularly sleep and gardening. These patterns were found across 12 countries varying between 28% (Bulgaria) and 95% (US) ownership. TV's time transformations have not been static but have continued since the 1960s, as documented in subsequent diary studies. In the US, primary-activity viewing times have steadily increased from roughly 10 weekly hours in the 1960s (among those aged 18-64), to 15 hours in 1975 (mainly it seems as a result of color TV), to 16 hours in 1985 and 17 hours today. The dominating impact of TV is further evidenced by diary studies of the most recent new technologies of the Internet and computers in several countries.

NEW TECHNOLOGY IN SURVEY RESEARCH

Evolution of Audio Recording in Field Surveys. M. Rita Thissen, RTI International (rthissen@rti.org); Sridevi Sattaluri, RTI International (ssattaluri@rti.org); Emily McFarlane, RTI International (emcfarlane@rti.org); Paul Biemer, RTI International (ppb@rti.org).

The tools of field survey administration change quickly. By taking advantage of new technology and adapting it for time-honored needs, survey managers can boost the effectiveness, efficiency and quality of data collection. One method which has evolved rapidly is computer audio-recorded interviewing (CARI), an approach to ensuring the quality of data through unobtrusive recording by the computer of the audio portion of in-person interviews, much as silent monitoring has been used to ensure quality at call centers. Several developments in the past few years have improved the technical feasibility of CARI for routine and inexpensive use in field studies. Advances in file compression and available bandwidth enable collection of longer recordings with little strain on transmission capacity and no burden to the interviewer. Use of a simple external file for specifying items to be recorded in a Blaise instrument offers great flexibility in selecting portions of the interview for auditing, even permitting modification of the recorded-item list while an instrument is in production. A web-based monitoring application, for use by trained reviewers in evaluating the audio files, can now provide access to centrally located audio files by geographically distributed staff. Progress has also been made from an operational viewpoint. Work has been done to determine the minimum amount of recording needed to achieve agreement among reviewers as to the authenticity of the recorded session, and cost modeling shows that CARI can provide quality assurance at equal or reduced costs compared to more traditional approaches of re-interview or telephone verification. Use of CARI on several national surveys has provided production experience to bolster laboratory tests. This article reviews the progress of CARI technology in the years since it was introduced, with an emphasis on feasibility for routine use with field surveys.

An Examination of an Online Editing Process: Theory and Practice. Casey Tart, RTI International (ctart@rti.org); Amy Lister, RTI International (alister@rti.org); Jamie Isaac, RTI International (isaac@rti.org).

Recent years have seen an enormous increase in the amount of self-reported being collected via web-based systems. The collection of data via the web provides both opportunities and challenges related to quality assurance of the resulting data. One such challenge is the implementation of an on-line editing process which will improve data quality without imposing unreasonable burden upon respondents. This session will explore our experience with online editing issues, examining trends in edit errors and illustrating how our editing process is continuously evolving, through the ongoing efforts of project administrators and survey respondents providing data through the Integrated Postsecondary Education Data System (IPEDS). IPEDS is comprised of several surveys that collect data provided by individuals at postsecondary educational institutions. As IPEDS data are submitted, they are subjected to a variety of edit rules, and edit errors require further review or explanation by respondents. A valuable editing process is one which maintains a level of necessary edits, only flagging erroneous data and avoiding as much re-work and re-contact as possible. An important goal is to prevent the errors to begin with, while

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other goals include improving respondent understanding of the data items (Granquist, 1998). Additionally, edit errors can be caused by erroneous data resulting from a misunderstanding of the survey question (Engstrom, 1997). Considering these elements within the IPEDS editing process, this presentation examines the edit errors (and frequency of errors) produced during recent IPEDS collection years. Also considered are changes to the format of the questionnaire and how these changes may affect both the data submitted and the resultant edit errors. By continuously reviewing the editing process, as well as considering other quality control procedures, this presentation illustrates how data quality are improved for the IPEDS surveys, and outlines provides suggestions that can be applied to other studies.

The Effects of Interactive Voice Response and Audio Computer Assisted Self-Interviewing Methods on Self-Reports of Elder Abuse: Early Results from a Randomized Experiment. Scott Beach, University of Pittsburgh (scottb@pitt.edu); Richard Schulz, University of Pittsburgh (schulz@pitt.edu).

Elder abuse has been recognized as a significant social problem for several decades. However, it has been difficult to derive scientifically sound, population-based estimates of the prevalence and incidence of elder abuse. This study will test survey methods for obtaining prevalence estimates of elder abuse in Allegheny County (Pittsburgh, PA). Surveys of 900 residents aged 60 and older, recruited via random digit dialing, will be conducted in which they will be directly questioned about their experiences as victims of elder abuse. The survey will incorporate a randomized experiment comparing four approaches to data collection ($n = 225$ per condition). Half of the interviews will be conducted by telephone and half will be face-to-face interviews in respondents' homes. For half of the telephone interviews, interviewers will ask the abuse questions (standard CATI interview), while for the other half, an interactive voice response (IVR) system -computerized voice asks questions and response by phone keypad – will ask the abuse questions (interviewers will ask non-sensitive questions). Similarly, for the in home interviews, half of the respondents will be asked the abuse questions by the interviewer (standard CAPI interview), while the other half will respond privately to the abuse questions by hearing a recorded voice on headphones and entering their answers directly into the computer (A-CASI). We hypothesize that the modes of response that eliminate the interviewer will increase reports of elder abuse by increasing perceived privacy. Another major goal of the study is to test the feasibility and acceptability of using these types of technology with older adults. While IVR and A-CASI have been shown to increase reporting of sensitive behaviors among teens and younger adults, little previous work with elderly populations has been done. This paper will present preliminary feasibility and prevalence data from the study.

Improving Data Quality from Student Surveys: A Natural Experiment in South Africa to Test the Impact of Audio-Personal Digital Assistants (Audio PDAs). Matthew Courser, Pacific Institute for Research and Evaluation (mattcourser@yahoo.com); Rick Zimmerman, Pacific Institute for Research and Evaluation; Pam Cupp, Pacific Institute for Research and Evaluation; Arvin Bhana, Human Sciences Research Council.

Surveys of student populations provide important data to policymakers on underage alcohol and drug usage, risky student behavior, and school safety, among many other topics. Sensitive behaviors are, however, under-reported, and survey researchers continue to work to maximize data quality by using carefully-designed implementation protocols that create a more private environment and yield more accurate reporting. Our paper reports the results of a natural experiment to improve the data quality in student surveys in an ongoing study in township schools in Pietermaritzburg, South Africa. As part of our research, a survey was administered to the same group of students at three time points. At time 1, all students received an identical paper and pencil version of the survey instrument. To reduce sharing of answers by students, at Time 2, we administered multiple PAPI versions of the survey with different question orders. Prior to survey administration we shared with students the fact that there were various survey orderings. At Time 3 we administered the survey using audio-personal digital assistants (PDAs) that allowed participants to choose between two languages (Zulu or English) in both the screen text and sound components. Preliminary results indicate that survey administration conditions were improved and missing data was reduced in both the multiple PAPI version condition and in the APDA condition. Although having multiple versions of the survey increased students' sense of privacy, it did not increase self-reports of how honest they were in completing the survey. Using PDAs increased both privacy and self-reported honesty. We focus on our preliminary results and analyze the impact of these mode experiments on other substantive variables in the survey. The paper connects these findings to recommendations for best practices in implementing student surveys in challenging conditions. Our results emphasize how new technologies can help improve data quality in student surveys.

Keeping up with the "Now Technology": Communication on Respondents' Own Channel. Ekua Kendall, Arbitron (ekua.kendall@arbitron.com).

Arbitron, Inc. has developed an electronic personal meter known as the Portable People Meter (PPM). The PPM is designed to automatically detect audio exposure to encoded radio and TV signals. The PPM represents the passive of a panelist's media choices. We simply require that panelists wear a pager-sized device everyday from the time they rise to the time they retire for sleep in order to measure the media they are exposed to. This presentation will include data from panels in Houston, Texas and Philadelphia, Pennsylvania. We will explore the successes and limitations of implementing newer communication initiatives. The concept of "Now Technology" includes Cellular phone only use, Text Messaging, Email Communications and Interactive Web site usage. The introduction of these initiatives is designed to help Arbitron coach and communicate more effectively with the respondents and panelists who ultimately provide the valuable data that serves the marketplace. A communication survey was administered with panelists to learn about their preferred methods of communication. The results of the communication survey along with other analysis provided the bases for implementing some of the "Now Technology". These results are particularly interesting when viewing the communication preferences of different age demographics such as the 18-24 yr panelists (A special analysis review of the participants 18-24 yrs will also be presented and discussed). A baseline measure of the panelists' performance was taken prior to implementing these new communication options. This presentation will reveal if intab rates improve as a result of implementing these new options. Does providing communication on panelists' own channel yield any significant improvement in performance? Do panelists use these "Now Technologies" options more than the conventional communication methods? The answers and other informative details will be provided concerning how implementing "Now Technology" supports best practices of methodology.

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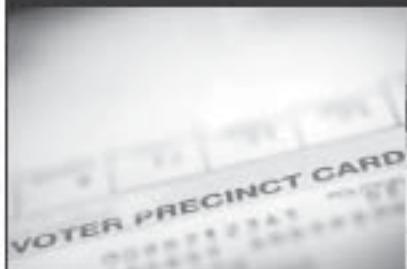
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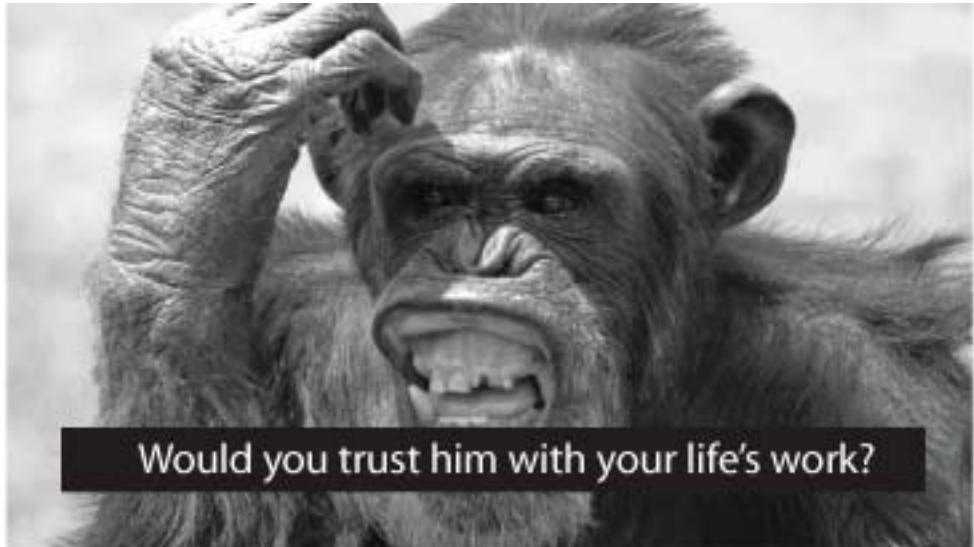
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COMPARISON OF WAVE 1 AND WAVE 2 LEVELS FOR IDENTICAL CONCEPT TEST SURVEYS ON KNOWLEDGE PANEL (JUNE 2006)

	AVERAGE		CONCEPT 1		CONCEPT 2		CONCEPT 3		CONCEPT 4	
	W1	W2	W1	W2	W1	W2	W1	W2	W1	W2
"Top two box"	45.8	46.2	49.8	50.5	47.5	49.6	43.5	44.8	36.4	35.0



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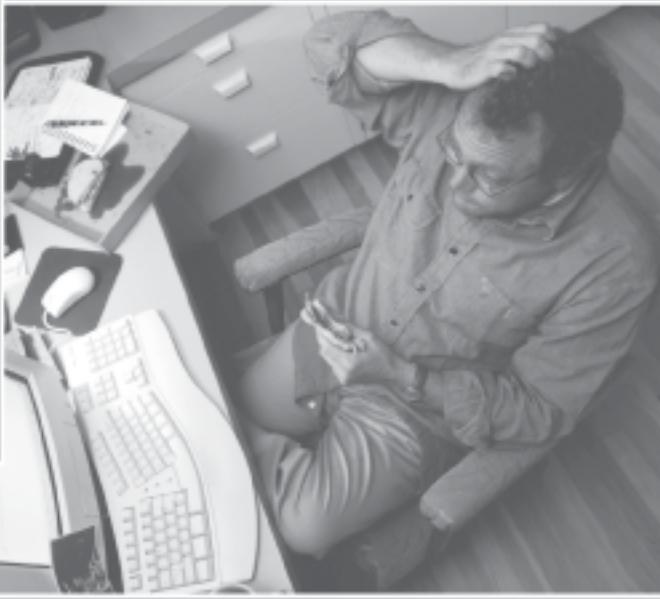
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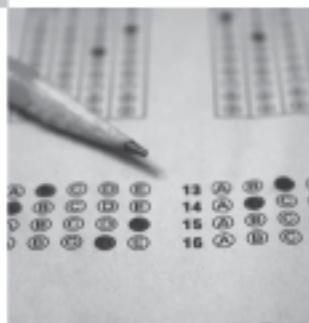


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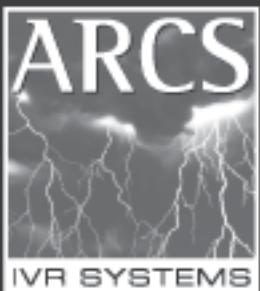
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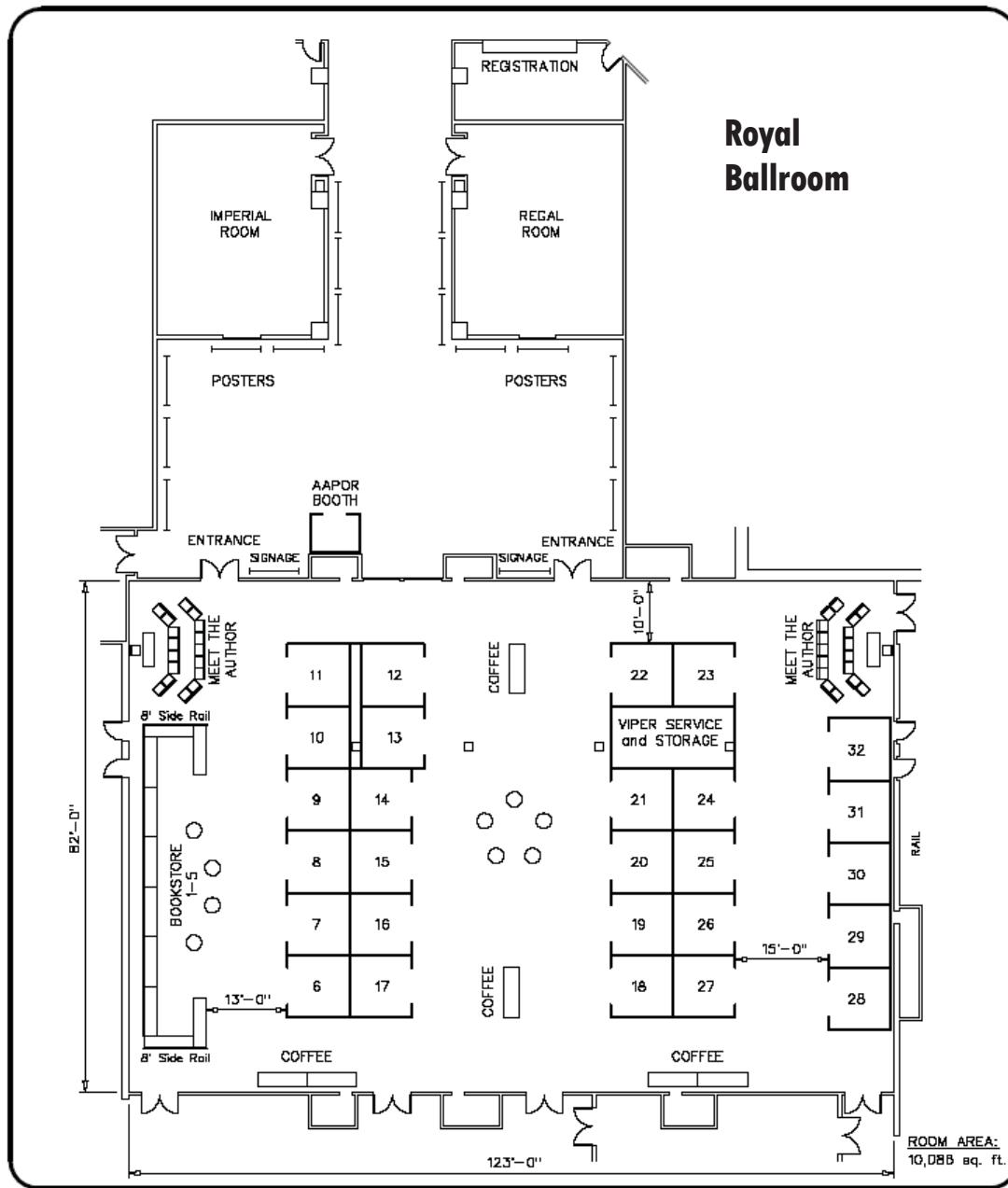
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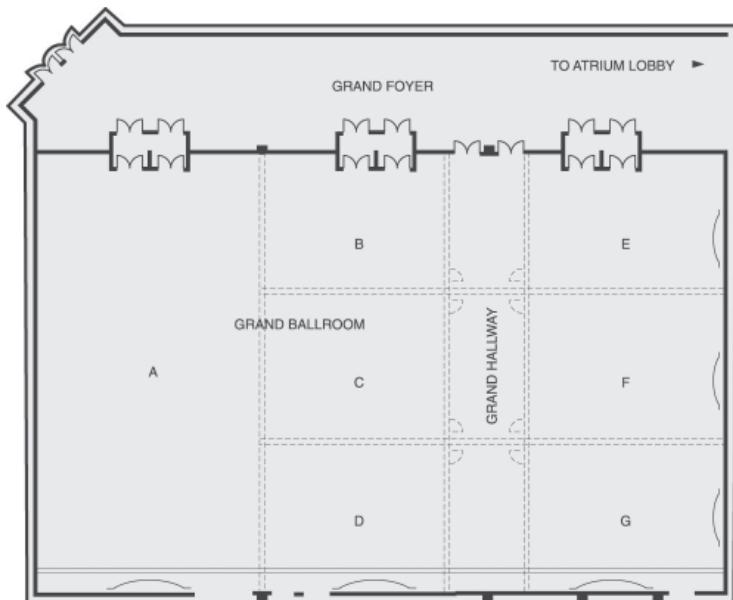
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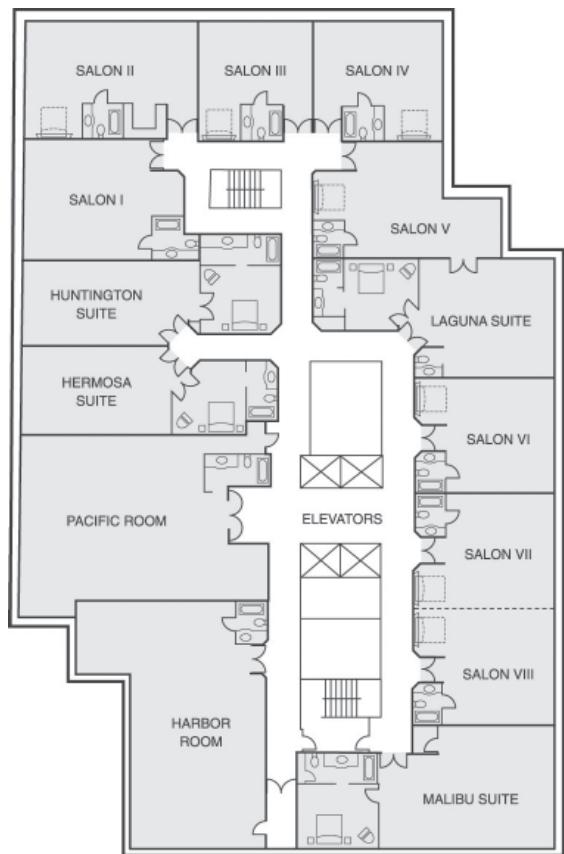
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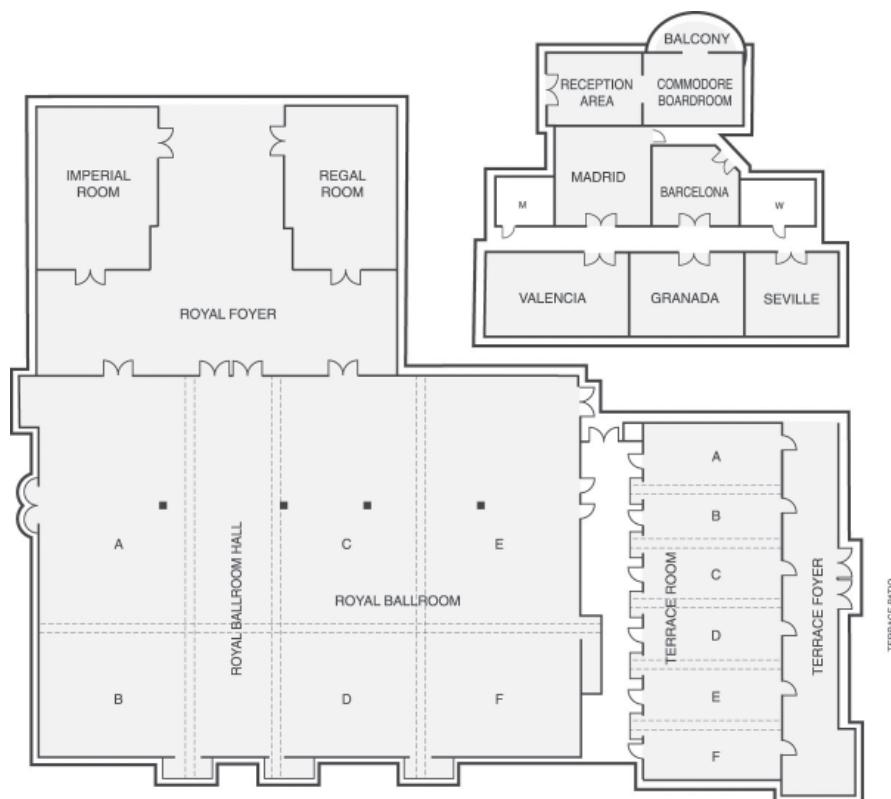
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